



RUSH
by LUZIA STUDIO

Detrás de Cámaras:

El proceso completo de producción de un comercial 100% con IA

Un recurso de Luzia Studio Academy
Todos los assets · Todos los prompts · Escena por escena
Guía completa para recrear este anuncio desde cero

Sobre este Documento

En Luzia Studio creemos que la producción con IA se hace bien cuando se trata como producción de verdad: con personajes bloqueados, continuidad real, y dirección precisa en cada shot — no generación al azar. Este documento reconstruye, paso a paso y con los prompts exactos que usamos, cómo armamos **RUSH**: un comercial completo de una bebida hidratante deportiva ficticia, protagonizado por un triatleta y su mascota, una nutria bebé.

La idea de este recurso es que cualquiera pueda tomarlo y recrear el mismo proyecto — o adaptar el método a su propia marca — usando exactamente los mismos prompts, en el mismo orden, con las mismas referencias.

El Método: Asset-First

Antes de escribir un solo prompt de video, cada personaje, producto y locación se bloquea primero como *character sheet*: una imagen de referencia con múltiples ángulos (frontal, 3/4, espalda, close-up de cara/detalle, vista superior) más swatches de textura macro. Cada uno recibe un identificador con @ — por ejemplo @nutria o @botella_rush — y esa etiqueta se usa dentro de cada prompt de video para anclar exactamente qué referencia visual debe seguir la herramienta.

Todos los prompts de video siguen la misma estructura fija: **Style** (calidad, cámara, física) → **Audio** (reglas de sonido) → **Characters** (quién aparece y con qué @ referencia) → **Scene** (dónde pasa) → **CUTs** numerados (qué pasa segundo a segundo, con movimientos de cámara y de personaje descritos en detalle técnico).

Los Assets — Producto, Mascota y Personaje

Asset 1 — El Producto: Botella RUSH

@botella_rush



Character sheet final. La versión previa tenía un mensaje distinto en la parte trasera; se corrigió para que el diseño principal ("RUSH" + tagline) sea idéntico en frente y atrás, con la info nutricional viviendo solo en el panel lateral.

PROMPT COMPLETO

Character reference sheet, multiple views: front, side, back, front close-up, top-down view. Subject: the sports hydration drink bottle from Reference image 1 – a smooth, curved, hourglass-contoured bottle silhouette with a pronounced grip waist, gently rounded shoulders and base, narrow rounded matte fluorescent-pink screw cap. The entire bottle body is wrapped in an opaque pastel sky-blue label. The main brand design – the "RUSH" wordmark in bold chunky geometric lettering running vertically bottom-to-top in fluorescent pink, "SPORTS HYDRATION" in small pink text near the top, and "ELECTROLYTES + FLUID · 590ML" near the bottom – appears IDENTICALLY on both the front and the back of the bottle, same colors, same typography, same layout, no differences between front and back. The side panel (visible only in the 3/4 angle, not on front or back) contains a realistic beverage nutrition facts panel printed in small dark navy text on the pastel-blue background: a "Nutrition Facts" header, serving size, calories, total fat, sodium, potassium, total carbohydrates, sugars, and a full ingredients list (water, electrolyte blend, natural flavors, citric acid, potassium sorbate, sucralose), plus a small barcode near the bottom edge – laid out cleanly like a real commercial beverage label. Realistic photographic style, not illustrated or 3D rendered. Clean light gray background for the reference sheet, even soft studio lighting from multiple sources, no hard shadows. Views arranged in a grid layout like a professional character design sheet: front view centered top-left (full bottle, RUSH wordmark visible), 3/4 side profile view top-right (showing the transition from front branding to the side nutrition panel), back view bottom-left showing the RUSH wordmark identical to the front view, front close-up of the cap and upper wordmark detail bottom-center, top-down view of the cap bottom-right. Additional detail swatches at the bottom showing a macro close-up of the label's matte print texture and a macro close-up of the nutrition facts panel typography. Labels for each view in clean sans-serif type: "FRONT", "3/4 SIDE", "BACK", "CAP DETAIL", "TOP-DOWN". Ultra detailed, photorealistic, cinematic quality, studio product photography lighting.

Herramienta: ChatGPT Image 2 · 2K · 16:9 · Multimodal · Referencia: la botella RUSH ya aprobada

Asset 2 — La Mascota: la Nutria

@nutria



Incluye una regla de escala de 24cm — el ancla de proporción usada en cada escena del video para que la nutria y la botella nunca cambien de tamaño relativo entre cortes.

PROMPT COMPLETO

Character reference sheet, multiple views: front, side, back, front close-up, top-down view. Subject: the baby otter from Reference image 1 – match its face, fur color and texture, eye shape and color, ear shape, and overall proportions exactly: dense soft brown fur, lighter tawny fur around the face and muzzle, large round dark eyes, small rounded ears, prominent long whiskers, soft dark nose. Sitting upright on its haunches in a relaxed, alert posture, the same curious and endearing expression as Reference image 1. No clothing anywhere on the body. Wearing a large soft-fabric backpack on its back – plain neutral tan canvas, no branding, no logos – sized proportionally large relative to the otter's body, with two thin straps crossing over its shoulders and chest. The backpack's main compartment is shown empty and open, with visible interior space large enough to fit a tall bottle, but no bottle is placed inside it in this sheet. Realistic photographic style, not illustrated, not 3D rendered, not cartoonish – grounded photorealism, otherwise anatomically accurate to a real baby otter, no anthropomorphic body proportions. Clean light gray background, even soft studio lighting from multiple sources, no hard shadows. Views arranged in a grid layout like a professional character design sheet: front view centered top-left – full body, sitting upright, backpack straps visible over the shoulders, empty paws – with a small vertical measurement ruler graphic placed beside the otter's full seated height, marked in centimeter increments from 0 to 30, with a clear horizontal tick line at the 24 cm mark aligned to the top of the otter's head, and a small text label reading "24 CM" beside that tick mark, indicating the otter's total seated height for scale reference. 3/4 side profile view top-right (full body, showing the backpack's side profile and thickness, no ruler needed here). Back view showing the full backpack from behind bottom-left (straps, empty compartment bulk, no face visible). Front close-up of the face bottom-center (shoulders up, curious expression matching Reference image 1, whiskers and eyes in sharp detail, no bandana). Top-down view of the head and backpack top bottom-right. Additional detail swatches at the bottom showing a macro close-up of the wet fur texture and a macro close-up of the backpack fabric texture. Labels for each view in clean sans-serif type: "FRONT (24 CM SCALE)", "3/4 SIDE", "BACK", "FACE DETAIL", "TOP-DOWN". Ultra detailed, photorealistic, cinematic quality, 35mm film grain, natural lighting.

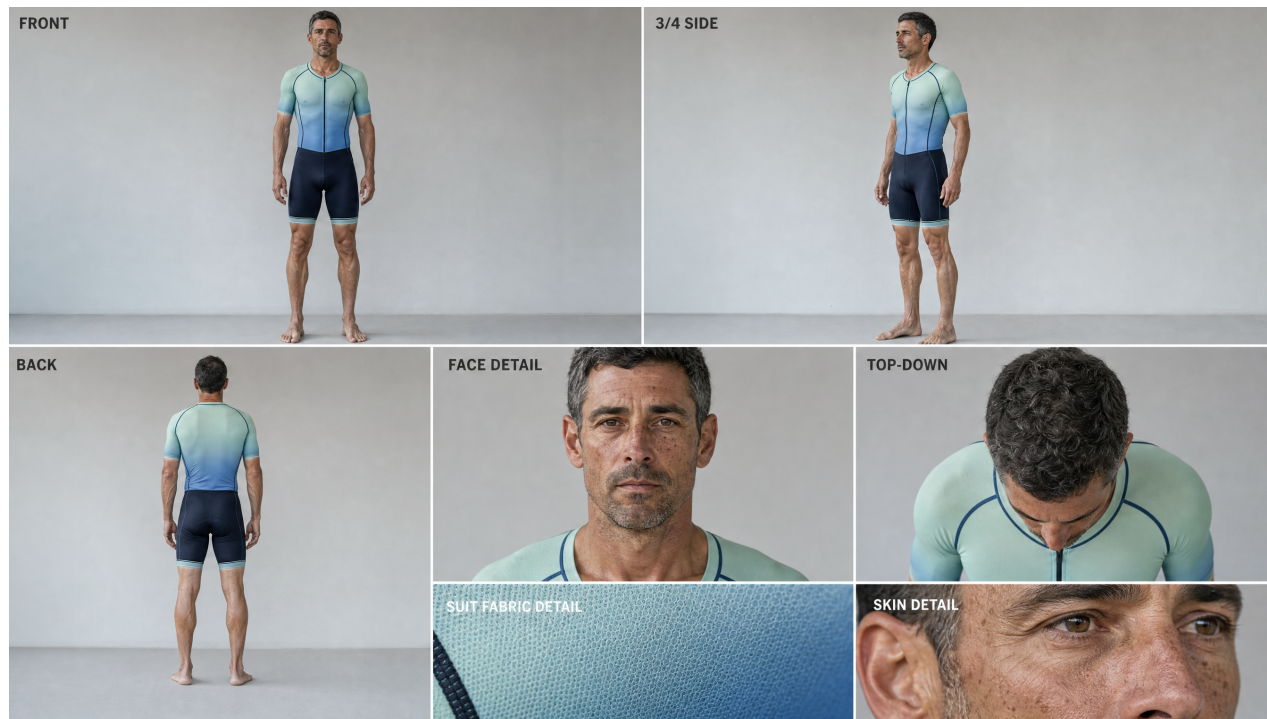
Herramienta: ChatGPT Image 2 · 2K · 16:9 · Multimodal · Referencia: foto real de nutria bebé subida por el usuario (identidad base)

Asset 3 — El Protagonista: 3 Outfits, 1 Personaje

En un Ironman real el atleta usa el mismo traje de una sola pieza (tri suit) durante toda la carrera — lo que cambia son las capas que se agregan y quitan en cada transición. Por eso se bloqueó un personaje base y se generaron 2 variantes de vestuario adicionales, cada una usando el sheet anterior como referencia de identidad para no perder consistencia de cara.

3.1 — Tri Suit Base (Etap de Corrida)

@protagonista



Traje tradicional degradado verde-azul, sin ningún logo de marca. Incluye correcciones anti-"look de IA": asimetría real en pose, cejas y barba, textura de piel con imperfecciones.

PROMPT COMPLETO

Character reference sheet, multiple views: front, side, back, front close-up, top-down view. Subject: a man in his early 40s, athletic-lean triathlete build – visible lean muscle definition without excessive bulk, slightly asymmetric muscle development typical of a real endurance athlete, not a symmetrical bodybuilder physique. Medium tan skin with genuinely uneven sun-weathered texture – visible tan lines at the collar and upper arms, faint sun spots and freckling concentrated on the nose and cheeks, small scars or nicks on the forearms and shins. Strong angular jawline with a few days of uneven stubble growth, short cropped dark hair with subtle gray at the temples growing in slightly asymmetric, deep-set eyes with genuine under-eye fatigue lines, one eyebrow sitting very slightly higher than the other. Neutral, composed expression, weight distributed naturally with a slight asymmetric lean.

Wearing a traditional-style triathlon tri suit – a form-fitting single-piece racing suit with short sleeves and shorts-length legs, technical compression fabric with visible fabric creasing and slight bunching at the joints. The upper body and sleeves have a soft gradient fade from pale seafoam-green at the shoulders into a muted sky-blue toward the waist – a tone that echoes the RUSH bottle's blue without matching it exactly – with thin darker navy piping along the seams. The lower body (shorts) is solid dark navy with a lighter blue-green trim band at the leg openings. No text, no logos, no brand names, no sponsor patches anywhere on the suit.

Realistic photographic style – like a real candid athlete photograph, not a studio-perfect render. Clean light gray background, natural soft lighting with slight unevenness. Views arranged in a grid layout like a professional character design sheet: front view centered top-left (full body, weight slightly asymmetric, tri suit fully visible), 3/4 side profile view top-right (full body, showing the suit's gradient and side seam), back view showing the tri suit's back panel and hair from behind bottom-left (full body), front close-up of the face bottom-center (shoulders up, neutral expression, visible natural asymmetry), top-down view of the hair bottom-right. Additional detail swatches at the bottom showing a macro close-up of the tri suit fabric texture and gradient transition, and a macro close-up of the skin texture on the face showing sun-weathered detail, uneven tone, pores, and natural imperfections. Labels for each view in clean sans-serif type: "FRONT", "3/4 SIDE", "BACK", "FACE DETAIL", "TOP-DOWN". Natural skin texture clearly visible – pores, fine lines, sun spots, uneven tone, no plastic skin, no airbrushed quality, no smoothed AI texture, no symmetrical "perfect" features. Ultra detailed, photorealistic, cinematic quality, 35mm film grain, natural lighting, slight imperfection in framing as if from a real photo session.

Herramienta: ChatGPT Image 2 · 2K · 16:9 · Text-to-Image + Creative Director Mode · Sin referencias

3.2 — Variante Ciclismo

@protagonista_bici



Casco y lentes sin marca, zapatillas de ciclismo con sistema clip-in real (calas), y race belt con placard en blanco.

PROMPT COMPLETO

Character reference sheet, multiple views: front, side, back, front close-up, top-down view. Subject: the character from Reference image 1 – face, physical build, and identity match Reference image 1 exactly: same facial features, same skin tone and sun-weathered texture, same hair, same lean athletic build, wearing the identical traditional tri suit from Reference image 1 (seafoam-green to sky-blue gradient upper body, dark navy shorts with lighter trim, no logos, no text). Now add: a lightweight aerodynamic cycling helmet, matte dark navy with subtle light-blue accent vents, worn snugly with the chin strap fastened, no visible brand logos on the helmet. Wraparound sport sunglasses with reflective dark lenses and a slim navy frame, worn over the eyes. Rigid clip-in cycling shoes, matte dark navy with a stiff sole and a visible cleat mounting plate on the bottom, worn barefoot with no socks – standard triathlon convention. A thin race-number belt in plain black elastic worn around the waist, with a blank white race-number placard hanging at the front, no printed number. No other changes to the outfit – same tri suit, same skin, same hair visible at the sides and back beneath the helmet.

Realistic photographic style – like a real candid athlete photograph, not a studio-perfect render, not illustrated, not 3D rendered. Clean light gray background, natural soft lighting with slight unevenness, no hard shadows. Views arranged in a grid layout like a professional character design sheet: front view centered top-left (full body, standing, helmet, sunglasses, and cycling shoes all visible, race belt at the waist), 3/4 side profile view top-right (full body, showing the helmet's side profile and shoe silhouette), back view showing the helmet's rear vents and the tri suit's back panel bottom-left (full body, shoes visible), front close-up of the face bottom-center (shoulders up, sunglasses on, helmet strap visible under the chin), top-down view of the helmet bottom-right. Additional detail swatches at the bottom showing a macro close-up of the cycling shoe's sole and cleat plate, and a macro close-up of the sunglasses' lens and frame. Labels for each view in clean sans-serif type: "FRONT", "3/4 SIDE", "BACK", "FACE DETAIL", "TOP-DOWN". Natural skin texture clearly visible on any exposed skin – pores, fine lines, sun spots, no plastic skin, no airbrushed quality, no smoothed AI texture. Ultra detailed, photorealistic, cinematic quality, 35mm film grain, natural lighting.

Herramienta: ChatGPT Image 2 · 2K · 16:9 · Multimodal · Referencia: @protagonista (sheet base)

3.3 — Variante Corrida

@protagonista_corrida



Zapatillas de correr normales (sin calas), el race belt se mantiene puesto de la etapa de bici, casco y lentes ya removidos, sudor visible.

PROMPT COMPLETO

Character reference sheet, multiple views: front, side, back, front close-up, top-down view. Subject: the character shown in Reference image 1 (base tri suit) and Reference image 2 (same character wearing the cycling outfit) – face, physical build, and identity match both references exactly. For this running stage: remove the helmet, sunglasses, and cycling shoes seen in Reference image 2 – none of those appear here. Keep the same race-number belt style seen in Reference image 2 – plain black elastic worn around the waist, with a blank white race-number placard hanging at the front, no printed number. Add lightweight running shoes, a pair of real-world commercial-style trainers in a muted navy and light-gray colorway with visible mesh paneling and a standard cushioned sole, no bold branding or logos, worn with low no-show socks – distinct from the rigid cycling shoes in Reference image 2. Hair visible and slightly damp/sweaty, no head covering.

Realistic photographic style – like a real candid athlete photograph, not a studio-perfect render, not illustrated, not 3D rendered. Clean light gray background, natural soft lighting with slight unevenness, no hard shadows. Views arranged in a grid layout like a professional character design sheet: front view centered top-left (full body, standing, race belt and running shoes visible), 3/4 side profile view top-right (full body, showing the shoe silhouette and belt placement), back view showing the tri suit's back panel and race belt bottom-left (full body), front close-up of the face bottom-center (shoulders up, neutral expression, visible sweat sheen), top-down view of the hair bottom-right. Additional detail swatches at the bottom showing a macro close-up of the running shoe's mesh and sole texture, and a macro close-up of the race belt's placard attachment. Labels for each view in clean sans-serif type: "FRONT", "3/4 SIDE", "BACK", "FACE DETAIL", "TOP-DOWN". Natural skin texture clearly visible – pores, fine lines, sun spots, sweat sheen, no plastic skin, no airbrushed quality, no smoothed AI texture. Ultra detailed, photorealistic, cinematic quality, 35mm film grain, natural lighting.

Herramienta: ChatGPT Image 2 · 2K · 16:9 · Multimodal · Referencias: @protagonista (base) + @protagonista_bici (ciclismo)

Asset 4 — La Bicicleta: VELOCITA

@bici_velocita



Bicicleta de triatlón premium, marca ficticia, negro con fibra de carbono visible y pedales clip-in reales.

PROMPT COMPLETO

Character reference sheet, multiple views: front, side, back, front close-up, top-down view. Subject: a premium triathlon time-trial road bicycle – aerodynamic aero frame with sloping top tube, integrated aero handlebar with clip-on tri-bar extensions (forward-reaching aero bars typical of triathlon bikes), deep-section wheels (roughly 60-80mm rim depth) in matte black with visible raw carbon-fiber weave texture showing through on the rim edges and fork legs, narrow racing tires. Frame finish: deep gloss-black paint with subtle visible carbon-fiber weave texture bleeding through in unpainted accent panels along the down tube and seat stays, giving a premium high-end racing bike look. A small fictional bike brand wordmark reading "VELOCITA" printed in a sleek thin silver-gray sans-serif along the top tube, with a small matching logo mark on the head tube. Compact aero-profile saddle in matte black with subtle stitching detail, positioned forward.

Clipless road pedals mounted on both crank arms – small, low-profile, flat plastic-and-metal platforms (not flat platform pedals, not toe-cage pedals) designed to mechanically engage a matching cleat on the underside of a cycling shoe, matte black finish matching the frame, visible spring-tension clip mechanism on each pedal body, crank arms in matching matte black carbon with visible weave texture.

A small bento box style top-tube storage bag in matte black fabric with a subtle textured weave, mounted just behind the handlebar stem, sized large enough to visibly hold a small creature. No water bottle cages visible (kept clear for compositing). Realistic component detail – visible cables, derailleur, chain, brake calipers, all in matching matte black, no rust or wear, pristine professional racing condition.

Realistic photographic style, not illustrated or 3D rendered. Clean light gray background, even soft studio lighting from multiple sources, no hard shadows. Views arranged in a grid layout like a professional product design sheet: front view centered top-left (bike standing upright, front wheel facing camera, full bike visible, wordmark legible on the top tube, both pedals visible), 3/4 side profile view top-right (full bike, showing the aero frame lines, carbon texture, tri-bar extension, and the near-side pedal clearly visible on its crank arm), back view showing the rear wheel, saddle, and top-tube bag from behind bottom-left (full bike), front close-up of the handlebar and tri-bars bottom-center (showing the top-tube bag mounted just behind, brake levers, cable routing), top-down view of the handlebar and top tube bottom-right (wordmark visible from above). Additional detail swatches at the bottom showing a macro close-up of one clipless pedal and its clip mechanism, and a macro close-up of the "VELOCITA" wordmark and logo mark on the head tube. Labels for each view in clean sans-serif type: "FRONT", "3/4 SIDE", "BACK", "HANDLEBAR DETAIL", "TOP-DOWN". Ultra detailed, photorealistic, cinematic quality, studio product photography lighting.

Herramienta: ChatGPT Image 2 · 2K · 16:9 · Text-to-Image + Creative Director Mode · Sin referencias

Asset 5 — Referencia de Loadout (Chaleco de Corredor)

@loadout_referencia

Nota: la imagen de este asset específico no quedó entre las 10 confirmadas para este documento — pero el prompt exacto usado para generarlo está abajo. Es una foto del protagonista de espaldas con el chaleco de trail-running abierto, mostrando a la nutria y la botella acomodadas adentro con espacio real. Se generó combinando las 3 referencias ya bloqueadas (botella, protagonista, nutria).

PROMPT COMPLETO

Full-body photograph from behind of the triathlete matching his locked character reference exactly (Reference image 2), wearing his running-stage outfit – tri suit, blank race-number belt, running shoes – standing with his back to camera. He wears a real trail-running hydration vest/pack – slim, low-profile, form-fitting design that hugs close to the back with thin adjustable harness-style straps crossing over both shoulders and a sternum strap across the chest (not a boxy school-backpack shape), made of lightweight mesh-and-fabric material typical of race hydration vests, matte black, no visible brand logo anywhere. The vest has a slightly expanded rear pocket with an open top flap, still slim enough to sit close to the body without bouncing, but with enough internal volume in that rear pocket to comfortably hold both items with visible room. Inside the open rear pocket, positioned side by side with visible open space around them, are: @nutria, sitting comfortably with her head and shoulders poking out above the top edge of the pocket, her own separate beige/tan canvas backpack still visible on her own back; and @botella_rush, cap on, tucked in beside her, its "RUSH" wordmark facing outward and clearly legible. Clean light gray studio background, even soft studio lighting from multiple sources, no hard shadows. Realistic photographic style, not illustrated or 3D rendered. Labeled in clean sans-serif type at the bottom: "RUNNING VEST – LOADOUT REFERENCE".

Herramienta: ChatGPT Image 2 · 2K · 4:5 · Multimodal · Referencias: @botella_rush, @protagonista, @nutria

Asset 6 — Las 3 Locaciones

A diferencia de los personajes y el producto, las 3 locaciones se obtuvieron como fotografías de referencia real (no generadas desde un prompt de texto) y se etiquetaron con su propio @ para usarlas como guía de atmósfera, luz y paleta de color en cada escena — nunca como composición literal a copiar.

6.1 — Mar Abierto (Etapa de Nado)

@curso_nado



Línea de boyas de competencia al amanecer, luz rasante dramática — atmósfera del Acto 1.

6.2 — Carretera Costera (Etapa de Bici)

@carretera_costera



Curva de acantilado con guardarraíl, mar abierto a un costado, luz clara de media mañana — atmósfera del Acto 2.

6.3 — Calle Urbana (Etapa de Corrida + Meta)

@calle_urbana



Calle cerrada con arco de meta "FINISH", multitud a ambos lados — atmósfera del Acto 3 y el clímax final.

El Shotlist Completo — Prompts de Video Exactos

Estas son las 4 escenas de video generadas en Seedance 2.5, tal como se usaron en la versión final del comercial. Cada una sigue la estructura Style / Audio / Characters / Scene / CUTs, con las referencias @ correspondientes a los assets bloqueados en las secciones anteriores.

Escena 1 — El Gancho

Duración: 6 segundos · **Referencias:** @nutria, @botella_rush, @playa_calma (mar abierto)

Style: 8K IMAX. Photorealistic – no 3D render, no game engine, no illustration. Natural light only – soft peachy-golden dawn light low on the horizon. Physical cine lens, 180° shutter motion blur, real-time speed, no slow motion. 24fps, 8K detail, no jitter.

Audio: Environmental diegetic SFX only – no music, no score, no soundtrack of any kind. Gentle water lapping, distant seabirds, then a sharp air-horn blast, followed immediately by a wall of splashing water and muffled shouting voices from the swim start, and a single short otter chirp/squeak vocalization at the moment of the startle. No subtitles.

Characters:

@nutria – a baby sea otter, matching its locked character reference exactly: dense dark brown fur with lighter tawny face, large expressive dark eyes, a large tan canvas backpack worn on its back. Lying belly-down on top of the closed @botella_rush, cheek resting against the label, one hind paw trailing loosely in the water, completely relaxed and still, as if it has done this every morning.

Scene:

@playa_calma – the calm shoreline reference, gentle dawn light, still shallow water, no other figures present.

CUT 1 – Extreme close-up, macro lens, camera almost at water level, static (0:00-2s):

@nutria lies motionless on top of @botella_rush, floating gently on the calm water, eyes half-closed, utterly relaxed. The water barely ripples around it. Total stillness – no other movement in frame.

CUT 2 – Same framing continues, static (2s-3.5s):

A distant air-horn blares once, sharp and sudden. @nutria's body registers the sound with a genuine, grounded animal startle reflex – not a cartoonish wide-eyed stare: its whiskers sweep sharply backward against its cheeks, its small ears fold flat against its head, its whole body tenses in a single quick full-body flinch, and its front paws instinctively clamp tighter around the bottle's midsection, claws visibly gripping the label. Its eyes snap open naturally, pupils slightly dilated, head lifting just an inch off the bottle in a quick alert motion – the real physical vocabulary of a small prey animal registering a sudden loud sound, not a held human-like expression of shock.

CUT 3 – Same framing, hard cut in reaction timing (3.5s-6s):

Without warning, a wall of churned white water and the blurred legs and arms of dozens of swimmers surges directly through the frame, splashing hard over @nutria and @botella_rush – the calm shattered instantly. @nutria's eyes snap fully open, startled, gripping the bottle tighter with both front paws as the wave of motion passes. Its body reacts instinctively – head ducking low and to one side, one paw releasing the bottle briefly to shield its face, a short sharp chirp/squeak escaping it, whiskers plastered flat by the impact of the water – followed immediately by a full-body shake to clear water from its fur, exactly as a real wet otter would.

Escena 2 — El Nado en Mar Abierto

Duración: 24 segundos · **Referencias:** @protagonista_wetsuit (variante wetsuit sobre @protagonista), @nutria, @botella_rush, @escala_referencia, @curso_nado

Style: 8K IMAX. Photorealistic – no 3D render, no game engine, no illustration. Natural light only – bright early morning sun low on the horizon, natural glare on the water surface. Physical cine lens, 180° shutter motion blur. STRICTLY real-time speed throughout every cut – no slow motion, no speed ramping, normal human swimming cadence and normal water physics at all times. 24fps, 8K detail, no jitter.

Audio: Environmental diegetic SFX only – no music, no score, no soundtrack of any kind. Splashing water, controlled rhythmic breathing from the swimmers, muffled underwater gurgling on close shots, distant race-official whistle. No subtitles.

Characters:

@protagonista_wetsuit – the triathlete matching his locked character reference exactly, wearing a full neoprene wetsuit over his tri suit, plus a plain matte black swim cap covering his hair completely and plain black swim goggles with a black strap, both unbranded. Swimming with genuine competitive-level freestyle technique at real, normal race speed throughout every cut: a high-elbow catch on entry, a long controlled pull through the water, efficient body-roll rotation from the hips and torso with each stroke, a steady bilateral breathing rhythm (a controlled head turn to breathe roughly every third stroke, face returning smoothly underwater between breaths), legs maintaining a tight, steady flutter kick.

@nutria – matching its locked character reference exactly, lying flat on top of @botella_rush the entire time, propelling and steering it forward by actively paddling with both front paws in the water on either side of the bottle in a continuous real paddling motion, confident and stable, never wobbling.

@botella_rush – matches its locked reference exactly. @botella_rush and @nutria maintain the exact same relative scale as their first approved appearance together (@escala_referencia) – the bottle is large and clearly product-visible, roughly matching the otter's own body length, never shrinking or growing between shots.

Scene:

@curso_nado – the open-water swim course reference, line of orange and yellow buoys marking the route, bright morning sun low on the horizon, dozens of other swimmers in the water creating churned white foam and splashing throughout the frame.

CUT 1 – Wide tracking shot, camera moving laterally at water level alongside the swimmers, handheld feel, real-time pace (0:00-1.5s):

@protagonista_wetsuit swims freestyle at normal race speed and clean technique, unaware of anything unusual, focused straight ahead. In the background, @nutria on @botella_rush is visible weaving between other swimmers further back, steadily closing the distance toward him with its continuous two-paw paddling motion.

CUT 2 – Medium tracking shot, camera at water level moving alongside @nutria at real-time pace (1.5-3.5s):

Closer on @nutria alone, paddling confidently across the open water – both front paws working in a steady rhythmic stroke on either side of @botella_rush, weaving smoothly past two other swimmers, ducking the bottle's front slightly under one swimmer's arm without breaking its paddling rhythm, closing the remaining distance toward @protagonista_wetsuit's position.

CUT 3 – Medium shot, camera at water level, tracking alongside at matched real-time pace (3.5-6s):

@nutria on @botella_rush draws up level with @protagonista_wetsuit, paddling steadily to hold position directly beside him, matching his exact forward speed. On his next breath to that side, his head turns for air as normal – and his eyes land on @nutria right beside him.

CUT 4 – Close-up on @protagonista_wetsuit's face, camera close at water level, static holding the moment, real-time (6-7.5s):

The instant he registers @nutria, his stroke falters – he stops swimming forward for a beat, treading water in place, eyes going wide not with alarm but with startled curiosity, eyebrows lifting, head tilting slightly as if to make sure he's really seeing what he's seeing. It reads as surprised and curious, not frightened.

CUT 5 – Low-angle close-up, camera positioned just below and in front of the pair looking slightly up, static (7.5-9.5s):

@nutria remains lying flat on top of @botella_rush in the exact same swimming position as every other cut – the bottle itself completely stationary in position and orientation, not lifted, not tilted, not repositioned. Only one front paw lifts briefly off the water to point downward toward the bottle beneath it, a small deliberate gesture aimed at @protagonista_wetsuit – the universal small gesture of "want some?" – while the otter's head turns toward him with a bright, expectant, hopeful expression, ears perked. No dialogue, purely physical offering body language.

CUT 6 – Medium shot, camera at water level, tracking alongside as he resumes swimming at real-time pace (9.5-11.5s):

@protagonista_wetsuit's face breaks into a genuine, breathy laugh-smile – shoulders relaxing, a soft huffed exhale of amusement – and without answering, he simply turns his face back down and resumes swimming at his normal clean technique and real-time pace, @nutria immediately resuming its steady two-paw paddling on @botella_rush to keep pace right beside him.

CUT 7 – Wide tracking shot, camera pulling back to a wider frame, moving alongside both at matched real-time pace (11.5-14s):

Pulled back wider, @protagonista_wetsuit swims his clean technical freestyle stroke with @nutria paddling steadily right beside him on @botella_rush, the two of them moving forward together through the open water in sync.

CUT 8 – Medium shot, camera positioned at water level just beside and slightly ahead of @protagonista_wetsuit's head, tracking at his exact real-time pace (14-16.5s):

@nutria draws up alongside him at water level – near his head and shoulder – matching his forward speed and stroke rhythm exactly, gliding directly beside him.

CUT 9 – Medium shot, side-on angle, water level, tracking alongside at his real-time pace (16.5-19s):

Still lying on @botella_rush and paddling steadily beside him, @nutria reaches one front paw forward while continuing to paddle with the other, and gently takes hold of the back strap of his black swim cap from the side – not pulling it off, just holding on lightly. @protagonista_wetsuit's stroke shows one small, subtle break in perfect rhythm – a slight tilt of his head, a brief almost-smile flickering at the corner of his mouth – without ever stopping, slowing, or breaking his stroke technique or his real-time swimming speed.

CUT 10 – Wide aerial drone shot, looking down at a steep angle, slow forward tracking over the pack at matched real-time swimming speed (19-21.5s):

From above, the dense pack of swimmers churns forward through the water at normal speed, @protagonista_wetsuit identifiable within the group by his efficient straight line and by the small dark shape of @nutria paddling along on @botella_rush right beside his head.

CUT 11 – Wide static shot, camera fixed at the turn buoy, water level (21.5-24s):

@protagonista_wetsuit approaches and rounds the turn buoy at normal real-time swimming speed. @nutria releases its gentle hold on his cap just before the buoy, paddles @botella_rush a short distance away from him with the same continuous two-paw paddling motion, giving a small casual paddle-splash in his direction before dropping back to keep pace as he turns.

Escena 3 — Transición 1 + Arranque en Bici

Duración: 20 segundos · **Referencias:** @protagonista_bici, @nutria, @botella_rush, @escala_referencia, @bici_velocita, @carretera_costera, @escena_anterior (continuidad narrativa del clip de nado)

Style: 8K IMAX. Photorealistic – no 3D render, no game engine, no illustration. Natural light only – bright clear mid-morning sun, coastal daylight. Physical cine lens, 180° shutter motion blur, real-time speed only – no slow motion, no speed ramping. 24fps, 8K detail, no jitter.

Audio: Environmental diegetic SFX only – no music, no score, no soundtrack of any kind. Wet footsteps slapping on pavement, heavy breathing, a bottle cap twisting open, velcro straps and buckles, a bicycle freewheel clicking, tires on asphalt, distant race announcer murmur and crowd noise. No subtitles.

Continuity reference: @escena_anterior – the video clip of the previous scene (the open-water swim) is provided ONLY as a narrative and tonal continuity reference. Do not repeat, reuse, or reference any specific action, camera move, or shot composition from @escena_anterior. This scene is its own complete continuation.

Characters:

@protagonista_bici – the triathlete matching his locked character reference exactly, wearing his full one-piece tri suit AT ALL TIMES throughout this entire scene – never removed, never shown shirtless. Now also wearing the cycling outfit layered appropriately: helmet, sunglasses, cycling shoes, and blank race-number belt over the tri suit.

@nutria – matching its locked character reference exactly.

@botella_rush – matches its locked reference exactly, including its true proportional size: a standard single-serving sports hydration bottle, roughly 500-600ml – NOT a 1-liter bottle, NOT oversized. @botella_rush maintains the exact same relative scale as its first approved appearance with @nutria (@escala_referencia) in every single cut.

@bici_velocita – the black premium triathlon bike matching its locked character reference exactly.

A second, unrelated competing triathlete (no reference asset, described here only) – a woman in her late 30s, medium build, wearing a plain white-and-navy tri suit, riding a different bike – a silver-and-red aero road bike, clearly not @bici_velocita. She has no connection to @protagonista_bici and appears only in this one scene.

Scene:

Transition zone (roped-off area with bike racks, mats on the ground) transitioning into @carretera_costera – the coastal cliff road reference, guardrail along the cliff edge, open sea below, clear mid-morning light.

CUT 1 – Medium tracking shot, camera at eye level, following from the side (0:00-3s):

@protagonista_bici jogs quickly out of the water and across the sand toward the transition zone, fully wearing his tri suit covering his torso and legs completely, breathing hard. Both @nutria and @botella_rush (correctly sized per @escala_referencia) are held together securely in the crook of one arm against his chest as he runs, @nutria's other paw draped over the bottle to keep it steady.

CUT 2 – Medium shot, static, camera at waist height (3-5.5s):

@protagonista_bici crouches briefly at the bike rack, still fully in his tri suit, setting @nutria and @botella_rush down on the mat beside him, then pulls on his helmet with one hand and settles his sunglasses into place with the other.

CUT 3 – Close-up, camera at chest height, static (5.5-7.5s):

@nutria picks up @botella_rush (correctly sized, small and hand-proportional per @escala_referencia), cap still closed, and offers it up toward @protagonista_bici with both paws. He reaches down and takes the closed bottle from her with one hand, the "RUSH" wordmark clearly facing camera, the bottle looking appropriately compact in his grip.

CUT 4 – Close-up, camera at chest height, static, continuing the same moment (7.5-9.5s):

@protagonista_bici twists the cap open with a quick practiced motion and tips the bottle back for a real drink, throat visibly swallowing, then lowers it and gives @nutria a brief affectionate scratch behind the ear with one finger before standing up.

CUT 5 – Wide tracking shot, camera moving alongside at running-then-mounting pace (9.5-12s):

@protagonista_bici, still fully in his tri suit, grabs @bici_velocita by the saddle and handlebar, jogs it a few steps past the mount line, and swings his leg over in one fluid motion, clipping his shoes into the pedals as he picks up speed. @nutria, still holding the now-closed @botella_rush at its correct proportional size, leaps onto the bike's top-tube bento bag area near the handlebar stem in the same motion, settling in securely.

CUT 6 – Medium shot, camera positioned low near the handlebar, tracking forward at real cycling speed (12-14.5s):

@nutria sits balanced just behind the handlebar stem on @bici_velocita, @botella_rush held snugly against its body with both paws, the "RUSH" wordmark fully legible and facing camera, ears blown back by the wind, clearly delighted, as @protagonista_bici pedals with strong steady cadence onto @carretera_costera.

CUT 7 – Medium shot, side profile, camera tracking alongside as the other female cyclist and @protagonista_bici pass each other (14.5-17s):

The other cyclist, pedaling at a strong steady pace on her silver-and-red bike, glances over as @protagonista_bici passes her – her eyes drop down and to the side, focused specifically on the handlebar area low on his bike where @nutria is perched, not on his face – her head tilting down slightly to track the small creature, eyes widening with genuine visible surprise for a beat – then, within the same continuous glance, her expression softens into a smile, and she looks forward again and continues on her way, still smiling to herself, never breaking her own pace or pedaling rhythm.

CUT 8 – Wide shot, camera pulling back to a wider angle, tracking alongside @protagonista_bici only (17-20s): @protagonista_bici continues pedaling strongly down @carretera_costera alone in frame except for @nutria still perched on the handlebar with the clearly branded, correctly proportioned @botella_rush, the coastal road curving ahead along the cliff, no other riders visible in the background.

Escena 4 — La Corrida + La Hidratación + Meta

Duración: 23 segundos · **Referencias:** @loadout_referencia, @protagonista_corrida, @nutria, @botella_rush, @calle_urbana

Style: 8K IMAX. Photorealistic – no 3D render, no game engine, no illustration. Natural light only – bright clear midday sun, urban daylight with hard short shadows. Physical cine lens, 180° shutter motion blur. STRICTLY real-time speed throughout every single cut, with zero exceptions – no slow motion, no speed ramping, no time-remapping anywhere in this scene, normal human running cadence and normal liquid physics at all times. 24fps, 8K detail, no jitter.

Audio: Environmental diegetic SFX only – no music, no score, no soundtrack of any kind. Footsteps striking pavement, heavy rhythmic breathing, liquid splashing, distant crowd cheering and cowbells, a race announcer murmur near the finish. No subtitles.

Characters:

@protagonista_corrida – the triathlete matching his locked character reference exactly, wearing his running-stage outfit: tri suit, blank race-number belt, running shoes, and the plain black trail-running hydration vest (completely unbranded, no visible logo anywhere) matching @loadout_referencia exactly in fit and proportions. Running with genuine trained-athlete distance-running technique: efficient midfoot strike, steady controlled cadence, relaxed shoulders, natural bent-elbow arm swing. Visible signs of real accumulated fatigue build gradually – heavier breathing, subtle stride shortening, tension in the shoulders and jaw – without ever breaking his fundamental running form.

@nutria – matching its locked character reference exactly, riding in the open rear pocket of @protagonista_corrida's vest exactly as shown in @loadout_referencia, her own separate beige/tan canvas backpack still visible on her own back.

@botella_rush – matches its locked reference exactly, maintaining the exact same relative scale as @escala_referencia in every cut. The liquid visible inside the bottle, and any liquid that splashes or spills, is a clearly visible light pastel sky-blue color.

Scene:

@calle_urbana – the city street reference, sidewalk crowds, a finish-line arch visible far in the distance, bright midday sun.

CUT 1 – Medium-close tracking shot, camera moving alongside at running pace, closer framing on his upper body and face, real-time speed (0:00-2.5s):

@protagonista_corrida runs at a strong but visibly effortful pace down @calle_urbana – breathing heavy and audible, a light sheen of sweat on his face and neck, jaw set with real physical strain, brow slightly furrowed with fatigue, yet his technique remains clean: midfoot strike, controlled arm swing, steady cadence. @nutria and @botella_rush both visible riding together in the open rear pocket of his vest exactly as in @loadout_referencia – @nutria seated inside the vest pocketing itself, not on his shoulder.

CUT 2 – Close-up, camera close on the vest's rear pocket from directly behind, tracking at his pace (2.5-4.5s): Tight on @nutria sitting in the open vest pocket right beside @botella_rush (cap still on, pink cap visible), her head bobbing gently in rhythm with his stride, ears perked, looking around with visible curiosity.

CUT 3 – Close-up, camera positioned from a different angle, slightly to the side of the vest pocket, tracking (4.5-6.5s):

From this new angle, @nutria reaches over with both paws and grips the pink cap of @botella_rush, twisting and pulling it off in one deliberate motion – the cap coming free, the bottle's open blue-tinted neck now visible, no cap anywhere on the bottle from this point forward.

CUT 4 – Medium shot, camera positioned just behind his shoulder, tracking at his exact pace (6.5-8.5s):

@nutria climbs fully out of the vest pocket, up his back, and all the way onto the top of his shoulder – not stopping partway at his neck or collar, but settling completely on the highest point of his shoulder, right beside his head, the now cap-off @botella_rush held firmly in both paws, all four of her paws braced securely against his shoulder and collar while he continues running without slowing.

CUT 5 – Close-up, camera at face height from the side, tracking closely at his pace, STRICTLY real-time speed, no slow motion at any point in this cut (8.5-11s):

Now fully settled on his shoulder immediately beside his face, @nutria deliberately tips the cap-off @botella_rush toward @protagonista_corrida's open mouth, actively trying to pour it in for him as he runs at full normal running speed – no cap on the bottle, its open neck clearly visible – the angle awkward given the running motion, and a visible splash of light pastel sky-blue liquid misses his mouth, spilling directly across his lips, chin, and jaw, all happening at real, normal, unslowed speed.

CUT 6 – Medium frontal shot, camera directly in front of him, tracking backward at his exact pace (11-13s):

The instant the liquid spills, @protagonista_corrida reacts immediately and quickly – without any delay, without breaking his running rhythm, he reaches up at once and takes firm hold of the cap-off @botella_rush himself, tipping it back for a clean full drink, throat visibly swallowing, then hands it back to @nutria on his shoulder, who takes it securely in both paws.

CUT 7 – Wide tracking shot, camera moving alongside, tracking his deceleration in real-time (13-16s):
Approaching the finish line, @protagonista_corrida visibly begins to slow his pace – his run easing into a loose jog, then a fast walk as he crosses the finish line itself, arms loosening, breathing hard but controlled, @nutria still braced securely on his shoulder throughout the deceleration.

CUT 8 – Medium shot, static, camera at eye level (16-19s):
Now fully stopped and standing just past the finish line, @protagonista_corrida bends forward slightly with hands on his knees for a beat, catching his breath, then straightens and lowers himself down onto both knees slowly and deliberately – a controlled, gentle kneel, not a fall or a dive, chest still heaving but his motion calm. @nutria remains steady on his shoulder through the controlled kneel.

CUT 9 – Medium shot, static, camera at eye level with him kneeling (19-21s):
Still kneeling calmly, @protagonista_corrida turns his head toward @nutria on his shoulder and reaches up with one hand to gently pet the top of her head, both of them visibly happy, her leaning slightly into the touch.

CUT 10 – Close-up, side-profile angle, static, shallow depth of field (21-23s):
@protagonista_corrida takes @botella_rush from @nutria and brings it up to his mouth in profile view, finishing the last of the drink in one slow, unhurried, contented motion, the bottle's "RUSH" wordmark and pink-on-blue branding clearly legible and sharply in focus against the softly blurred finish-line crowd behind him, @nutria resting happily on his shoulder throughout.

El Cierre de Marca

Poster Final — Producto + Mascota + Tagline

@cierre_final



El cierre visual del comercial: hero shot de producto con la nutria como co-protagonista de marca.

PROMPT COMPLETO

Recreate the exact "RUSH" logotype and wordmark as it appears on Reference image 1 – same bold geometric lettering, same pink-on-blue coloring, same proportions, no alterations. Vertical poster composition on a deep cobalt-blue background (#1B3A6B) fading to near-black at the edges, subtle atmospheric haze, soft circular bokeh light shapes echoing the bottle's pink accent. In the lower-center of the frame, @botella_rush (matching Reference image 1 exactly) stands upright on a subtle reflective surface, full label and wordmark facing camera, sharp commercial product lighting. Leaning casually against the side of the bottle, @nutria (matching Reference image 2 exactly) stands upright on her hind legs at a scale where she reaches roughly to the bottle's shoulder height, front paws crossed confidently over her chest in a cool, self-assured "attitude" pose, head tilted slightly, a small knowing smirk-like expression, her own beige backpack visible on her back. A single dramatic light source from the upper-left rakes across both the bottle and @nutria, catching the "RUSH" wordmark and giving @nutria a soft rim-light along one side. Above them, a bold extra-thick display headline reading "RUSH WITH YOU" in bright fluorescent pink, confident and slightly tilted, taking up significant width of the frame. 4:5 aspect ratio, ultra-clean commercial poster photography, high resolution, no other text or elements.

Herramienta: ChatGPT Image 2 · 2K · 4:5 · Multimodal · Referencias: @botella_rush, @nutria

Prompt de la Animación de Cierre (10s)

Style: 8K IMAX. High-energy commercial motion graphics transition, photorealistic elements composited with clean graphic design timing. 24fps, 8K, no jitter.

Audio: A sharp low-end impact thud when the bottle lands, a soft footstep-pad sound as the otter arrives and settles, a quick bright whoosh as the text slams in. No music, no dialogue, no voiceover. No subtitles.

Reference: @cierre_final (the finished poster image) is the exact end state this animation holds on.

Sequence:

0:00-1s – Hold on a plain near-black frame. The deep cobalt-blue gradient background from @cierre_final begins to bloom outward from the center, spreading to fill the frame, soft circular pink bokeh light shapes fading in gradually, a single dramatic light beam from the upper-left sweeping into place.

1-2.5s – @botella_rush drops into frame from directly above with real weight and gravity, falling fast and landing hard in its final position exactly matching @cierre_final – a sharp impact bounce on landing, a brief shockwave-like ripple of light pulsing outward across the background bokeh. In this same window, @nutria simultaneously hops into frame from the right side in a quick two-bound hop, arriving at the bottle's side at nearly the same moment the bottle finishes settling – both landings feel connected, like one coordinated beat.

2.5-3.5s – @nutria settles into her final leaning pose against @botella_rush – front paws crossing over her chest, shoulder resting against the bottle – her position, scale, and pose locking into an exact match with @cierre_final.

3.5-5s – The "RUSH WITH YOU" headline slams into frame from both sides – "RUSH" sliding in hard from the left, "WITH YOU" sliding in hard from the right, snapping into final position with a sharp graphic impact and a brief overshoot-bounce settle, exactly matching the typography, color, and placement of @cierre_final.

5-10s – The full composition now exactly matches @cierre_final, but holds with subtle, natural, continuous life rather than a frozen static image: @nutria's chest rises and falls gently with slow natural breathing, she blinks once or twice at a natural unhurried pace, and midway through this window she turns her head slightly to glance off to one side with mild curiosity before settling her gaze forward again. The background's soft bokeh lights continue a very slow, subtle drift, and the dramatic light beam holds steady with only the faintest natural flicker.

¿Querés aprender a hacer esto vos mismo?

Seguí a Luzia Studio para más contenido tipo academia:

Producción de comerciales con IA · Personajes · Mascotas de marca · Prompts reales

