Case study 06 · RUSHBRUSH Hair Mask

The Hair Mask Prank



3.2M
Views

29 sec
Length

9:16 vertical
Format

0
Hard cuts

The goal

Show that the hair mask works even on the hardest hair type, in a way that feels like entertainment, not advertising.

The idea

A first-person prank in a fast-food restaurant: while a friend watches, the mask goes onto long braids and one comb pass turns them straight and glossy. The friend's face tells the whole story.

Tools

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

The edit

Second by second



0.1s
Hook

POV: the jar is open, the friend is right there.

Why: The camera is our own hands, so the viewer becomes the prankster. The open jar promises something is about to happen.



3.3s
Setup

Mask goes on the top of the braids.

Why: A public place and a friend looking at the camera make it feel like a real moment caught on a phone.



6.4s
Reaction 1

The friend leans in, confused.

Why: His reaction is the guide for the audience: if he is surprised, we should watch closely.



9.6s
Application

Brush spreads the mask over the braids.

Why: Showing the full process on difficult hair builds trust before the result.



12.7s
Build

White mask covers the length of the braids.

Why: The slow build creates suspense. The viewer knows something will change and waits for it.

The edit

Second by second (continued)



15.9s
Comb

The comb starts pulling through.

Why: The satisfying comb stroke is the core of the format and the clip people rewatch.



22.2s
Peak

Braids turn straight, the friend is shocked.

Why: Result and reaction in the same frame: proof and emotion together. This is the frame that gets shared.



25.3s
Before & after

Half braided, half sleek.

Why: Leaving both textures in one shot makes the transformation impossible to miss.



28.5s
End card

The jar to camera with the RUSHBRUSH logo.

Why: The last frame is the pack shot, so the product is what people remember from the joke.

Behind the scenes

How it was made

1

Key frames in Nano Banana

Built the restaurant, the friend, the braids and the jar, keeping the friend's face and the label identical.

2

Motion in Seedance and Veo

Animated the comb and hair change in Seedance and the friend's reactions in Veo.

3

After Effects

Blended the transition from braids to straight hair and cleaned up the label.

4

Premiere Pro

Kept one continuous POV with no hard cuts, timed the reactions and added sound.

Takeaways

Why it worked

- POV turns the viewer into the prankster.
- The friend's face guides the emotion.
- No hard cuts, so the change feels real.
- Result and reaction land in the same frame.
- Ends on the product, not just the joke.

3.2M views

The first video in the prank series, and the format that the next pranks were built on.