Case study 01 · RUSHBRUSH Hair Care Line

Hair Care Offer



1.2M
Views

32 sec
Length

9:16 vertical
Format

17
Scenes

The goal

Sell a full hair care bundle, not a single product, and make a price drop feel like a premium moment instead of a cheap discount.

The idea

A calm, warm beauty film: real-looking models use each product in turn, then everything comes together on one stage for the price reveal. One art direction from start to finish so the brand feels expensive.

Tools

Nano Banana · Seedance · Premiere Pro

The edit

Second by second



0.1s
Hook

Opens with the shampoo held to camera.

Why: The product name is readable in the first second, so even a viewer who scrolls away has already seen the brand.



3.6s
Product 1

Shampoo poured into the hand.

Why: Each product gets its own short, tactile moment. Texture shots make people feel the product, which a static image cannot do.



7.1s
Product 2

Close-up of fingers in the hair mask.

Why: Macro texture is the most satisfying shot in beauty ads. Cutting every second or so keeps the rhythm fast while the mood stays calm.



10.6s
Product 3

Hair oil drips into the palm.

Why: The oil drop is a small, premium detail that signals quality. Same light and colours as the other shots, so it feels like one shoot.



14.0s
Result

Smooth, shiny hair on a different model.

Why: Showing the result on different hair types widens the audience: every viewer can see themselves in at least one model.

The edit

Second by second (continued)



17.5s
Result

Long black hair with a confident smile.

Why: The emotional peak before the offer. Confidence is what the customer is really buying, so it comes right before the price.



21.0s
Build

Products are placed one by one on a stone stage.

Why: Building the set piece by piece tells the viewer this is a bundle and creates anticipation for the price.



28.0s
Anchor price

The old price, 2399 EGP, appears first.

Why: Showing the higher price first gives the viewer a reference point, so the real offer feels like a bigger win.



31.5s
Offer

2399 is struck through and 1799 EGP takes over.

Why: The last frame is the deal itself: the full line plus the new price. It is the image the customer remembers when they open the store.

Behind the scenes

How it was made

1

Key frames in Nano Banana

Designed every model, the stone set and each product as still frames, with the packaging kept identical across all shots.

2

Motion in Seedance

Animated each key frame into short motion shots: pouring, scooping, dripping and hair movement.

3

Edit in Premiere Pro

Cut to a steady rhythm of about one shot per second, colour-matched every shot and animated the price reveal.

4

Art direction

One warm beige palette, natural shadows from plants and stone, so 17 shots look like one real studio shoot.

Takeaways

Why it worked

- The brand is readable in the very first second.
- Texture close-ups make the viewer feel the products.
- Different hair types let more viewers see themselves.
- The anchor price makes the offer feel bigger.
- One consistent art direction makes the bundle look premium.

1.2M views

A bundle offer that kept a premium feel all the way to the price reveal.