Case study 11 · RUSHBRUSH Black Friday

Black Friday Launch



10M
Views

17 sec
Length

9:16 vertical
Format

0
Hard cuts

The goal

Announce the Black Friday discount with the biggest possible bang, in a video people would watch until the number appears.

The idea

A RUSHBRUSH rocket launches from a quiet street at night, flies up into the sky and explodes into fireworks that become the discount. The offer is the explosion.

Tools

Nano Banana · Seedance · After Effects · Premiere Pro

The edit

Second by second



0.1s
Hook

A giant RUSHBRUSH rocket on a suburban street.

Why: An impossible object in a normal place creates instant curiosity, and the brand name is already on the rocket.



1.9s
Ignition

Flames and smoke, people step back.

Why: Bystanders give scale and make it feel like a real event being filmed.



3.8s
Lift-off

The rocket climbs through the smoke.

Why: Upward movement pulls the eye up the screen, building anticipation.



5.6s
Flight

A small light high in the night sky.

Why: A short, quiet moment before the payoff: the tension makes the explosion feel bigger.



7.5s
Burst

Red fireworks open in the sky.

Why: The brand colour red explodes in the sky, so the celebration itself is on-brand.

The edit

Second by second (continued)



9.3s
Offer

UP TO 55%+ OFF in 3D red type.

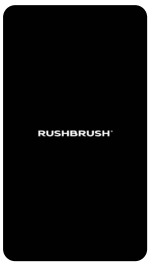
Why: The number is the explosion: the discount is the reward for watching, and it fills the screen.



13.0s
Hold

The offer stays on screen with sparks.

Why: Holding the number for several seconds gives everyone time to read and remember it.



14.9s
Logo

Fade to black with the RUSHBRUSH logo.

Why: A clean, quiet end after the noise, so the brand name is the final, calm memory.

Behind the scenes

How it was made

1

Key frames in Nano Banana

Designed the night street, the branded rocket and the sky shots.

2

Motion in Seedance

Animated the ignition, smoke, lift-off and flight in one continuous camera move.

3

After Effects

Created the fireworks burst and the 3D red discount type.

4

Premiere Pro

Timed the build-up, the burst and the hold, and added the sound design.

Takeaways

Why it worked

- An impossible object in a normal street stops the scroll.
- The story builds tension before the reward.
- The discount appears as the climax, not as a banner.
- Brand red is used in the fireworks and the type.
- A short black end card keeps the logo memorable.

10M views

The most viewed video in the portfolio: the Black Friday announcement that everyone watched to the end.