Case study 03 · RUSHBRUSH Black Friday

RUSHBRUSH Is Everywhere



300K
Views

22 sec
Length

9:16 vertical
Format

7
Scenes

The goal

Build hype before Black Friday and make the brand feel like the thing the whole city is buying right now.

The idea

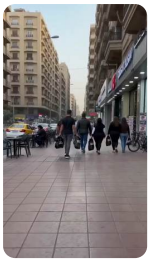
A fake documentary of a normal day in Cairo: streets, malls, cafes and crosswalks, and in every shot someone is carrying a RUSHBRUSH bag. No product, no price, just the feeling that everyone is already shopping.

Tools

Nano Banana · Seedance · Premiere Pro

The edit

Second by second



0.1s
Setting

A wide, ordinary street shot.

Why: Starting with nothing special makes it feel like real phone footage, not an ad. The viewer relaxes before the pattern starts.



2.5s
Bag 1

Two men walking with RUSHBRUSH bags.

Why: The first bag appears in the second shot, so the pattern is clear early: watch the bags.



4.8s
Bag 2

Low angle on a shopper's bag.

Why: Low, hip-height framing copies how people film by accident, which adds to the documentary feeling.



9.6s
Mall

Mall corridor, bags in every direction.

Why: Moving from the street into a mall shows the brand in every kind of place, not just one area.



14.3s
Close

A bag swings right next to the lens.

Why: A close, almost touching shot makes the logo big and sharp without needing a pack shot.

The edit

Second by second (continued)



16.7s
Cafe

A coffee cup in front, a bag passing behind.

Why: The cafe moment slows the rhythm and sells the lifestyle: the brand is part of normal life.



19.1s
Car POV

Shot from a car window at a crossing.

Why: A different point of view keeps the repetition interesting and adds to the feeling of a whole city.



21.5s
End

Two friends crossing, both with bags.

Why: Ending on friends shopping together hints at the social side of Black Friday and leaves the question: why does everyone have one?

Behind the scenes

How it was made

1

Key frames in Nano Banana

Created realistic Cairo streets, a mall and a cafe, with the bag logo kept sharp and identical in every frame.

2

Motion in Seedance

Animated each frame into walking shots with natural, slightly shaky handheld movement.

3

Edit in Premiere Pro

Cut at a steady pace of about three seconds per scene and kept it raw, with no graphics, to feel like real footage.

Takeaways

Why it worked

- Feels like real street footage, not an ad.
- The repeated bag creates a simple pattern people notice.
- Local settings make the hype feel close to home.
- No price or offer, so it works as a teaser before the launch.

300K views

A teaser that built curiosity before the Black Friday launch videos.