Premium product presenters / Prompt guide

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Original prompt variations and generated concept examples. Fictional adult presenters and generic products; inspect every output before commercial use.

Give a useful object the attention it deserves. A cabinet handle, a copper fitting or a bearing can lead a carefully lit product story. Choose an adult presenter who fits your audience, then build the film around the actual material, purpose and condition.

Keep every shot on-brand

Write one shared brief: Record the product references, audience, approved claims, palette, wardrobe, voice and destination format. For enterprise teams, give one person ownership of the final approval; for makers and creators, use the same sheet as your own checklist.

Show what makes this object yours: Use close details of a glaze, grain, seam or machining mark. Keep genuine wear and variation visible. A polished presentation cannot establish quality, compatibility or working condition.

Direct the presenter: Choose an adult presenter for the audience and tone. Give them one gesture and one approved thought. Avoid implied credentials and invented customer experience.

Build a repeatable series: Keep references, lighting direction, voice and final framing consistent. Review adjacent shots together. Add exact logos, captions and product claims in your editor.

The finishing detail

Introduce a cabinet handle with a clear material story.

Create a premium product film with an adult presenter chosen for the audience and brand. Use approved references for the cabinet handle and retain its real shape, finish and condition. Begin with the presenter and complete product visible. Make a shallow camera push while the presenter gestures beside the object. Broad soft side light describes the material; a restrained edge light separates it from charcoal surroundings. Keep the object still and avoid revealing surfaces absent from the references. End with a stable product composition. Record the approved line, “Small detail. A different feeling.”, using native dialogue only if supported; otherwise add a separately recorded voiceover to a non-speaking shot. Add exact labels and logos in editing, with no generated on-screen text.

Prepare: Prepare product photographs, approved claims, presenter reference and a brand brief. Choose a woman, man, nonbinary adult presenter or a product-only treatment. Match casting to the story without implying expertise from appearance.

Frame: Presenter and complete object

Move: Shallow push toward the material

Light: Soft side source with restrained edge light

Sound: Approved dialogue or separate voiceover

Check: Product geometry and visible wear match the reference; Hands, gestures and contact remain plausible; Voice says only the approved words; no false testimonial; Colour, wardrobe and framing match the neighbouring shots

Variation: Keep the camera locked and put the voiceover over a product-only detail.

Precision in copper

Introduce a copper fitting with a clear material story.

Create a premium product film with an adult presenter chosen for the audience and brand. Use approved references for the copper fitting and retain its real shape, finish and condition. Begin with the presenter and complete product visible. Make a shallow camera push while the presenter gestures beside the object. Broad soft side light describes the material; a restrained edge light separates it from charcoal surroundings. Keep the object still and avoid revealing surfaces absent from the references. End with a stable product composition. Record the approved line, “Precision can be beautiful.”, using native dialogue only if supported; otherwise add a separately recorded voiceover to a non-speaking shot. Add exact labels and logos in editing, with no generated on-screen text.

Prepare: Prepare product photographs, approved claims, presenter reference and a brand brief. Choose a woman, man, nonbinary adult presenter or a product-only treatment. Match casting to the story without implying expertise from appearance.

Frame: Presenter and complete object

Move: Shallow push toward the material

Light: Soft side source with restrained edge light

Sound: Approved dialogue or separate voiceover

Check: Product geometry and visible wear match the reference; Hands, gestures and contact remain plausible; Voice says only the approved words; no false testimonial; Colour, wardrobe and framing match the neighbouring shots

Variation: Keep the camera locked and put the voiceover over a product-only detail.

Form with a purpose

Introduce an automotive bearing with a clear material story.

Create a premium product film with an adult presenter chosen for the audience and brand. Use approved references for the automotive bearing and retain its real shape, finish and condition. Begin with the presenter and complete product visible. Make a shallow camera push while the presenter gestures beside the object. Broad soft side light describes the material; a restrained edge light separates it from charcoal surroundings. Keep the object still and avoid revealing surfaces absent from the references. End with a stable product composition. Record the approved line, “Look closer. Form has a purpose.”, using native dialogue only if supported; otherwise add a separately recorded voiceover to a non-speaking shot. Add exact labels and logos in editing, with no generated on-screen text.

Prepare: Prepare product photographs, approved claims, presenter reference and a brand brief. Choose a woman, man, nonbinary adult presenter or a product-only treatment. Match casting to the story without implying expertise from appearance.

Frame: Presenter and complete object

Move: Shallow push toward the material

Light: Soft side source with restrained edge light

Sound: Approved dialogue or separate voiceover

Check: Product geometry and visible wear match the reference; Hands, gestures and contact remain plausible; Voice says only the approved words; no false testimonial; Colour, wardrobe and framing match

the neighbouring shots

Variation: Keep the camera locked and put the voiceover over a product-only detail.

A simple product story

Use these as alternative concepts, or build three views of one product.

The finishing detail: Show the object clearly, then let one material detail hold attention.

Precision in copper: Show the object clearly, then let one material detail hold attention.

Form with a purpose: Show the object clearly, then let one material detail hold attention.

For a campaign, reuse the same approved product, presenter, palette and voice across all shots.

Compare the result with actual inventory. Keep defects and condition truthful. Budget for retries, review, narration, editing and delivery; AI is not automatically cheaper for every brief.

Sources and scope

These are original creative directions derived from Shotcraft’s product-presentation brief. Generated examples illustrate an approach; they do not establish sales results, technical performance or universal cost savings.

Video prompt vocabulary / /prompts/video/

Cinematic language / /prompts/cinematic-language/