

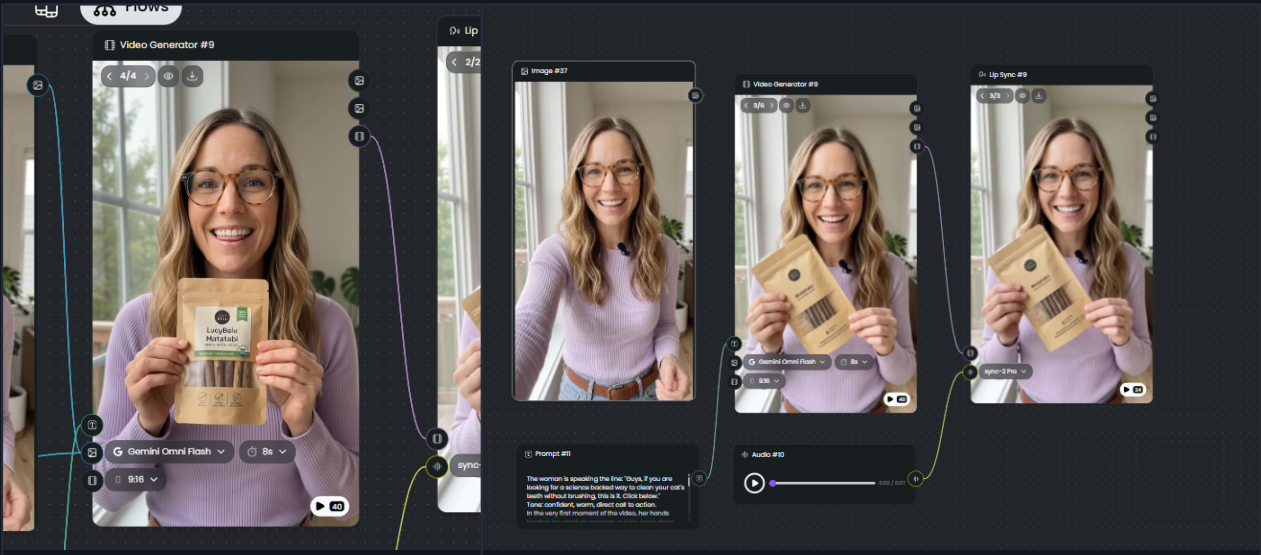
PROJECT 02 | AI UGC PRODUCT AD

Cat Dental Sticks

UGC-style pet product ad with a fully AI-generated presenter, voice, and environment

The brief was to make something that reads as a real person filming in her own kitchen, not a commercial. Everything from the room to the presenter to the voice was generated, then lip-synced and cut to a direct-response script. A rough, native-looking UGC edit routinely outperforms a polished brand film in paid social, because it does not announce itself as an ad in the first second.

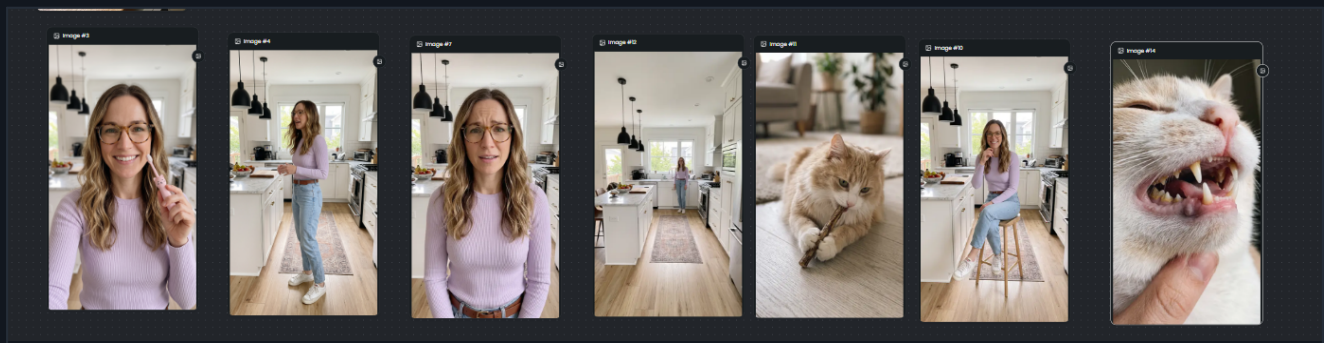
9:16 vertical	AI presenter	Lip sync	Paid social
PLATFORM	Maxfusion, node-based AI production canvas		
STILLS	Nano Banana 2 (presenter, kitchen environment, product)		
MOTION	Gemini Omni Flash, image to video, 8s generation blocks		
VOICE	AI voiceover (confident, direct), lip sync with Sync-2 Pro		



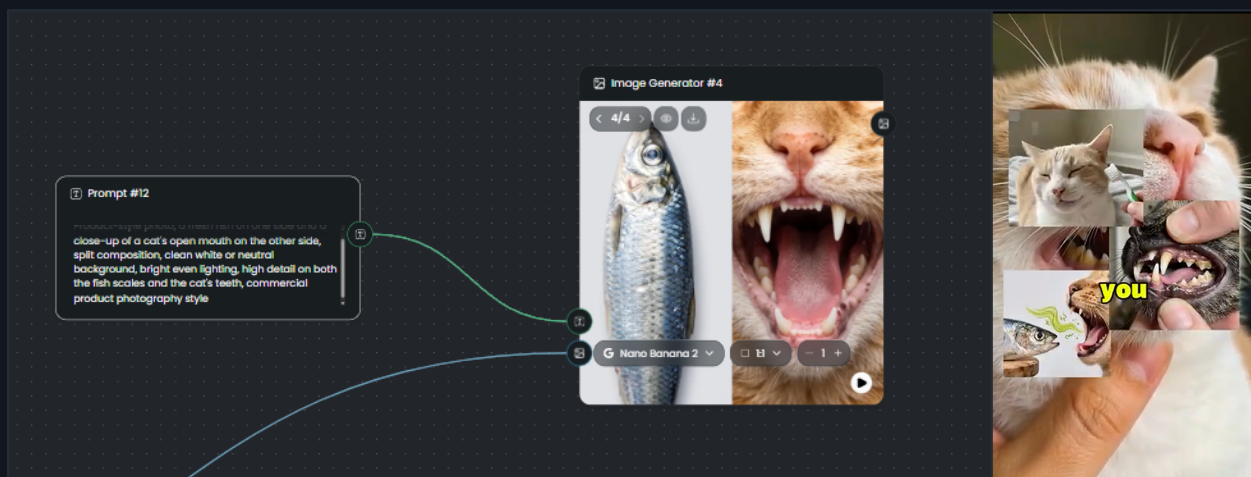
Presenter holding the product: generated, not filmed Still to video to lip sync chain, hook written into the prompt

02 Creative decisions

- **The hook is written into the prompt.** The opening line (a science-backed way to clean your cat's teeth without brushing) was locked first, and the presenter's framing, hands, and tone were generated to serve it.
- **Environment consistency.** The same kitchen was regenerated across wide, mid, and close framings so cuts between angles feel like one continuous take.
- **Pattern interrupts by design.** The problem section cuts to a collage of real cat footage (bad teeth, bad breath), breaking the talking-head rhythm right before the product reveal.
- **Built for testing.** Any line, any product angle, any variation can be regenerated the same day, so the format supports creative volume instead of one hero cut.



Generated shot library: one presenter, one kitchen, multiple framings and product beats



Split-composition problem shot, Nano Banana 2

Problem-section collage with kinetic captions