

PRODUCT COMMERCIAL · AI VIDEO PIPELINE

SUREFIRE DS-SR07

A Premium 60-Second Product Commercial — Produced Entirely With AI

60 SEC

Finished Film

6 SCENES

Cinematic Sequence

0 SHOOTS

No Camera / No Studio

1 SESSION

Script to Final Master

"From flat product photos and a bare listing to an agency-style launch film — total control, at your fingertips."

VASRUE

AI Creative & Production Studio

vasrue.com

From Product Photo → Launch Film



SOURCE PHOTO



AI-PRODUCED SCENE

THE BRIEF

The client sold a mil-spec dual-switch assembly for SureFire Scout WeaponLights — but had only flat catalog photography and a plain Amazon listing to market it with. The goal: a premium, agency-quality 60-second commercial in the style of an Apple launch film or a SureFire promotional spot, built entirely from the existing product photos — no reshoot, no studio, no actors.

WHO IT WAS FOR

A tactical / firearms-accessories seller marketing a technical, safety-critical product to buyers who expect precision and credibility. The film needed to communicate mil-spec quality, switch redundancy, tool-free installation, and compatibility with SureFire's M-Series Scout Lights — while feeling as premium as the \$196 retail price implies.

The Approach — A Full AI Production Pipeline

CASE STUDY / 03

- 01 SCRIPT & SHOT LIST** CREATIVE DIRECTION

Reviewed the product photography and Amazon listing, then wrote a 6-scene, 60-second script structured around the product's real selling points — reveal, dual activation, mil-spec build, tool-free install, field use, and value close.
- 02 CINEMATIC KEYFRAMES** NANO BANANA PRO

Generated 6 photoreal keyframe images using the client's own product photos as reference, with motion-graphic typography and spec callouts composited directly into each frame.
- 03 VISUAL QA** QUALITY CONTROL

Checked every keyframe against the source photography and listing copy for product accuracy and exact spec spelling before moving to animation — catching issues early is cheaper than fixing a finished clip.
- 04 CINEMATIC ANIMATION** KLING 3.0

Animated each keyframe into a 10-second clip with locked, deliberate camera motion — engineered specifically so on-screen text and product geometry stayed sharp and undistorted through the motion.
- 05 VOICEOVER PRODUCTION** SEED AUDIO

Wrote and produced a custom ~50-second commercial voiceover script covering every required talking point in a confident, professional read.
- 06 FINAL ASSEMBLY & MASTER** FFMPEG

Cut all 6 scenes together with cross-fades, synced and normalized the voiceover, upscaled to a clean 1080p/24fps master, and verified the finished timeline frame by frame.

AI Image Generation

Image-to-Video Animation

AI Voiceover

Motion Graphics Compositing

Video Editing & Mastering (FFmpeg)

Brand-Accurate Prompt Engineering

Deliverables & Impact

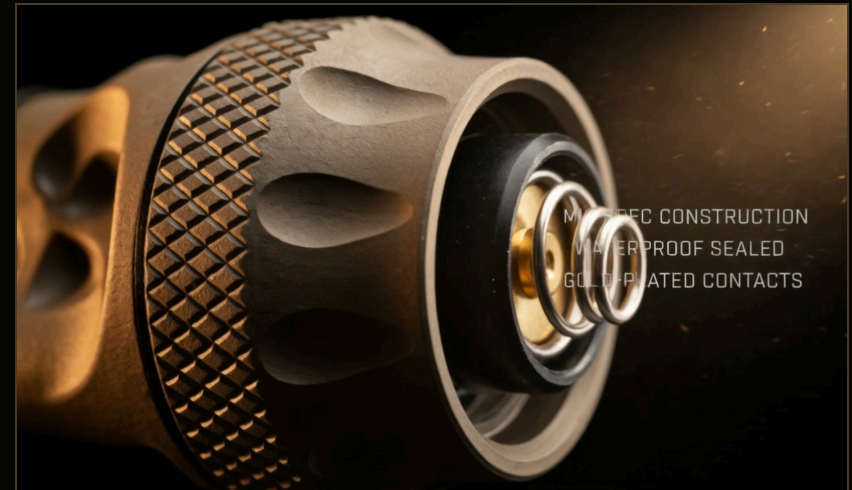
CASE STUDY / 04

DELIVERABLES

- ◆ Finished 60-second 1080p commercial with synced voiceover and cross-faded scene transitions
- ◆ 6 original cinematic keyframe images with integrated motion-graphic typography & spec callouts
- ◆ 6 animated 10-second video clips built from those keyframes
- ◆ Custom commercial voiceover script and produced audio track

CHALLENGE & SOLUTION

AI image-to-video animation commonly distorts on-screen text and product geometry during camera motion. Every animation prompt was written with explicit rigidity constraints, then the finished master was verified by extracting and inspecting frames across the full timeline — confirming every spec, callout, and product detail stayed exactly as designed.



Macro detail scene — mil-spec construction callouts



Field-use scene — Scout Light compatibility

Let's turn your product photos into a launch film that sells.

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