

NEXTGROW WITH AI

AD FILM · CATALOG

We make the video last.

First we decide who's watching, where they're watching, and what they should do next. Pick a different channel, and the same product becomes a completely different ad.

YouTube

Before the skip

TikTok

Before the swipe

Instagram

A reason to share

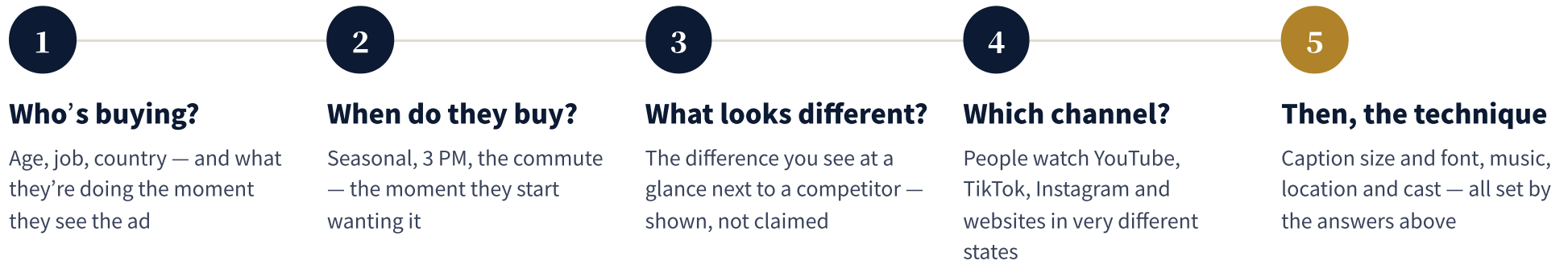


All scenes are our own samples, made for fictional brands

01 HOW WE WORK

If the video comes first, there's no reason to hire us. We design the marketing first.

You don't hire an ad studio to describe your product — you hire one to sell it. So before we touch any tools, we answer four questions, and only then choose the production technique that shows the answer best.



Success starts with being seen

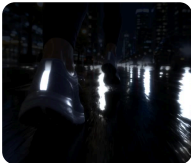
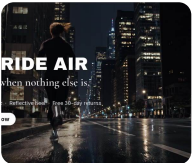
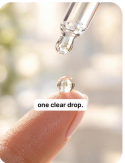
Views aren't sales — but an ad nobody sees sells nothing. So we build in what helps ads travel from the start: **surprise, humor, recognition, participation (comments and shares), and series potential**. A bold shot costs us the same as a forgettable one, so we aim to go bold.

Four rules of ad grammar

- **First 1–3 seconds** — product and core value before the swipe
- **Captions in the clear** — away from each platform's buttons and text overlays
- **Prove, don't claim** — a number on a scale, a time on a cup
- **No clichés** — not a runner by the river, but reflectors in a city gone dark

02 CHOOSE A CHANNEL

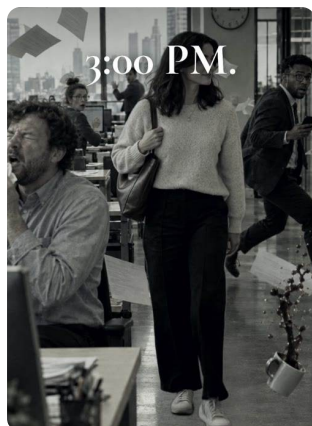
Choose a channel, and **the ad changes like this.**

	CHANNEL 1 YouTube ads	CHANNEL 2 TikTok	CHANNEL 3 Instagram Reels	CHANNEL 4 Website · brand film
Samples	 	  	  	 
How people watch	The ad interrupts the video they came for. After 5 seconds, a Skip button appears	Swiping through a feed, sound on	Between posts from people they know; if they like it, they may send it to a friend	Already interested and came to you — ready to watch to the end
What the platform says	Introduce the product or brand in the first five seconds, with more than two shots to hook viewers (Google ABCDs)	90% of ad-recall impact is captured in the first 6 seconds. Introduce within 3 s, sound on, not over-polished (TikTok guidance)	Key ranking signals shared publicly include watch time, likes per reach, and sends per reach (Head of Instagram, Jan. 2025)	No platform rule — our standard: make people remember the place, not just the product
So our rule is	Even if they skip, the brand stays. Product and name, inside 5 seconds	Don't look like an ad. Person, product and tension in 3 seconds; pace that holds to the end	Build in a reason to send it. “Tag your person” is one possible call to action.	Be remembered through a story. Scenes that work without captions; name and hours at the end
Format · length	16:9 · sample 13 s	9:16 · samples 13–14 s	9:16 · samples 13–18 s	16:9 · sample 37 s
Call to action	Buy now (Shop now)	Comment — “Time my order next”	Tag & share — “Tag your 3 PM person”; next-episode tease	Visit — “Open 6:30 AM”

Sources: Google “ABCDs” reference guide and Google Ads Help (skippable in-stream ads) / TikTok Ads Help, including “Creative best practices” and “Creative Codes” / public remarks by the Head of Instagram (Jan. 2025, as compiled by industry sources). Current as of Oct. 2026.

03 MARKETING DESIGN NOTES

Same café, same maple latte. Change the channel, get three different ads.



INSTAGRAM REELS · 13 S · 9:16

“Hit pause at 3.”

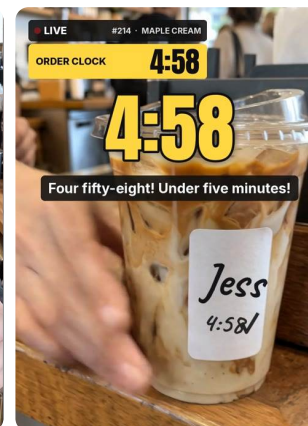
Audience	US · office workers, 25–40
Moment	3 PM, when focus runs out
Idea	At 3:00 the office freezes — and she’s the only one walking out for coffee
Hook	Recognition — “that’s me”
CTA	“Tag your 3 PM person”



TIKTOK · 13 S · 9:16

Barista vs. the five-minute clock

Audience	US · Gen Z
Moment	The moment you’d rather not wait in line
Idea	Turn making a latte into a live sports broadcast
Hook	Surprise, humor, and a ticking clock
CTA	“Time my order next” — participation in the comments



WEBSITE · YOUTUBE · 37 S · 16:9

“Still writing your name.”

Audience	Regulars, and neighbors walking in for the first time
Moment	Choosing “my café” in a new neighborhood
Idea	One day at one counter — every name that passes through, from dawn to night
Hook	Warmth and memory — remember the place, not the product
CTA	“Still writing your name. · Open 6:30 AM”

04 BREAKDOWN · TIKTOK, 13 S

Break the 13 seconds down — every second has a job.



0:00–0:02

Person, product, tension — one frame

Barista, cup and a “LIVE order clock,” all inside the first two seconds.

TikTok: introduce in 3 s, show people



0:02–0:05

Coffee as a sports broadcast

“Replay — he sticks the landing!” Surprise and a laugh that can stop the thumb.

TikTok: surprise = 1.7 × view-through

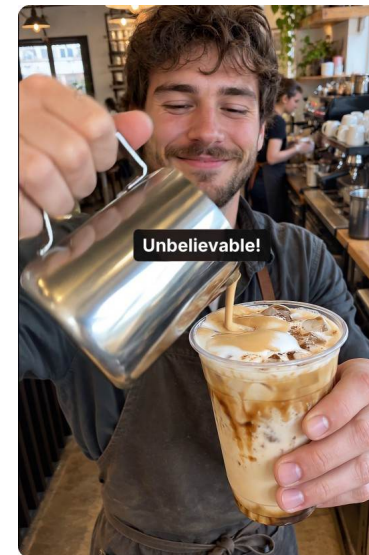


0:05–0:09

A number, not a claim

“Jess 4:58” on the cup, 4:58 across the screen. We never say “ready in five.”

Ad grammar: prove, don't claim

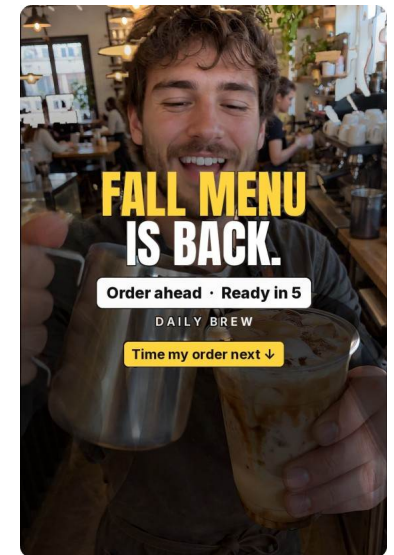


0:09–0:10

End on a face

“Unbelievable!” A selfie-angle shot that feels filmed by staff, not by an agency.

TikTok: not over-polished



0:10–0:13

Ask for a comment, not a sale

“Fall menu is back · Order ahead, ready in 5” + “Time my order next ↓”

Comments can help extend reach

Captions sit only at the top and center — TikTok's buttons cover the right side and the caption text covers the bottom. Cuts are timed to the ticking clock and the commentary sound effects.

05 BREAKDOWN · INSTAGRAM REELS

On Instagram, we build in a reason to send it to a friend.

“Hit pause at 3.”

DAILY BREW · 13 s · recognition



0:00-0:02

2:59 PM — office chaos

0:02-0:04

3:00 PM — the world freezes in black and white. “Everyone else can wait.”

0:04-0:07

Color returns at the café: maple cream latte

0:07-0:11

“Fall only.”

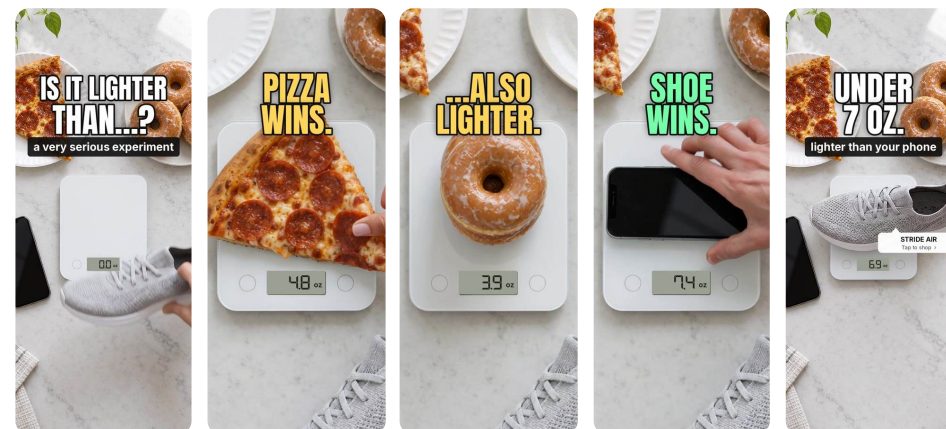
0:11-0:13

“Hit pause at 3. · Tag your 3 PM person”

Why it works: the switch from black-and-white to color is the feeling of that coffee. People who recognize themselves may send it to a friend: **“this is you.”** The ad is designed to encourage the sends Instagram may use as a ranking signal.

Scale battle: “Is it lighter than...?”

STRIDE AIR · 18 s · humor & series



0:00-0:04

“A very serious experiment” — shoe: 6.9 oz

0:04-0:08

Pizza, 4.8 — “Pizza wins.”

0:08-0:11

Donut, 3.9 — “...also lighter.”

0:11-0:14

Phone, 7.4 — “Shoe wins.”

0:14-0:18

“Under 7 oz. Lighter than your phone.” “What should we weigh next?”

Why it works: the shoe **loses on purpose** to a pizza slice and a donut. Losing gets the laugh — and because the scale shows every number, “lighter than your phone” is believable. “What should we weigh next?” invites comments and sets up the next episode.

06 BREAKDOWN · YOUTUBE · MODEL AD

YouTube: the 5 seconds before Skip. Model ad: one twist.

The city goes dark. The reflectors don't.

STRIDE AIR · YouTube · 13 s · 16:9 · awe



0:00-0:03

Wet streets at night; the heel reflector shows first — product on screen from second 0



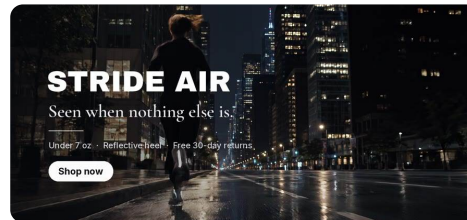
0:03-0:06

Reflector close-up: "Visible after dark."



0:06-0:09

"Under 7 oz." — the second benefit

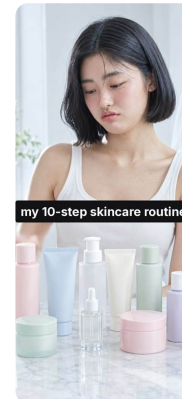


0:09-0:13

STRIDE AIR · Free 30-day returns · Shop now

My 10-step routine... okay, one step.

CLEAR · TikTok & Reels · 14 s · model ad



0:00-0:02

"My 10-step skincare routine:" — a counter full of bottles



0:02-0:03

"...okay, one step." Everything swept away



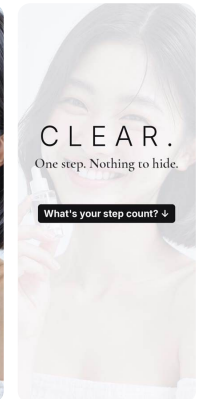
0:03-0:07

"One clear drop." — the product visual reveal



0:07-0:11

"Skin with nothing to hide."



0:11-0:14

"What's your step count?" — asks for comments

Why it works: it opens in the familiar "10-step routine" format and flips it two seconds in. The format makes people stop; the twist makes them laugh. The closing question gets viewers **to answer with their own routine** in the comments.

07 BRAND FILM · PREMIUM SAMPLE

Product ads make people **buy now**.
Brand films make them **come back**.



Three ads, one café

The woman who walked out of the frozen office in the Instagram ad — and the “Jess” written on the TikTok cup — walks back in at 3 PM in the brand film. When ads made for different channels add up to one story, every ad people see makes the brand stronger.

	Product short	Brand film
Goal	Order or buy now	Remember us, and come back
Hero	The product and its benefit	The place, and the people who pass through it
How it persuades	Proof — a number on a scale, a time on a cup	Time and relationships — a café that knows your name
Length · format	~15 s · 9:16	30–60 s · 16:9 (sample: 37 s)
Music · text	Fast cuts, big captions	Music that follows the emotion; only handwritten names
Call to action	Order, comment, tag	Visit — “Open 6:30 AM”
Where it runs	TikTok, Reels, YouTube ads	Website hero, in-store screens, YouTube channel, company intro
Shelf life	One campaign	The face of your business, year after year

08 BREAKDOWN · "STILL WRITING YOUR NAME," 37 S

Not a single line of dialogue. The light in the window tells the day.



0:00–0:04 · 6:25 AM

Blue dawn, the owner unlocks

No customers yet. The day starts here.



0:04–0:09 · 6:32 AM

First customer: Dana

Breath in the cold air; her name is written on the counter.



0:09–0:13 · Morning

Theo, on his way to class

A wave on the way out; morning sun cuts across the counter.



0:13–0:16 · 11:40 AM

Walter and his newspaper

A tip of the cap from a long-time regular.



0:16–0:20 · 3 PM

Jess — from the other ads

Golden afternoon; the scene that ties the Instagram and TikTok samples together.



0:20–0:25 · Sunset

Lily (extra whip)

A child in her dad's arms — a café that remembers how you order.



0:25–0:32 · Night

Tomorrow's first cup, written tonight

"Dana · tomorrow, 6:30 AM" — the one scene this film exists to leave behind.



0:32–0:37 · End card

"Still writing your name."

Your neighborhood café · Open 6:30 AM

One fixed camera

We watch the whole day from the same spot in front of the counter. The scenes change but the view doesn't — so the viewer becomes a regular.

Light is the clock

Blue dawn → morning sun → golden afternoon → sunset → night. Time is told by the color outside, not by captions.

It ends where it began

It opens with Dana, the first customer, and closes with her cup for tomorrow. The day comes full circle into "see you tomorrow."

09

PRICING

Pick by where it will run. **Copy and captions come standard.**

Package	What's included	Revisions	Delivery	Price (USD)
Product ad short 15 s · 1 concept	Opening hook line and call to action, captions	Script: pick 1 of 3 Storyboard 2 · Final 1	48 hours (excluding weekends and public holidays)	from \$79
3-ad short set 15 s × 3 distinct concepts	Three different ads so you can compare what works best	Script: 2 options per ad Storyboard 2 · Final 1	3 business days	from \$169
AI model ad 15–20 s · like our CLEAR sample	AI-generated model + your product + copy <i>Model profile sheet included · We won't offer this model to any other client.</i>	Script: pick 1 of 3 Storyboard 2 · Final 1	3 business days	from \$169
Brand film from 30 s · pick 1 of 3 concepts	Brand line + story structure <i>Short-form ads are made to sell; brand films are made to be remembered.</i>	Pick 1 of 3 concepts Storyboard 2 · Final 1	5 business days	from \$279

Listed prices are for the standard package and may change based on your requests. Anything beyond the standard package is itemized in your quote. We'll refine your chosen script generously. Storyboards include two free revision rounds; the finished video, one. Delivery is counted from each approval, excluding your review time. Paid via PayPal: orders up to \$500 in full upfront; above \$500, 50% upfront and 50% before final files.



Good to know

Whether background music is included is confirmed in your quote.

If you need a faster turnaround, let us know and we'll discuss it with you.

Before final payment, you receive a review copy with a small preview mark.

10

QUALITY & TERMS

Approved at every stage — and checked before it reaches you.

Review is a separate step from production and follows a stricter standard. We confirm direction at the low-cost stages first, so you never pay twice and need fewer revisions.

CHECK 1

Strategy & sales

Does it drive the intended action from the intended audience on the intended channel? Pretty but ineffective doesn't pass.

What we don't make

- Scenes that encourage breaking the law or invite public backlash
- Racial slurs or content that stokes class conflict
- AI people who resemble real persons or celebrities
- AI people presented as real customer testimonials
- Efficacy, discount or number claims you didn't provide

CHECK 2

Craft & “AI look”

Odd hands, warped text, jitter or anything that looks auto-generated is rejected on sight.

Sign-off at each stage, revisions set upfront

Script & copy → storyboard preview → final ad. Each stage moves forward once your designated approver confirms by email.

We'll refine your chosen script generously. Storyboards include two free revision rounds; the finished video, one. All notes on one video, sent together, count as one round. A new concept after approval is quoted separately.

CHECK 3

Outside eyes

Does it make sense to someone who knows nothing about the brief? Could any scene be misread?

If replies are delayed

Silence is never treated as approval. We follow up on business day 2 and pause work and the delivery date on business day 5.

Reply at any time and we pick up right away with a new date.

CHECK 4

Channel rules

Captions stay clear of platform buttons, and anything likely to break ad policies is caught early.

Payment · rights · storage

Work starts once payment is received. Before final payment, you receive a review copy with a small preview mark.

On full payment, we transfer all rights we hold in the final ad and, for AI model ads, the model profile sheet images. Elements created solely by AI may not be eligible for copyright registration. Music is commercially licensed only.

Your materials: 90 days after delivery.
Final files: 1 year.

Finished-video revisions

For the finished video, we include one round of free revisions for refining the completed edit — captions and text, scene length and order, background music, color, and similar adjustments. Scenes that don't match your approved storyboard, or that look unnatural, are fixed at no cost and don't count toward your revisions. If, after approving the storyboard, you'd like to add new scenes or change content from what was approved, the video needs to be produced again, so we'll let you know the additional cost first and proceed once you agree.

Cancellation & refunds

Before script work begins, we refund in full (minus payment fees). During the script stage, we refund 50%. From the storyboard stage onward, payments are non-refundable — unless we ultimately cannot correct our own error or cannot deliver the work.

We use third-party AI tools in production. Every film is reviewed and approved by our CEO before delivery. This catalog is for reference; your quote and order terms take priority.

11

BEFORE YOU START

Five common questions — and **your next step**

Not sure which channel is right?

Tell us about your product and customers, and we'll recommend a channel. If you're starting out, a 3-ad set across channels can help you compare.

Won't it look AI-made?

Anything that looks generated is caught in a separate review step before delivery. Every scene in this catalog is a sample we actually made — and we never hide that we use AI.

What about music and copyright?

Whether background music is included is confirmed in your quote, and we only use commercially licensed tracks. Copyright in AI-generated elements may be limited by law — we tell you upfront.

Will the price change later?

The listed price is the standard package. Anything extra is itemized in your quote, and we proceed only at the amount you approve. A new concept after approval is quoted separately.

How long does it take?

48 hours (excluding weekends and public holidays) for a single short, 3 business days for a 3-ad set or AI model ad, 5 for a brand film — counted from each approval, excluding your review time.

One product link is all it takes to start.

1 Send us a link

A product page, Instagram account or map listing — any one

2 Get a channel plan and a quote

Who it's for, which channel, which idea — plus an itemized quote

3 Approve, and we begin

Script & copy → storyboard → final ad, approved stage by stage

EMAIL

hello@nextgrowwithai.com

WEBSITE

nextgrowwithai.com

BASED IN

Seoul area, Korea · UTC+9