Case study 08 · RUSHBRUSH Hair Mask

The Golf Course Prank



4M
Views

15 sec
Length

9:16 vertical
Format

0
Hard cuts

The goal

Take the prank format to a new, unexpected place and keep the series fresh without changing what already worked.

The idea

The calmest place possible, a golf tournament in front of a crowd, interrupted by the hair mask in the middle of a swing. The contrast between silence and chaos is the joke.

Tools

Nano Banana · Seedance · Veo · After Effects · Premiere Pro

The edit

Second by second



0.1s
Hook

POV: jar and brush in hand, a golfer mid-swing.

Why: The setting is the hook. Nobody expects a hair mask on a golf course, so the viewer stops to see what happens.



1.7s
Strike

A scoop of mask lands on his afro.

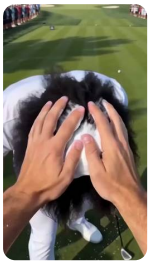
Why: The action hits before the viewer can scroll. Golf's quiet makes the moment feel even more shocking.



3.3s
Reaction

He turns with an open-mouth scream.

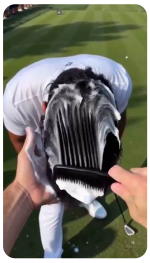
Why: A big face to camera is the emotional hook and the frame that becomes the thumbnail.



4.9s
Application

Hands work the mask into the curls.

Why: Showing the process keeps the transformation believable on very thick hair.



6.4s
Comb

The comb starts the first pass.

Why: The comb is the trademark of the series, so returning viewers know the payoff is coming.

The edit

Second by second (continued)



9.6s
Change

Curls turn sleek under the comb.
Why: The satisfying middle of the video, the part people watch on loop.



11.2s
Reveal

Long, straight hair down his back.
Why: An extreme result on purpose: exaggeration is part of the comedy and makes people tag friends.



14.4s
End card

The Hair Mask jar in front of his new hair.
Why: Product and result in one frame, so the brand closes the joke.

Behind the scenes

How it was made

1

Key frames in Nano Banana

Built the golf course, the crowd, the golfer and the jar, keeping his face consistent from afro to straight hair.

2

Motion in Seedance and Veo

Animated the strike, the comb passes and his reactions.

3

After Effects

Smoothed the hair transition and cleaned up the product label.

4

Premiere Pro

Kept one continuous POV, timed the beats and added sound.

Takeaways

Why it worked

- An unexpected location gives an old format a new hook.
- The contrast between calm golf and chaos is the joke.
- Same comb ritual, so the series is recognisable.
- Exaggerated result invites sharing and tagging.

4M views

Same format as the first prank, new location, and one million more views.