Case study 09 · RUSHBRUSH Multi 5 Styler

Straight to Curls



600K
Views

15 sec
Length

9:16 vertical
Format

2
Scenes

The goal

Show the curling wand like a real creator would on TikTok, so it feels like a recommendation, not an ad.

The idea

A UGC-style video: a creator at home with a ring light, straight hair, one tool. Fifteen seconds later she has big glossy curls and a real smile.

Tools

Nano Banana · Seedance · Veo · Premiere Pro

The edit

Second by second



0.1s
Before

Straight hair, ring light, bedroom.

Why: A ring light and a bedroom are what real creators film in. The viewer reads it as content from a person, not a brand.



1.7s
Product

She shows the wand to camera.

Why: The product is introduced early and up close, like a creator showing what she bought.



3.3s
Demo

First section wrapped around the wand.

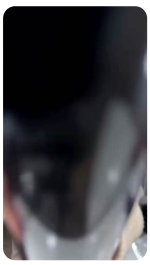
Why: Starting the demo straight away respects the viewer's time, with no long talking intro.



6.4s
Demo

More sections, same calm rhythm.

Why: Repetition shows how easy it is: the same simple move, again and again.



9.6s
Transition

The wand passes in front of the lens.

Why: The only cut is hidden behind the tool moving across the camera, a classic creator transition that jumps to the result smoothly.

The edit

Second by second (continued)



11.1s
Result

Full, glossy curls.

Why: The jump from straight to curls is the before and after that people stop for.



14.3s
Reaction

She smiles and plays with her curls.

Why: Ending on a genuine-looking reaction makes it feel like a recommendation from a friend.

Behind the scenes

How it was made

1

Key frames in Nano Banana

Created the creator, her room and the wand, keeping her face and outfit identical before and after.

2

Motion in Seedance and Veo

Animated the curling steps and her expressions.

3

Premiere Pro

Cut it like a real TikTok, with a hand-made transition hidden by the wand.

Takeaways

Why it worked

- Looks like creator content, not a brand ad.
- The demo starts in the first seconds.
- A hidden transition makes the result feel instant.
- Same face and room keep it believable.

600K views

A UGC-style demo that showed the product the way real users share it.