

O modelo de prompt JSON

Este é meu formato JSON comprovado que você pode reutilizar para criar seus próprios anúncios em vídeo:

```
{
  "descrição": "",
  "nome_do_produto": "",
  "tipo_de_produto": "",
  "estilo_da_marca": "",
  "estilo": "",
  "câmera": "",
  "iluminação": "",
  "local": "",
  "hora_do_dia": "",
  "atmosfera": "",
  "elementos": [],
  "movimento": "",
  "cta_motion": "",
  "final": "",
  "texto": "nenhum",
  "palavras-chave": []
}
```

Como usar com ChatGPT (fórmula de prompt)

Se você quiser gerar esses prompts JSON para *qualquer* produto em segundos, basta copiar e colar isto no ChatGPT:

Quero criar um anúncio em vídeo cinematográfico usando o formato JSON. O estilo do anúncio deve ser [revelação de produto / anúncio de cidade em CGI / unboxing de luxo / anúncio de tecnologia em câmera lenta].

Gere um prompt JSON completo para um produto chamado **[Nome do seu produto]**, que é um **[Tipo de produto]**, com um estilo de marca de **[Identidade da marca: por exemplo, futurista, luxuoso, ecológico]**. Use efeitos visuais dinâmicos e adicione elementos de movimento

interessantes, detalhes atmosféricos e uma forte chamada para ação no final.

O ChatGPT retornará um prompt de anúncio JSON perfeitamente estruturado que você pode copiar no VEO.

Exemplos reais de prompt JSON que você pode usar

Aqui estão alguns exemplos que usei pessoalmente para gerar anúncios virais de produtos

Prompt 1: Cold Brew Morning Ad Spot

```
{
  "description": "Photorealistic cinematic sequence in a minimalist kitchen bathed in warm morning sunlight. A tall, matte-glass bottle of cold brew coffee stands on a polished wooden counter, glistening with delicate condensation. A calm hand enters frame from the left and pours the cold brew into a crystal glass filled with oversized ice cubes. As the liquid flows, micro splashes dance against the rim in slow motion. The camera zooms in on the swirling coffee with rich amber tones catching the light. The glass rises slowly as gentle rays flare through it, emphasizing clarity and depth.",
  "style": "premium photorealistic beverage ad",
  "camera": "slow tracking shot from fixed wide to tight macro; gentle parallax with shallow depth of field",
  "lighting": "soft morning glow with window-light diffusion, golden bloom on glass surfaces, subtle dust particles floating",
  "product": "cold brew coffee bottle (frosted matte texture, minimal label)",
  "elements": [
    "oversized crystal glass",
    "melting ice cubes with bubbles",
    "natural oak countertop",
    "linen curtain gently flowing",
    "ceramic cup in background (defocused)",
    "metal pour spout glinting with rim light",
    "label with understated serif typography"
  ],
  "motion": "hand enters frame and tilts bottle with steady pace; pour begins, fluid ribbons captured in slow motion; ice cubes shift and clink softly; camera tilts slightly as coffee swirls; final lift of glass ends with a moment of stillness",
  "audio": "subtle ambient hum of a quiet morning; soft cloth movement; crisp pour with high-frequency trickling; ice clinks with tactile realism; background music is low, mellow piano with warm textures; faint birdsong outside the window",
}
```

"ending": "hero shot of the raised glass catching a prism of light with faint sparkle;
whisper-like text appears: 'Pure Energy. Cold Brewed.' then fades with a soft chime",

"text": "only at final frame (elegant brand tagline)",

"keywords": [

"16:9",

"coffee commercial",

"slow motion beverage ad",

"cinematic lighting",

"soft ambient audio",

"mellow morning tone",

"product-focused composition",

"elegant kitchen aesthetic",

"VEO 3 JSON prompt"

]

}

Prompt 2: Fashion Studio Lookbook

```
{
  "description": "A sleek fashion studio shoot in black-and-white. High-contrast lighting reveals fine details in the fabric. A model in minimalist streetwear poses in slow motion under strobe-style lighting. Wind gently ruffles the outfit as dramatic shadows stretch behind. The camera rotates slowly around the model, capturing every angle. The background is a pure white cyclorama.",
  "style": "cinematic editorial lookbook",
  "camera": "slow rotating dolly with shallow depth; tight close-ups mixed with full-body shots",
  "lighting": "high-contrast spotlighting with soft ambient fill; subtle haze for dramatic atmosphere",
  "elements": [
    "monochrome outfit",
    "studio fan for motion",
    "light reflectors",
    "floating dust motes",
    "clean white floor and curved wall"
  ],
  "motion": "model rotates subtly; clothes shift; light pulses at intervals",
  "audio": "soft camera shutter clicks; distant echo; ambient synth bed",
  "ending": "slow fade into brand logo in black-on-white text",
  "text": "brand logo at final frame",
  "keywords": [
    "fashion studio",
    "black and white",
    "editorial shoot",
    "cinematic lookbook",
    "VEO prompt",
    "16:9",
    "model showcase"
  ]
}
```

Prompt 3: Tech Product Reveal (Cinematic Launch)

```
{  
  "description": "A close-up of a rotating smartwatch under studio lighting. The metal frame gleams as lens flares sweep across. Sparks of digital particles swirl around the watch. The camera zooms out to reveal the full product as text fades in: 'Smarter. Sharper. Stronger.'",  
  "style": "cinematic tech launch",  
  "camera": "slow rotating orbit, transitioning to wide-angle hero shot",  
  "lighting": "studio-grade lighting with strong rim light and dark contrast backdrop",  
  "motion": "rotation of product; animated lens flares; digital particle reveal",  
  "audio": "clean SFX: whoosh, sparkle, subtle low-end bass hits; ambient pulse",  
  "text": "appears mid-animation and fades gently",  
  "ending": "final freeze on product with white-on-black brand logo"  
}
```

Prompt 4: Personal Creator Intro – Studio Vibes

```
{
```

"description": "A creator walks into a softly lit editing studio. The room glows with warm LED lights and ambient RGB hue. The camera follows as they sit at a desk, power on a monitor, and a vibrant CapCut timeline appears onscreen. Smooth cuts reveal hands adjusting sliders, applying effects. Coffee steams gently nearby. Posters of past projects and awards line the blurred background.",

"style": "cinematic personal workspace",

"camera": "handheld tracking with lens blur; tight shots on hands and screen",

"lighting": "warm indoor tone with RGB practical lights; ambient desk lamp",

"motion": "sit, power-on sequence, scroll through edits",

"audio": "soft typing, mouse clicks, ambient lofi track",

"ending": "final shot of creator looking into camera with CapCut logo overlay",

"text": "subtle intro nameplate (bottom left)"

}

Prompt 5: Epic Drone Travel Scene

```
{  
  "description": "A breathtaking aerial shot of snow-covered mountains at sunrise. The drone swoops over icy peaks, then descends into a frozen forest. Cut to a lone figure walking on a reflective frozen lake as the northern lights appear overhead. The camera circles the figure as ambient music swells. Light glimmers off the ice like shattered glass.",  
  "style": "epic cinematic travel",  
  "camera": "drone-style flight with wide establishing shots and orbital motion",  
  "lighting": "sunrise hue with soft pink sky; aurora colors at night",  
  "motion": "slow glide and descent; subject movement; camera circling",  
  "audio": "wind, soft ambient drones, distant crunching footsteps, orchestral build",  
  "ending": "fade to white with text: 'Some places change you.'"  
}
```

6. JSON PROMPT: Retro Gaming Ad Spot

```
{
  "description": "A neon-lit room with an 80s arcade vibe. A retro joystick console sits on a glowing glass table. CRT monitors flicker with pixelated action. A kid's hands grip the joystick, tapping buttons in excitement. Reflections shimmer on the walls. The camera pans past old posters, cartridges, and LED lights as nostalgic synth music kicks in.",
  "style": "retro 1980s arcade ad",
  "camera": "low-angle dolly shots with close-ups of controller and monitor",
  "lighting": "neon pinks, purples, and blues; reflections and glow effects throughout",
  "elements": [
    "retro joystick controller",
    "CRT screen with pixel games",
    "arcade tokens and cartridges",
    "soda can and old posters",
    "LED rope lights and lava lamp"
  ],
  "motion": "hands tapping buttons; screen flickers; camera glides and zooms",
  "audio": "chiptune music with nostalgic synth pad; button clicks; arcade ambience",
  "ending": "final frame zooms into screen displaying: 'Level Up Your Game.'",
  "text": "appears briefly at end",
  "keywords": [
    "retro gaming",
    "1980s arcade",
    "joystick commercial",
    "pixel art vibes",
    "VEO 3 JSON",
    "cinematic AI prompt"
  ]
}
```


7. JSON PROMPT: Cozy Book Café B-Roll

```
{
  "description": "A slow cinematic shot inside a cozy book café. A steaming cup of coffee rests on an open book. The camera pans across wooden shelves stacked with novels. A woman in a chunky sweater flips through pages while ambient rain taps on the window. Hanging lights cast a warm glow over the space.",
  "style": "cozy cinematic lifestyle",
  "camera": "gentle panning and rack focus; tight close-ups and soft handheld",
  "lighting": "warm, golden ambient lighting with soft window daylight",
  "elements": [
    "steaming ceramic mug",
    "paperback novels with worn spines",
    "raindrops on the window",
    "hanging Edison bulbs",
    "wool sweater texture"
  ],
  "motion": "page turning, steam drifting, camera glides softly",
  "audio": "soft café ambiance; rain tapping; low background jazz",
  "ending": "frame fades to black with quote: 'Stories live here.'",
  "text": "appears softly at the end",
  "keywords": [
    "book café",
    "cozy cinematic",
    "coffee and reading",
    "rainy day ambiance",
    "lifestyle ad",
    "AI storytelling"
  ]
}
```

8. JSON PROMPT: Fitness Motivation Clip

```
{
  "description": "A determined athlete trains alone in a dim, industrial gym. Slow motion captures sweat droplets and clenched fists. Rope slams echo across the room. The camera follows the athlete's feet pounding the ground, breath visible in cold air. The music builds with each rep as neon lights pulse behind.",
  "style": "cinematic sports motivation",
  "camera": "slow-motion tracking shots; low-angle sweeps; punch-ins for impact",
  "lighting": "moody and dark with blue highlights and rim lighting",
  "elements": [
    "rope slams",
    "gym dust and chalk particles",
    "industrial walls and concrete floor",
    "neon backlights",
    "visible breath vapor"
  ],
  "motion": "rope movement, body strain, deep exhales in slow motion",
  "audio": "thudding impacts, breath, rising motivational music, distant clangs",
  "ending": "text appears: 'No Days Off.'",
  "text": "bold statement at climax",
  "keywords": [
    "fitness ad",
    "athlete focus",
    "motivational gym video",
    "cinematic workout",
    "VEO 3 JSON template"
  ]
}
```

9. JSON PROMPT: Futuristic City Night Drive

```
{
  "description": "A neon-lit sports car drives through a futuristic city at night. Rain reflects the dazzling lights of skyscrapers. Drones buzz above. The dashboard glows with holographic controls. The camera glides alongside the car, capturing motion blur and puddle reflections.",
  "style": "sci-fi cinematic cityscape",
  "camera": "car-follow shot with dynamic turns and lens flares",
  "lighting": "glowing neons (blue, pink, cyan); wet surfaces reflecting lights",
  "elements": [
    "neon signs in multiple languages",
    "drone traffic",
    "glass buildings with dynamic lights",
    "synthwave car dashboard",
    "electronic billboard reflections"
  ],
  "motion": "car accelerates; camera sways; raindrops hit windshield",
  "audio": "retro-futuristic synthwave track; rain sounds; engine hum",
  "ending": "city skyline with tagline: 'Drive the Future.'",
  "text": "appears mid-frame and fades with the music",
  "keywords": [
    "cyberpunk",
    "futuristic car ad",
    "sci-fi animation",
    "night drive cinematic",
    "VEO JSON prompt"
  ]
}
```

10. JSON PROMPT: Magical Forest Reveal

```
{
  "description": "Sunbeams filter through ancient trees in an enchanted forest. Glowing particles drift as the camera floats forward, revealing a hidden clearing with a shimmering pond. A deer with ethereal antlers drinks from the water. The scene shifts as the forest lights up with fireflies and soft ambient glow.",
  "style": "fantasy cinematic nature",
  "camera": "floating gliding motion through trees into wide reveal",
  "lighting": "sun-dappled canopy, magical light rays, glowing accents",
  "elements": [
    "ethereal deer",
    "glowing mushrooms",
    "fireflies and drifting pollen",
    "ancient twisted trees",
    "sparkling water surface"
  ],
  "motion": "gentle glide, water ripple, soft animal movement",
  "audio": "gentle ambient music, forest sounds, soft sparkles",
  "ending": "glow forms words: 'Nature Holds Secrets.'",
  "text": "magical typography formed by light at end",
  "keywords": [
    "fantasy forest",
    "magical realism",
    "cinematic nature",
    "mystical animals",
    "AI worldbuilding",
    "VEO 3 storytelling"
  ]
}
```

11. Corona Ad

JSON Prompt: { "description": "Cinematic close-up of a cold, dewy Corona bottle sitting alone on a weathered beach table. It begins to hum, vibrate. The bottle cap *pops*—and the entire environment unfolds from inside: palm trees rise, lights string themselves, speakers assemble mid-air, sand shifts into a dance floor. A DJ booth builds from driftwood. Music kicks in. A beach rave is born. No text.", "style": "cinematic, magical realism", "camera": "starts ultra close, zooms out and cranes overhead as the world expands", "lighting": "sunset turning to neon—golden hour into party glow", "environment": "quiet beach transforms into high-energy beach rave", "elements": ["Corona bottle (label visible, condensation dripping)", "pop-top cap in slow motion", "exploding citrus slice", "sand morphing into dance floor", "palm trees rising", "neon lights snapping on", "DJ booth building itself", "crowd materializing mid-dance", "fire pit lighting", "surfboards as signage"], "motion": "explosion of elements from bottle, everything assembles in rapid time-lapse", "ending": "Corona bottle in foreground, beach rave in full swing behind it", "text": "none", "keywords": ["Corona", "beach party", "bottle transforms", "rave build", "sunset to night", "cinematic", "no text"] }

12. Tesla Ad

```
{ "description": "Cinematic shot of a minimalist Tesla-branded crate magically opening to reveal a fully formed Tesla vehicle and an instantly assembled, sleek Tesla-themed showroom around it. No text.", "style": "cinematic", "camera": "fixed wide angle, with subtle zooms on key transformations", "lighting": "controlled, high-tech, transitioning from dim to bright and clean", "room": "empty futuristic space transforming into a minimalist Tesla showroom", "elements": [ "Tesla-branded crate (glowing seams)", "Tesla vehicle (e.g., Model 3/Y/Cybertruck)", "charging station", "minimalist display panels", "sleek showroom furniture", "ambient lighting elements" ], "motion": "crate panels retract smoothly and silently, car revealed, showroom elements rise/unfold precisely and rapidly", "ending": "pristine, inviting Tesla showroom with car as centerpiece", "text": "none", "keywords": [ "16:9", "Tesla", "magic assembly", "showroom", "innovation", "futuristic", "no text", "clean design", "reveal" ] }
```

13. Ikea Ad

Veo 3 Timeline PROMPT:

metadata:

prompt_name: "IKEA Empty Room Assembly"

base_style: "cinematic, photorealistic, 4K"

aspect_ratio: "16:9"

room_description: "An empty, large, sunlit Scandinavian room with white walls and light wood floors."

camera_setup: "A single, fixed, wide-angle shot. The camera does not move for the entire 8-second duration."

key_elements:

- "A sealed IKEA box with logo visible"

assembled_elements:

- "bed with white duvet"
- "yellow IKEA throw blanket"

- "bedside tables"
- "lamps"
- "wardrobe"
- "shelves"
- "mirror"
- "art"
- "rug"
- "curtains"
- "potted plants"

negative_prompts: ["no people", "no text overlays", "no distracting music"]

timeline:

- sequence: 1

timestamp: "00:00-00:01"

action: "In the center of the otherwise empty room, a sealed IKEA box sits on the floor and begins to tremble gently."

audio: "Low, subtle rumbling sound. The echo of a large, empty room."

- sequence: 2

timestamp: "00:01-00:02"

action: "The box seams burst open with a puff of cardboard dust."

audio: "A sharp 'POP' sound, followed by tearing cardboard."

- sequence: 3

timestamp: "00:02-00:06"

action: "Hyper-lapse: From the fixed wide perspective, furniture pieces fly out of the box and assemble themselves, creating all the items from the 'assembled_elements' list."

audio: "A cascade of satisfying, fast-paced ASMR sounds: whirring, clicking, wood snapping into place."

- sequence: 4

timestamp: "00:06-00:08"

action: "The final piece—the yellow throw blanket—gracefully lands on the newly formed bed. The room is now perfectly furnished and serene. All motion ceases."

audio: "All chaotic sounds stop. A single, soft 'fwoomp' as the blanket lands. The sound of a furnished, quiet room."

14. Chewy Ad

description: "Cinematic shot of a sunlit, empty kitchen. A sealed Chewy box sits in the center. It trembles, explodes open in one burst, and pet supplies rapidly assemble into place: food and water bowls, a dog bed, toys, and a bag of food. A dog runs in and flops into the bed. No text." style: cinematic camera: fixed wide angle lighting: natural warm with soft shadows room: modern kitchen with hardwood floors elements: - "Chewy box (logo visible)" - "dog food and water bowls" - " dog bed" - "dog toys (rope, ball, bone)" - "bag of dog food" - "wall hook with leash" - "dog (golden retriever)" motion: "box explodes open, dog items fly out and assemble rapidly and precisely" ending: "dog enters and settles happily into the bed" text: none keywords: - "16:9" - "Chewy" - "pet supplies" - "fast assembly" - "dog" - "no text" - "warm lighting" ``

15. BEBIDA ENERGÉTICA — “Blaze Energy”

{

“description”: “Um anúncio hipercinematográfico mostrando uma lata de Blaze Energy brilhante se formando a partir de partículas líquidas no ar, aterrissando com impacto em uma saliência rochosa enquanto ondas de energia ondulam e iluminam toda a cena.”,

“product_name”: “Blaze Energy”,

“product_type”: “Energy Drink”,

“brand_style”: “Ousado, extremo, futurista”,

“style”: “cinematográfico, ultra slow-mo, alto contraste”,

“camera”: “close-up macro de alta velocidade, zoom rápido, tomadas em órbita”,

“lighting”: “pulsos elétricos de neon com névoa brilhante”,

"location": "penhasco futurista",

"time_of_day": "twilight",

"atmosphere": "ar carregado e energético com faíscas",

"elements": [

"lata de Blaze Energy se formando no ar a partir de partículas em redemoinho",

"onda de choque elétrica iluminando o terreno com o impacto",

"superfície de rocha cristalina brilhante com veios de energia crepitantes"

],

"motion": "o produto é montado a partir de partículas, aterrissa com força, envia pulso de energia pelo chão",

"cta_motion": "o logotipo aumenta o zoom com explosão de falhas e brilho de quadro congelado",

"final": "ângulo amplo de lata brilhante na saliência com o terreno ainda pulsando ao redor dela",

"texto": "nenhum",

"palavras-chave": [

"16:9",

"Energia Blaze",

"falha",

“efeitos de partículas”,

“sem pessoas”,

“tiro de impacto”,

“explosão de energia”

]

}

16. PERFUME — “Noir Bloom”

{

“description”: “Um luxuoso frasco de perfume Noir Bloom se materializa a partir de uma fumaça violeta rodopiante, gira no ar com runas brilhantes e pousa em um pedestal de obsidiana reflexiva dentro de uma câmara de vidro preto de alta qualidade.”,

“product_name”: “Noir Bloom”,

“product_type”: “Perfume”,

“brand_style”: “Luxo, elegância sombria, místico”,

“style”: “cinematográfico brilhante, tons escuros e sombrios”,

“camera”: “dolly-in flutuante, reflexos de vidro, deslizamentos macro”,

“lighting”: “brilho roxo neon suave, sombras ambientes, destaques especulares em movimento”,

“location”: “câmara de perfume escura com paredes pretas reflexivas”,

“time_of_day”: “atemporal / indefinido”,

“atmosphere”: “névoa floral densa, partículas brilhantes no ar”,

“elements”: [

“frasco de perfume subindo de uma fumaça violeta rodopiante”,

“pairando no ar com símbolos animados orbitando-o”,

“pousa em obsidiana flutuante pedestal com suave flor de luz”

],

“movimento”: “rotação lenta com faixas de vapor envolvendo”,

“cta_motion”: “slogan se materializa letra por letra em serifa elegante sobre fundo de partículas”,

“final”: “o produto brilha suavemente com névoa girando e reflexo cintilante”,

“texto”: “nenhum”,

“palavras-chave”: [

“16:9”,

“floração negra”,

“perfume”,

“partículas”,

“frasco flutuante”,

“efeitos de vapor”,

“sem pessoas”

]

}

17. Assista – “ChronoEdge S7”

{

“description”: “Um smartwatch elegante, o ChronoEdge S7, emerge de um vazio brilhante, com cada parte do relógio se materializando no ar com animações mecânicas futuristas. Os mostradores do relógio oscilam entre vários designs, demonstrando sua versatilidade.”,

“product_name”: “ChronoEdge S7”,

“product_type”: “Smartwatch”,

“brand_style”: “Futurista, tecnológico, preciso”,

“style”: “elegante, de alta tecnologia, brilhante”,

“camera”: “rotação de 360 graus ao redor do relógio, close-ups macro, zoom nos detalhes”,

“lighting”: “brilho azul neon e prata, com superfícies reflexivas nítidas”,

“location”: “espaço digital infinito, superfície preta elegante”,

“time_of_day”: “atemporal”,

“atmosphere”: “futurista, digital, luzes pulsantes”,

“elements”: [

“mostrador do relógio se materializando a partir do centro”,

“rastros de luz geométricos traçando as bordas do relógio”,

“projeções holográficas de mostradores de relógio girando”

],

“movimento”: “relógio é montado no ar, superfícies brilham com padrões de luz complexos”,

“cta_motion”: “produto se afasta, logotipo aparece a partir de partículas digitais”,

“final”: “relógio apoiado em uma superfície de vidro com um logotipo

```
holográfico brilhante",
"texto": "nenhum",
"palavras-chave": [
  "16:9",
  "smartwatch",
  "tecnologia",
  "futurista",
  "sem pessoas",
  "montagem digital",
  "holográfico"
]
```

18. AirPods – “AirPods Pro X”

```
{
  "description": "Os AirPods Pro X flutuam para fora de um cubo flutuante,
montando-se lentamente com conexões brilhantes semelhantes a
circuitos, seguidas por animações dinâmicas e giratórias de ondas
sonoras, enquanto o produto exibe sua tecnologia de cancelamento de
ruído.",
  "product_name": "AirPods Pro X",
  "product_type": "Earbuds",
  "brand_style": "Minimalista, elegante, de alto desempenho",
  "style": "dinâmico, limpo, de alta tecnologia",
  "camera": "close-ups flutuantes, orbitando ao redor dos AirPods",
  "lighting": "branco suave com destaques brilhantes nas bordas do produto",
  "location": "flutuando em uma paisagem sonora digital",
  "time_of_day": "atemporal",
  "atmosphere": "ondas sonoras, reflexos de luz de tecnologia ambiente",
  "elements": [
    "AirPods se materializando a partir de um cubo brilhante flutuante",
    "ondas sonoras dinâmicas visualizando ao redor do produto",
    "efeitos de trilha de movimento conforme os AirPods giram"
  ],
  "motion": "AirPods giram no ar, ondas sonoras fluem ao redor deles",
  "cta_motion": "o logotipo se materializa com um pulso suave ao redor dos
```

AirPods”,

“final”: “AirPods flutuantes cercados por ondas sonoras giratórias, o logotipo brilha”,

“texto”: “nenhum”,

“palavras-chave”: [

“16:9”,

“AirPods”,

“ondas sonoras”,

“cancelamento de ruído”,

“tecnologia”,

“alta qualidade”,

“sem pessoas”

]

}

19. Lamborghini – “Aventador Revela”

```
{
  "description": "Um Lamborghini Aventador é revelado em um hangar futurista escuro. Painéis metálicos emergem do chão e flutuam, encaixando-se peça por peça para formar o carro. A iluminação amarela pulsa a cada conexão, e o ambiente se transforma em um showroom de Lamborghini de alto padrão.",
  "product_name": "Lamborghini Aventador",
  "product_type": "Carro esportivo de luxo",
  "brand_style": "ousado, precisão mecânica, ultraluxo",
  "style": "cinematográfico futurista, animação de montagem",
  "camera": "órbita lenta, fotos macro detalhadas em peças em formação, recuo amplo",
  "lighting": "holofotes intensos com brilho amarelo e reflexos pretos brilhantes",
  "location": "câmara de veículo futurista com piso refletivo",
  "time_of_day": "noite",
  "atmosphere": "misterioso, zumbido tecnológico ambiente, neblina leve",
  "elements": [
    "peças flutuantes de carro sendo montadas no ar",
    "pulsos de energia amarela e faíscas de conectores",
    "plataforma de showroom preta reflexiva emergindo abaixo"
  ],
  "movimento": "Lamborghini se forma a partir de peças que levitam, o showroom sobe conforme a iluminação é ativada",
  "cta_motion": "o logotipo se dobra como um emblema metálico sobre o carro",
  "final": "Lamborghini finalizado cercado por um showroom brilhante com rotação sutil da câmera",
  "texto": "nenhum",
  "palavras-chave": [
    "16:9",
    "Lamborghini",
    "animação de revelação",
    "montagem do carro",
    "cinematográfico",
    "sem pessoas",
    "showroom futurista"
  ]
}
```



```
]
}
```

20. Nutella

```
{
```

"description": "Photorealistic cinematic shot of a sunlit kitchen nook. A sealed Nutella jar begins to vibrate gently, then bursts open—releasing a rich explosion of swirling chocolate, roasted hazelnuts, toast slices, strawberries, and golden syrup. The ingredients twirl mid-air in gravity-defying slow motion, assembling into a picture-perfect Nutella breakfast platter on a rustic wooden table.",

"style": "photorealistic cinematic",

"camera": "slow orbital shot from low angle upward, transitioning into an overhead top-down reveal",

"lighting": "morning sunlight streaming through soft white curtains, gentle glow on chocolate and fruit highlights",

"room": "cozy breakfast nook with wooden table, beige walls, ceramic mugs, and hanging plants",

"elements": [

"sealed Nutella jar (center of table)",

"thick chocolate ribbons swirling through air",

"flying toasted bread slices with golden crust",

"hazelnuts spinning and cracking mid-air",

"sliced bananas and strawberries tumbling gently",

"honey and syrup droplets catching light",

"knife spreading Nutella mid-air onto toast",

"glass of milk and warm coffee cup floating into frame",

"powdered sugar and cocoa mist drifting like fog"

],

"motion": "jar shakes, lid pops and spins off, chocolate erupts upward with roasted hazelnuts orbiting it, toast slices fly in from off-screen, fruit slices rain down and assemble into a breakfast board as camera moves overhead",

"ending": "a beautifully arranged Nutella breakfast board sits steaming on the table, chocolate glistening in the sunlight, with a final hazelnut rolling slowly to a stop near the jar",

"text": "none",

"keywords": [

"16:9",

```

    "Nutella explosion",
    "hazelnuts",
    "swirling chocolate",
    "realistic food",
    "breakfast aesthetic",
    "slow motion",
    "natural morning light",
    "high detail",
    "no text",
    "chocolate swirl",
    "toast fly-in",
    "cinematic"
  ]
}

```

21. Tesla ad

```

{
  "description": "Cinematic shot of a minimalist Tesla-branded crate magically opening to
  reveal a fully formed
  Tesla vehicle and an instantly assembled, sleek Tesla-themed showroom around it. No text.",
  "style": "cinematic",
  "camera": "fixed wide angle, with subtle zooms on key transformations",
  "lighting": "controlled, high-tech, transitioning from dim to bright and clean",
  "room": "empty futuristic space transforming into a minimalist Tesla showroom",
  "elements": [
    "Tesla-branded crate (glowing seams)",
    "Tesla vehicle (e.g., Model 3/Y/Cybertruck)",
    "charging station",
    "minimalist display panels",
    "sleek showroom furniture",
    "ambient lighting elements"
  ],
  "motion": "crate panels retract smoothly and silently, car revealed, showroom elements
  rise/unfold precisely
  and rapidly",
  "ending": "pristine, inviting Tesla showroom with car as centerpiece",
  "text": "none",
  "keywords": [
    "16:9",
    "Tesla",
    "magic assembly",
    "showroom",
    "innovation",
    "futuristic",
    "no text",
    "clean design",

```

```
"reveal"  
]  
}
```

22. Pepsi ad

```
{  
"description": "Cinematic ultra-close-up of a cold, frosty Pepsi can resting on a sleek  
futuristic pedestal  
in a minimal, high-tech urban plaza. The Pepsi logo subtly pulses with energy. Suddenly-the  
tab *clicks* open  
in slow motion. From the opening, streams of liquid light spiral out, transforming the  
environment. Skyscrapers  
animate with giant LED screens showing vibrant Pepsi visuals. A holographic stage emerges  
mid-air. Crowds  
materialize with augmented reality headsets, dancing. The ground becomes a glowing grid,  
syncing to the music  
beat. Drones release confetti and laser lights. The whole city shifts from stillness into a  
hyper-energetic  
Pepsi-fueled digital festival. No text.",  
"style": "cinematic, dynamic, magical futurism",  
"camera": "starts ultra close on condensation dripping from the Pepsi can, zooms out and  
orbits as the  
cityscape transforms around it in real-time",  
"lighting": "daylight fading into vibrant neon blues, reds, and purples-cyberpunk festival  
glow",  
"environment": "quiet futuristic plaza transforms into a high-energy city-scale holographic  
party",  
"elements": [  
"Pepsi can (logo illuminated, condensation detailed)",  
"slow-motion can tab opening with light burst",  
"liquid light spirals triggering environment change",  
"LED skyscrapers animating Pepsi visuals",  
"holographic concert stage assembling mid-air",  
"AR dance crowd materializing and moving to the beat",  
"glowing grid floor synced to music rhythm",  
"drones releasing digital confetti and lasers",  
"dynamic screen transitions showing Pepsi moments",  
"virtual fireworks lighting up the sky"  
],  
"motion": "continuous chain reaction from the can opening-liquid energy flows, triggers rapid  
city  
transformation in dynamic, seamless time-lapse",  
"ending": "Pepsi can in foreground, the whole futuristic city in full festival mode behind it,  
pulsing with  
light and music",  
"text": "none",
```

```
"keywords": [  
  "Pepsi",  
  "urban festival",  
  "futuristic party",  
  "city transforms",  
  "dynamic animation",  
  "holographic concert",  
  "hyper-realistic",  
  "cinematic",  
  "no text"  
]
```

23. Apple Watch ad

```
{  
  "scene": "animation",  
  "style": "Futuristic Apple-style minimalism, photorealistic, cinematic lighting, seamless transitions",  
  "sequence": [  
    {  
      "shot": "Logo Reveal",  
      "camera": "slow push-in",  
      "description": "Begin with the brand logo floating in the center of a soft, gradient-lit void. The lighting subtly shifts, creating elegant metallic reflections on the logo surface, as if it's crafted from polished liquid metal."  
    },  
    {  
      "transition": "Without any cut, the camera smoothly moves closer. The logo starts to morph-its edges melt into flowing particles, like nanotech dust in zero gravity. These particles drift and reform continuously into the shape of the product, creating a seamless metamorphosis from logo to watch."  
    },  
    {  
      "shot": "Product Formation",  
      "camera": "continuous motion, no cut",  
      "description": "The particles condense and materialize into the luxury watch. The watch gently rotates as it forms, now resting on a sleek, futuristic table made of brushed aluminum with frosted glass inlays. The table surface emits a soft, dynamic underglow that subtly interacts with the product's reflections."  
    },  
    {  
      "environment": "Without breaking the shot, the background subtly transitions. Minimalist architectural
```

forms fade into view-curved white walls, floating light panels, and ambient reflections-creating a clean, futuristic showroom feel. The transition is so smooth it feels like the scene is breathing into existence."

},

{

"motion": "Soft volumetric lighting rays and fine dust particles drift in the air, enhancing depth without distracting from the product. A gentle ripple of light moves across the table, as if it's responding to the product's arrival."

},

{

"close-up": "The camera glides closer in one continuous move, focusing on the watch's craftsmanship-macro shots of the crown, polished metal, seamless glass, and reflections, all captured in a single cinematic motion path."

},

{

"ending": "The camera gently pulls back, revealing the product fully formed with the brand logo elegantly appearing beside it, both centered in frame. The environment softly fades to a minimalist white gradient, keeping the focus on the product."

}

],

"audio": {

"soundtrack": "Soft, futuristic ambient music with seamless transitions between soundscapes; delicate digital chimes enhance the continuous flow of the animation."

}

}

24. Dior perfume ad

{

"description": "Cinematic ultra-close-up of a Dior perfume bottle resting delicately on a polished marble pedestal in an empty, misty hall. Dew-like droplets glisten on the glass. The bottle subtly shimmers-then the perfume spritzes in slow motion. From the mist, silk fabrics flow outward, forming ethereal dresses that float mid-air. Petals blossom and spiral upward, creating an enchanted garden suspended in time. Walls dissolve into open sky. A chandelier of stars assembles above. A luminous figure, representing elegance, dances through the floating petals as fragrance waves ripple through the scene. The entire space transforms into an otherworldly

Dior dreamscape. No text.",

"style": "cinematic, elegant magical realism",

"camera": "starts with an intimate macro shot of the bottle surface and droplets, slowly dollies back while orbiting, then cranes upward to reveal the full ethereal transformation in sweeping, graceful motion",

"lighting": "soft morning light transitioning into golden glow, ending with a moonlit sparkle across the scene",

"environment": "quiet marble hall transforms into an infinite floating garden above the clouds",

"elements": [

"Dior perfume bottle (logo subtly visible, glass texture detailed)",

"slow-motion perfume spritz with shimmering particles",

"silk fabrics flowing from mist, creating mid-air couture dresses",

"petals blooming and swirling upward",

"walls dissolving into sky",

"chandelier of stars forming piece by piece",

"luminous figure dancing through floating elements",

"light waves symbolizing fragrance spreading gracefully",

"reflections and refractions of light on marble and glass",

"a seamless blend of nature and luxury aesthetics"

],

"motion": "fluid, graceful chain reaction from the perfume spray-silks and petals animate in elegant slow-motion mixed with time-lapse as the world transforms around the bottle",

"ending": "Dior perfume bottle in foreground, the surreal Dior dreamscape floating behind it, softly glowing",

"text": "none",

"keywords": [

"Dior",

"perfume transformation",

"ethereal elegance",

"magical realism",

"luxury fashion",

"floating garden",

"silk and petals",

"dreamscape",

"cinematic",

"no text"

]

}

25. Starbucks ad

{

"description": "A cinematic, vibrant shot of a serene, sun-drenched coffee bar. At the center, a sleek Starbucks cup (green logo glowing subtly) rests on a polished wood table. The cup begins to steam, pulses softly, then the entire scene transforms dynamically: coffee beans scatter in slow motion, milk swirls mid-air, ice cubes fall into place, and a cold brew assembles itself in a transparent cup with precision. A fresh bakery item—a croissant—lands gently beside it. Warm tones of wood, green plants, and natural textures fill the background, evoking calm energy. No text.",

"style": "cinematic, warm modern minimalism, sensory-rich",

"camera": "starts ultra close on cup logo, then smooth dolly out and gentle crane up to reveal the full setup",

"lighting": "golden hour sunlight with soft shadows and warm highlights",

"environment": "cozy Starbucks interior with wooden textures, green plants, and ambient natural light",

"elements": [

- "Starbucks cup (hot drink, logo subtly glowing)",
- "cold brew coffee in clear Starbucks cup (ice dropping in slow motion)",
- "coffee beans scattering and settling dynamically",
- "milk swirling in mid-air, seamlessly blending into the coffee",
- "fresh croissant landing softly on a wooden plate",
- "polished wooden table with visible grain",
- "small succulent plant for a natural touch",
- "subtle ambient decor (e.g., bookshelf, green accents)",
- "refined ceramic saucer and spoon",
- "sunlight casting moving reflections through window blinds"

],

"motion": "Starbucks cup gently pulses with warmth, coffee elements assemble in a mesmerizing flow, cold brew builds with cascading ice, bakery item lands with soft motion",

"ending": "a beautifully arranged Starbucks moment on the table, steam rising, ice sparkling, inviting and serene",

"text": "none",

"keywords": [

- "16:9",
- "Starbucks",
- "coffee ritual",
- "warm aesthetic",
- "dynamic assembly",
- "natural light",
- "golden hour",
- "sensory",
- "no text",
- "inviting atmosphere"

```
]
}
```

25. Apple ad

```
{
  "description": "An elegant, high-end animated sequence on a seamless soft white
background. At the center, a
minimalist Apple-branded iPhone box (logo embossed subtly). The box levitates gently,
opens with a slow,
graceful motion. Products-latest iPhone (edge lighting glowing softly), AirPods Pro (case
opening with fluid
animation), MagSafe charger (magnetically snapping into place), and a sleek Apple Watch
band (unfurling
delicately)-float into formation with precision. Silver, space gray, and ceramic white tones
dominate, creating
a refined, sophisticated mood. No hard cuts-only smooth, continuous movement. Text:
'iPhone - Innovation
Refined.'",
  "style": "cinematic, premium minimalism, Apple aesthetic",
  "camera": "starts ultra close on embossed Apple logo, gentle dolly out with floating camera
motion, subtle
parallax for depth",
  "lighting": "soft, diffused illumination with delicate reflections and shadows, evoking a calm
premium feel",
  "room": "infinite seamless white environment-no walls, no floor-just soft gradients and
floating products",
  "elements": [
    "Apple-branded iPhone box (subtle emboss, matte finish)",
    "latest iPhone with subtle edge glow animation",
    "AirPods Pro case with smooth lid animation",
    "MagSafe charger snapping into place magnetically",
    "Apple Watch band unfurling in slow motion",
    "no extra decor-pure focus on the products"
  ],
  "motion": "Box levitates gently, opens in a slow, elegant lift. Products float up, rotate
gracefully, align
themselves into a symmetrical formation with seamless, natural motion-no sharp cuts.",
  "ending": "Perfectly balanced Apple product display in a soft white space. 'iPhone -
Innovation Refined' text
fades in with delicate typography.",
  "text": "iPhone - Innovation Refined",
  "keywords": [
    "16:9",
    "Apple",
    "iPhone",
    "minimalistic",
    "premium aesthetic",
```



```
"silver, white, space gray",  
"fluid assembly",  
"elegant motion",  
"soft lighting",  
"no hard cuts",  
"calm luxury"  
]  
}
```

26. Corona ad

```
{  
"description": "Cinematic close-up of a cold, dewy Corona bottle sitting alone on a weathered  
beach table. It  
begins to hum, vibrate. The bottle cap *pops*-and the entire environment unfolds from  
inside: palm trees rise,  
lights string themselves, speakers assemble mid-air, sand shifts into a dance floor. A DJ  
booth builds from  
driftwood. Music kicks in. A beach rave is born. No text.",  
"style": "cinematic, magical realism",  
"camera": "starts ultra close, zooms out and cranes overhead as the world expands",  
"lighting": "sunset turning to neon-golden hour into party glow",  
"environment": "quiet beach transforms into high-energy beach rave",  
"elements": [  
"Corona bottle (label visible, condensation dripping)",  
"pop-top cap in slow motion",  
"exploding citrus slice",  
"sand morphing into dance floor",  
"palm trees rising",  
"neon lights snapping on",  
"DJ booth building itself",  
"crowd materializing mid-dance",  
"fire pit lighting",  
"surfboards as signage"  
],  
"motion": "explosion of elements from bottle, everything assembles in rapid time-lapse",  
"ending": "Corona bottle in foreground, beach rave in full swing behind it",  
"text": "none",  
"keywords": [  
"Corona",  
"beach party",  
"bottle transforms",  
"rave build",  
"sunset to night",  
"cinematic",  
"no text"
```

```
]
}
```

27. IKEA ad

```
{
  "description": "Cinematic shot of a sunlit Scandinavian bedroom. A sealed IKEA box
  trembles, opens, and flat
  pack furniture assembles rapidly into a serene, styled room highlighted by a yellow IKEA
  throw on the bed. No
  text.",
  "style": "cinematic",
  "camera": "fixed wide angle",
  "lighting": "natural warm with cool accents",
  "room": "Scandinavian bedroom",
  "elements": [
    "IKEA box (logo visible)",
    "bed with yellow throw",
    "bedside tables",
    "lamps",
    "wardrobe",
    "shelves",
    "mirror",
    "art",
    "rug",
    "curtains",
    "reading chair",
    "plants"
  ],
  "motion": "box opens, furniture assembles precisely and rapidly",
  "ending": "calm, modern space with yellow IKEA accent",
  "text": "none",
  "keywords": [
    "16:9",
    "IKEA",
    "Scandinavian",
    "fast assembly",
    "no text",
    "warm & cool tones"
  ]
}
```

28. NYC skyline ad:

metadata:
prompt_name: "NYC City Assembly"

base_style: "cinematic, photorealistic, 4K"

aspect_ratio: "16:9"

city_description: "A vast, empty urban plaza at dawn, ground level view with concrete pavement stretching into the mist."

camera_setup: "A single, fixed, wide-angle shot. The camera holds its position for the entire 8-second duration."

key_elements:

- "A sealed steel shipping container stamped with 'NYC' in bold letters"

assembled_elements:

- "iconic Manhattan skyscrapers (e.g., Empire State Building, Chrysler Building)"

- "Brooklyn Bridge arching into frame"

- "yellow taxi cabs lined up along a street"

- "hydrant and classic black street lamps"

- "subway entrance staircase with MTA sign"

- "Statue of Liberty's torch and crown silhouette"

- "Central Park trees emerging in the background"

- "water towers perched on rooftop structures"

- "billboard frames and neon signs"

- "sidewalk café tables and chairs full of people"

negative_prompts: ["no text overlays", "no overt graphics"]

timeline:

- sequence: 1

timestamp: "00:00-00:01"

action: "In the center of the barren plaza sits the sealed NYC container. It begins to tremble as light fog swirls around it."

audio: "Deep, resonant rumble echoing across empty concrete."

- sequence: 2

timestamp: "00:01-00:02"

action: "The container's steel doors burst open outward, releasing a spray of mist and loose rivets."

audio: "Sharp metallic clang, followed by hissing steam."

- sequence: 3

timestamp: "00:02-00:06"

action: "Hyper-lapse: From the fixed vantage, city elements rocket out of the container and lock into

place-steel beams rise, glass facades snap on, bridges span into view, and yellow taxis line up automatically."

audio: "A rapid sequence of ASMR city-building sounds: metal clanks, glass sliding, cables snapping,

engines revving softly."

- sequence: 4

timestamp: "00:06-00:08"

action: "The final element-a single yellow taxi-glides forward and parks beside the newfound curb. All

motion freezes as morning light bathes the fully formed New York Cityscape."

audio: "A soft engine cut-off 'chug,' then the distant hum of awakening city traffic, fading into serene dawn silence."

29. Transformers-style Mecha ad

```
{
  "description": "The scene opens on a smooth, metallic silver egg resting in the center of a vast, gritty industrial hangar. Suddenly, glowing seams etch across its surface, and the egg doesn't unfold-it fractures. With a surge of energy, armored plates unlock and pull back, revealing a complex mechanical skeleton within. In a rapid, violent, and intricate sequence, components shift, rotate, and telescope outwards. Two massive legs slam down onto the concrete floor, followed by a powerful tail whipping out for balance. The main body expands upwards as a monstrous head, filled with razor-sharp metallic teeth, constructs itself piece by piece, all originating from the initial egg's mass.",
  "style": "Hyper-detailed, industrial mecha CGI. The aesthetic is inspired by 'Transformers' and 'Pacific Rim,' focusing on complex, hard-surface mechanics, intricate moving parts, and a sense of immense weight and power.",
  "camera": "A single, dynamic continuous shot. Starts as a close-up on the egg, then pulls back and orbits the transformation, dipping low to the ground as the legs impact and craning up to reveal the final, massive scale of the fully formed T-Rex. The camera shakes slightly with the impacts.",
  "lighting": "Begins with stark, top-down industrial lighting on the egg. As the transformation begins, a glowing blue power core ignites within the chest, casting internal light through the gaps in the armor. Sparks fly from grinding metal parts. The final lighting is dominated by the T-Rex's own glowing red optical sensors.",
  "setting": "A vast, dark, and gritty industrial hangar with a weathered concrete floor and visible support beams in the background, adding to the sense of scale.",
  "elements": [
    "smooth metallic silver egg",
    "glowing energy seams",
    "shifting armor plates",
    "exposed pistons, gears, and hydraulics",
    "a glowing internal power core",
    "powerful robotic legs and claws",
    "telescoping tail",
  ]
}
```

```
"razor-sharp metallic teeth",
"piercing red optical sensors (eyes)"
],
"motion": "A violent, multi-layered mechanical reconfiguration. The motion is not fluid but
clunky and
purposeful, defined by panels sliding, parts rotating 180 degrees, and pistons firing to lock
limbs into place.
It's a symphony of grinding gears, hissing pneumatics, and heavy, metallic 'clunks' as each
component finds its
final position. The transformation should feel engineered and explosive.",
"ending": "The fully constructed robotic T-Rex stands in a low, predatory stance. It throws its
head back, and
its optical sensors flare to life with a piercing red glow as it lets out a deafening, synthesized
metallic
roar that echoes through the hangar.",
"text": "As the final transformation completes, steam erupts from vents on its neck and
shoulders.",
"keywords": [
"mecha",
"robot",
"T-Rex",
"transformer",
"transformation",
"mechanical",
"industrial",
"hard surface modeling",
"CGI",
"sci-fi",
"complex",
"panel shifting",
"robot dinosaur",
"cybernetic",
"explosive"
]
}
```

Dicas finais para anúncios JSON virais

- ✓ Mantenha cada elemento visualmente distinto
- ✓ Adicione movimento dinâmico — câmera lenta, rotação, zooms
- ✓ Use a iluminação criativamente (brilho neon, holofotes, sombras)
- ✓ Defina uma chamada para ação clara (animação de logotipo, quadro congelado, etc.)
- ✓ Concentre-se em um único produto (evite desordem)

Instruções finais de criação do prompt:

Vou te enviar a imagem do produto + Informações da página de vendas do produto e vc cria 4 prompts, um para cada estilo a seguir: revelação de produto / anúncio de cidade em CGI / unboxing de luxo / anúncio de tecnologia em câmera lenta, seguindo os detalhes de **identidade de marca(futurista, luxuoso, ecológico) e nicho do produto enviado para o produto enviado, use os estilos dos exemplos que enviei também se for a melhor opção, me retorne os prompts em inglês**