Case study 04 · RUSHBRUSH Black Friday

The Tools Talk Back



2M
Views

15 sec
Length

9:16 vertical
Format

2
Scenes

The goal

Push three hair tools at once and move viewers from watching to adding to cart in fifteen seconds.

The idea

The tools come to life on a vanity table and compete for attention like characters. When the owner reaches for her phone, the story jumps into the store app, and the cart fills up while the tools comment.

Tools

Nano Banana · Claude · After Effects · Premiere Pro

The edit

Second by second



0.1s
Hook

Three tools with eyes, the straightener speaks first.

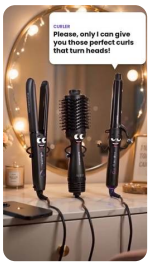
Why: Objects with faces are instantly unusual in a feed full of people. A speech bubble in the first frame gives the viewer something to read right away.



3.3s
Character 2

The volumizing brush answers.

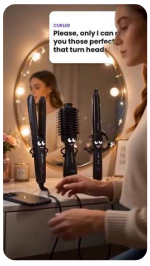
Why: Each tool gets one line that sells its benefit, so the product features become personality, not a list.



6.4s
Character 3

The curler gets the last word.

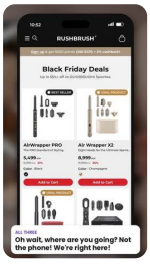
Why: Three short lines in six seconds keep the rhythm fast and make the viewer look at every tool.



8.0s
Twist

The owner sits down and reaches for her phone.

Why: A human enters the scene and gives the story a turning point. The tools panic: where are you going?



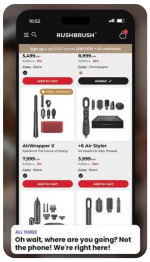
9.6s
Cut · Store

Hard cut into the RUSHBRUSH app.

Why: The only cut in the video, placed exactly where the story moves from the table into the shop. It shows the viewer the real place to buy.

The edit

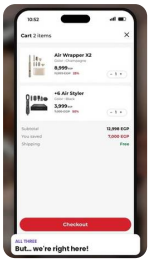
Second by second (continued)



11.2s
Add to cart

Products get added with the Black Friday prices.

Why: Showing the real interface teaches the viewer the buying steps and makes the offer feel available right now.



14.3s
Checkout

Cart with the saving and the line: But we're right here!

Why: The joke lands on the checkout screen, so the last thing the viewer sees is the saving and the Checkout button.

Behind the scenes

How it was made

1

Script with Claude

Wrote the short lines for each tool and the turn when the owner picks up her phone.

2

Key frames in Nano Banana

Created the vanity scene and the three tools with identical shapes and logos.

3

Animation in After Effects

Added the eyes and expressions, animated the speech bubbles and built the phone and cart screens.

4

Edit in Premiere Pro

Timed each line to about two seconds and placed the single cut into the store.

Takeaways

Why it worked

- Talking objects stand out in a feed full of people.
- Each line turns a feature into a personality.
- The story leads naturally into the store app.
- The real cart screen shows the saving and the next step.
- Only one cut, so the viewer never loses the thread.

2M views

A product line-up that felt like a story, and ended on the checkout button.