

## AI Commercial Workflow Prompt

### Turn Up the HEAT Concept

### Created by AlphaAnimate Studios

AI-powered cinematic advertising workflows for product ads,  
UGC campaigns, and brand storytelling.



REF 01 / PRODUCT



REF 02 / CHARACTER

Instagram@alpha\_animate

Website: alphaanimate.com

## AI Video Prompt

**HEADLINE:** "Turn Up the HEAT" - accent word "HEAT"

Use [IMAGE 1] as the product reference and [IMAGE 2] as the character reference. Maintain exact product appearance from [IMAGE 1] and exact character appearance from [IMAGE 2] throughout - no distortion, no label warping, no color drift. A high-energy Gen Z snack-fashion film - a bold monochrome red studio, glossy and electric, ridged chips and seasoning dust exploding and tumbling through frame. Vertical PRESETS\_ASPECT\_RATIO.portrait cinematic framing. Shot on RED Monstro, anamorphic lens. Maximum-contrast glossy grade in deep monochrome red from the palette of [IMAGE 1].

**THE STRIKE** - Hard cut from black: chips and seasoning dust burst outward through the red studio in continuous motion, particles dispersing in the light beams. Camera crash-pushes through the flying chips toward the person from [IMAGE 2] seated center, hair and clothing moving in studio wind. Hard cut.

**THE BITE** - Fast snap to a tight shot: the person from [IMAGE 2] bites into a crispy ridged chip, a sharp crunch, fragments and seasoning dust flying off in real time, a confident expression breaking through. Chips tumble past frame. Hard cut.

**THE TEXTURE** - Speed-ramp into macro: a chip rotates fast through frame, every ridge and grain of seasoning razor-sharp, seasoning dust trailing off it, more chips spinning behind in bokeh. The world keeps churning. Hard cut.

**THE POUR** - Whip pan: chips tumble and cascade out of the product from [IMAGE 1] in continuous motion, spilling and bouncing with real weight, seasoning particles bursting around them, the packaging catching a glossy red specular. Hard cut.

# AI Video Prompt

**THE HERO** - Speed-ramp from tight to wide on the product from [IMAGE 1] alone at center - no person in frame - chips and seasoning dust still erupting and tumbling around it in continuous slow-motion, particles glowing through red beams, the packet rotating slowly to catch a blazing red rim light. The motion never stops. The **HEADLINE** animates in as art-directed kinetic typography - an aggressive bold italic display typeface rendered in glossy chrome tied to the accent color of [IMAGE 1] with a hot spice-glow bloom, the letters slamming in one after another and snapping to place on the beat, the accent word weighted larger and burning brightest red for hierarchy, kerned like a premium poster and integrated into the rim light so type and packet form one designed layout, the chips still flying behind it. Hold on the composed product hero. Hard cut to black.

Lighting: bright premium studio key with deep red rim light slicing the chips and packaging edges, controlled glossy speculars on the packet, floating particles glowing in the beams, maximum contrast.

Style: five hard crash cuts, every shot full of continuous physical motion - bursting chips, flying seasoning, tumbling fragments, never a frozen subject. Bold monochrome red from [IMAGE 1]. Anamorphic DOF - product and chips razor-sharp. Sound: deep sub-bass hit, sharp chip crunch, snapping crackle of flying chips, whoosh of seasoning dust, confident hard beat erupting on the hero. Glossy, electric, addictive, premium. Photorealistic cinematic 4K quality with accurate crunch, weight, and particle physics. No distortion - no label warping - no color drift - no frozen subjects.

