

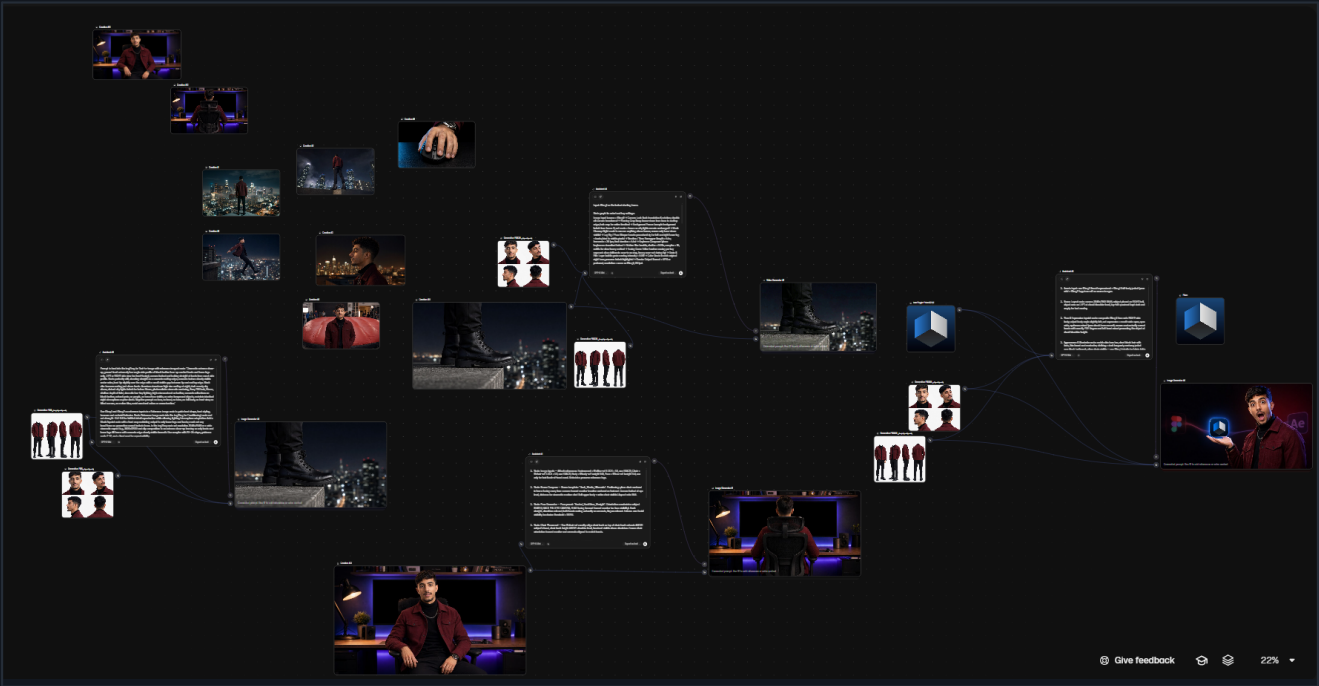
PROJECT 04 | CINEMATIC PRODUCT PROMO

Prism, Cinematic Cut

A second treatment of the same product, built for A/B testing against the presenter cut

Same product, different angle. Instead of a talking head, this cut builds atmosphere first: rooftop and city-night imagery, a figure moving through the frame, then a hard turn into the Figma to After Effects reveal. Running two distinct treatments of one product is how you find out which story the audience actually responds to, rather than betting everything on a single hero video.

Cinematic	AI generated	A/B treatment	Brand reveal
PLATFORM	Magnific, node-based AI production canvas		
APPROACH	Same locked identity extended into cinematic environments and wardrobe		
STRUCTURE	Atmosphere build, tension, then product reveal and CTA		
POST	Premiere Pro (edit, pacing), After Effects (logo animation, UI motion graphics)		



Full node graph: rooftop and city-night sequence building to the Figma to After Effects reveal

Why two cuts

- The presenter cut sells with clarity, the cinematic cut sells with mood.
- Both share one generated identity, so the brand stays recognisable across placements.
- Each can be re-hooked independently without regenerating the whole ad.

Live project space

The full node graph for this build, showing every prompt, reference, and generation step, is viewable here:

[Open the Prism project space on Magnific](#)