

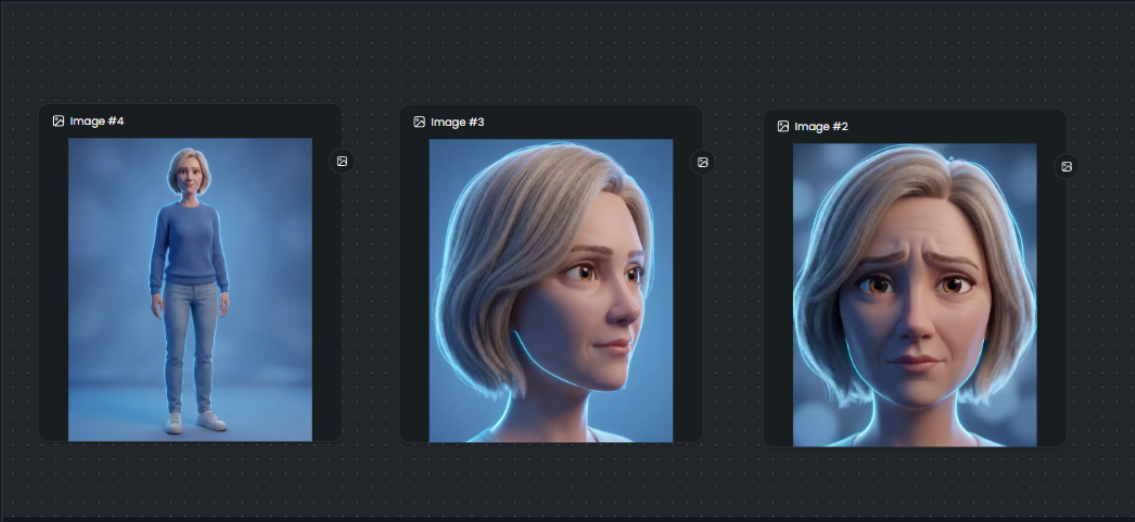
PROJECT 01 | AI 3D ANIMATED AD

MERODA Serum

Fully AI-generated 3D character ad for a skincare brand, built for Meta and TikTok

A direct-response beauty ad with no shoot, no actor, and no studio. The concept opens on a problem moment (a woman noticing her skin in the bathroom mirror), then moves through product reveal, application, and result. The animated Pixar-style look was a deliberate choice: it stops the scroll in a feed full of live-action beauty ads, and it removes the cost and scheduling of a real production.

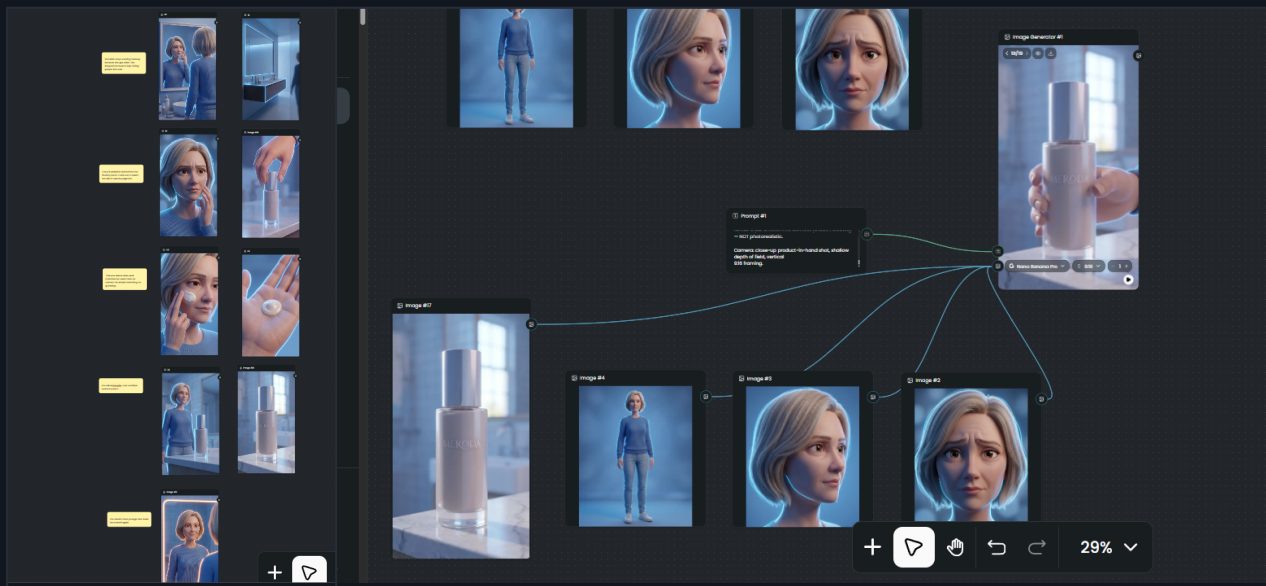
9:16 vertical	Meta + TikTok	AI 3D character	Direct response
PLATFORM	Maxfusion, node-based AI production canvas		
STILLS	Nano Banana Pro (character, environment, product)		
MOTION	Kling 3.0 Pro Turbo, image to video, locked camera		
POST	Premiere Pro (assembly, pacing, captions), After Effects (motion graphics)		



Character sheet: one identity locked across angles and expressions

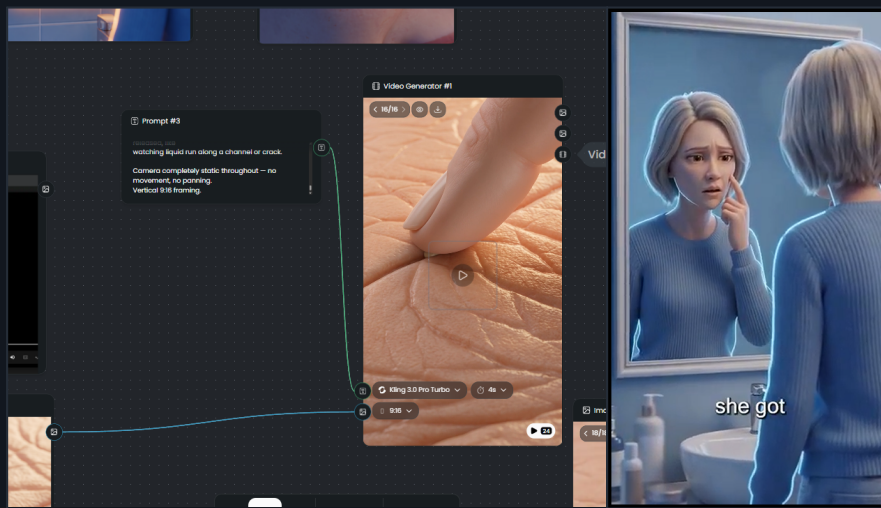
01 How it was built

- **Character consistency first.** Before any shot, the character was generated from multiple reference angles so the same face holds across every cut. Inconsistent identity between shots is the fastest way an AI ad reads as fake.
- **Storyboard as a node graph.** Each beat of the script became its own prompt node feeding an image generator, so the whole ad could be reviewed as a board before a single frame was animated.
- **Product shots generated separately** and matched to the character's lighting, so the bottle stays hero-sharp while the background falls off.
- **Stills to motion.** Selected frames were pushed through Kling 3.0 Pro Turbo with locked-camera prompts, with no drifting pans, which keeps the product readable at thumb-scroll speed.



Full storyboard: beat by beat, with script notes on each frame

Product-in-hand node: one prompt, four reference images feeding it



Macro texture shot: Kling 3.0 Pro Turbo, 9:16, static camera

Final frame with burned-in captions, built to work sound-off