

How we made a **\$7 ad**.

You commented **SPEC**, so here it is. The exact pipeline that turned one product photo into a finished campaign film. Every step, every tool, every cent. Nothing held back.

We took **one product photo** off a Singapore brand's website, a photo they'd already shot, and built them a full bakery-world campaign spot they never asked for. No studio, no crew, no shoot day. Here's precisely how, so you can run it yourself.

1 Start with a shot list, not a camera

\$0.00

Decide the story before you generate a single frame. This spot cuts to music, so we mapped it beat by beat: one scene per beat, nothing longer than three seconds on screen. Ten beats, planned on paper, before spending a cent.

2 Write the concept, not just prompts

\$0.00

Bakery world for a croissant-shaped bag. Flour, steam, warm morning light, all set by a single art-direction block that every image inherits. **This is the step everyone skips**, and it's why most AI content looks generic.

3 Generate scene stills, product locked

\$0.03 ea

Feed the one product photo into your preferred image generator as a reference on *every* still, so the exact bag (its shape, pleats and colour) stays identical across ten scenes. For the sharpest fidelity we reach for **GPT Image 2.0**, **Nano Banana Pro**, or **Seedream**. That reference is the whole secret to consistency.

4 Animate each still into motion

\$0.60 ea

Push each still through your preferred video generator, a single line of motion direction each: camera push-ins, drifting flour, a slow rotation. We reach for **Seedance 2.0** or **Kling 3.0**. Render five seconds, then trim to roughly three in the edit.

5 Cut it hard, add the track

\$0.00

Assemble in the editor with **hard cuts only**. Crossfades make AI footage read like a slideshow. Then drop your music on natively at post, so the licence stays clean.

6 Grade, then export clean

\$0.00

A quick colour and pacing pass so ten separate clips feel like one film. Then export a clean master per platform in 9:16 and upload it natively. Never cross-post with a watermark.

Every cent, itemised.

Shot planning, editing, grade and export, all on tools you already own	\$0.00
10 scene stills, product-locked and AI-generated	\$0.15
12 motion clips, image-to-video at 5s each	\$7.20
Total generation cost	\$7.35

These are the exact numbers for the film you watched. We've since tightened the recipe (4-second renders cut to 3), which brings a typical spot in around \$5. A traditional version of this ad, with a shoot day, a crew and a studio, is a five-figure invoice.

THE PART THAT ISN'T \$7

The tools are cheap. The taste isn't.

Anyone can now generate a hundred stills for pocket change. That's exactly why the number stopped mattering.

Our pipeline does the piecing. We do the picking: which brand world, which shot, which three seconds, what it says, and what to throw away.

A model will hand you fifty variations. It won't tell you which one is worth putting a brand's name on. That judgement is the whole job now, and it's the thing you're actually hiring a studio for.

BEFORE YOU TRY IT

Check the still before you animate

Every logo, seam, buckle and proportion, checked while it is still just an image. A wrong detail is free to fix at the still stage and expensive once you have paid to put it in motion.

Mind the mid-clip angle

A rotating product can swing side-on and lose its shape for a beat. Our flour-burst shot did exactly that, so we generated the full clip and cut only to the seconds where the bag faced the camera.

Run a brand?

We make these done-for-you: spec spots, UGC at volume, full campaigns.
Send us your product photo. We'll send back the ad.

originalcopy.studio

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