Case study 07 · RUSHBRUSH Hair Mask

The Street Crowd Prank



5.4M
Views

15 sec
Length

9:16 vertical
Format

2
Hard cuts

The goal

Make a hair mask feel almost unbelievable, but still credible, in a video people want to share. It had to stop the scroll in the first second and end with the product in the viewer's head.

The idea

A first-person prank in the middle of a street crowd. A stranger with big, wild curls gets the mask and one comb pass, and the whole crowd films the transformation. The crowd is the proof: if everyone is recording, it must be real.

Tools

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

The edit

Second by second



0.0s
Hook

The mask lands on his hair in the very first frame.

Why: No intro, no logo, no build-up. White cream on black curls is a high-contrast, slightly shocking image that stops the thumb before the viewer decides to scroll.



1.2s
Reaction

He turns around and the crowd with phones is revealed.

Why: A human reaction gives the viewer an emotion to follow. The wall of phones tells them this is live and public, which works as social proof.



2.4s
Emotion

Close on his shocked face, straight to camera.

Why: Eye contact with the lens pulls the viewer into the prank and makes them curious about what happens next.



3.8s
Cut 1 · Product

Hard cut to the Hair Serum bottle in hand.

Why: The product appears before the transformation, so the brain links the result to the product. This is one of only two hard cuts, placed exactly where the story changes from prank to product.



4.5–6s
Cut 2 · Process

Serum and mask are worked into the hair by hand.

Why: Showing the actual ritual keeps it believable. Viewers see a process, not magic, so the final result feels earned.

The edit

Second by second (continued)



7.5–9s
Money shot

One slow comb pass turns the curls sleek.

Why: A single, satisfying gesture is the moment people replay and send to friends. It keeps watch time high and is the clip that gets screenshotted.



10.5s
Reveal

Long, straight, shiny hair from behind.

Why: The camera stays in the same POV, so the before and after are directly comparable without any cut that could feel like a trick.



12–13.5s
Payoff

He turns, smiles and the crowd reacts.

Why: Ending on joy instead of shock leaves a positive feeling attached to the brand and invites comments.



14.5s
End card

The Hair Mask jar is pushed toward the lens.

Why: The last frame is the pack shot, so the product is the final memory. It works as a silent call to action and loops neatly back to the opening hook.

Behind the scenes

How it was made

1

Key frames in Nano Banana

Built the character, the street, the crowd and the product shots as still frames first, keeping his face and the RUSHBRUSH labels identical in every frame.

2

Motion in Seedance and Veo

Turned the key frames into moving shots and picked the best take for each beat, keeping the POV camera feeling like one real phone recording.

3

Finishing in After Effects

Cleaned up AI artefacts, fixed product labels and polished the transformation moment.

4

Edit in Premiere Pro

Timed every beat, placed the two hard cuts, added sound and exported in 9:16 for Reels and TikTok.

Takeaways

Why it worked

- The hook happens in the first frame, not after an intro.
- The POV camera feels native to social feeds, not like an ad.
- The crowd with phones acts as built-in social proof.
- The product appears three times: before, during and at the end.
- Only two hard cuts, so the transformation feels real and continuous.
- Fifteen seconds is short enough that people watch it again.

5.4M views

The most-viewed prank in the series. Same concept, new location and new character: proof that the format is repeatable.