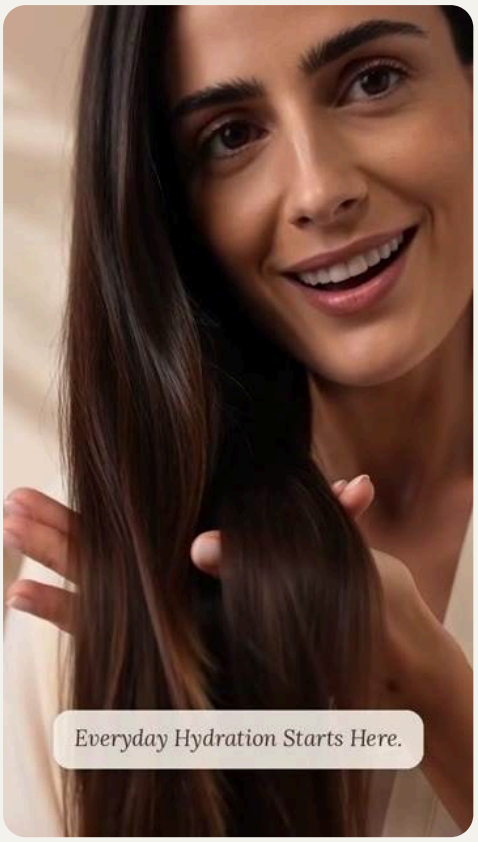
Case study 02 · RUSHBRUSH Hair Care Line

Which Ritual?



1.4M
Views

22 sec
Length

9:16 vertical
Format

13
Scenes

The goal

Explain two product routines quickly and let viewers pick the one that fits their hair problem.

The idea

A short problem-and-solution story told in two routines: a daily hydration ritual and a repair ritual for damaged hair. Clean on-screen captions do the explaining, so the video works without sound.

Tools

Nano Banana · Seedance · Veo · Claude · Premiere Pro

The edit

Second by second



0.1s
Problem

A woman looks worried at her split ends.
Why: Starting with a problem the viewer has felt makes them stop and ask: is this me?



2.4s
Ritual 1

Caption card: Hydration Ritual, Shampoo + Conditioner.
Why: Naming the routine on screen turns products into a simple choice instead of a catalogue.



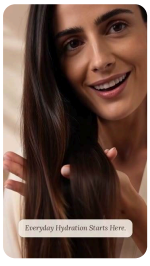
4.8s
Step 1

Lather close-up labelled Sulfate-Free Shampoo.
Why: Each step gets a small label, so the viewer learns the order of use without a voiceover.



7.1s
Step 2

Conditioner on wet lengths.
Why: Wet-hair shots feel like a real bathroom routine and keep the story believable.



9.5s
Payoff 1

Smiling close-up: Everyday Hydration Starts Here.
Why: The first routine ends on a result and a line, then the video immediately opens the second problem, so people keep watching.

The edit

Second by second (continued)



11.8s
Problem 2

Caption: Damaged hair?

Why: A question as a caption speaks directly to the second audience and resets attention halfway through.



14.2s
Ritual 2

Repair & Nourish Ritual with three products.

Why: The second ritual adds the hair mask, a natural upsell for viewers with bigger problems.



16.5s
Step 3

Fingers dig into the hair mask.

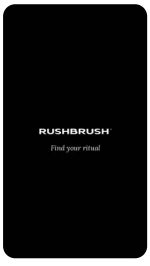
Why: The mask texture is the most satisfying shot in the line, so it is saved for the second half.



18.9s
Payoff 2

Glossy bob: Restore Your Hair's Beauty.

Why: A clear before-and-after with the first shot: same kind of woman, damaged hair at the start, healthy hair at the end.



21.2s
End card

RUSHBRUSH, Find your ritual.

Why: A clean black end card with one line turns the whole video into a question the viewer answers in the store.

Behind the scenes

How it was made

1

Script with Claude

Wrote the problem-and-solution structure and the short on-screen lines.

2

Key frames in Nano Banana

Created the models, the bathroom set and the product shots with consistent packaging.

3

Motion in Seedance and Veo

Animated the hair, lather and application shots; Veo for the faces and expressions.

4

Edit in Premiere Pro

Timed each caption to its shot, kept the rhythm under two seconds per shot and designed the caption cards.

Takeaways

Why it worked

- Opens on a problem the viewer recognises.
- Captions make it work with the sound off.
- Two routines double the audience in one video.
- The second half upsells the hair mask naturally.
- The end line invites the viewer to choose, not just watch.

1.4M views

A product explainer that people watched to the end, because it kept asking them a question.