

# Veo for Ads

# Prompting

# Guide

Updated: November 2025



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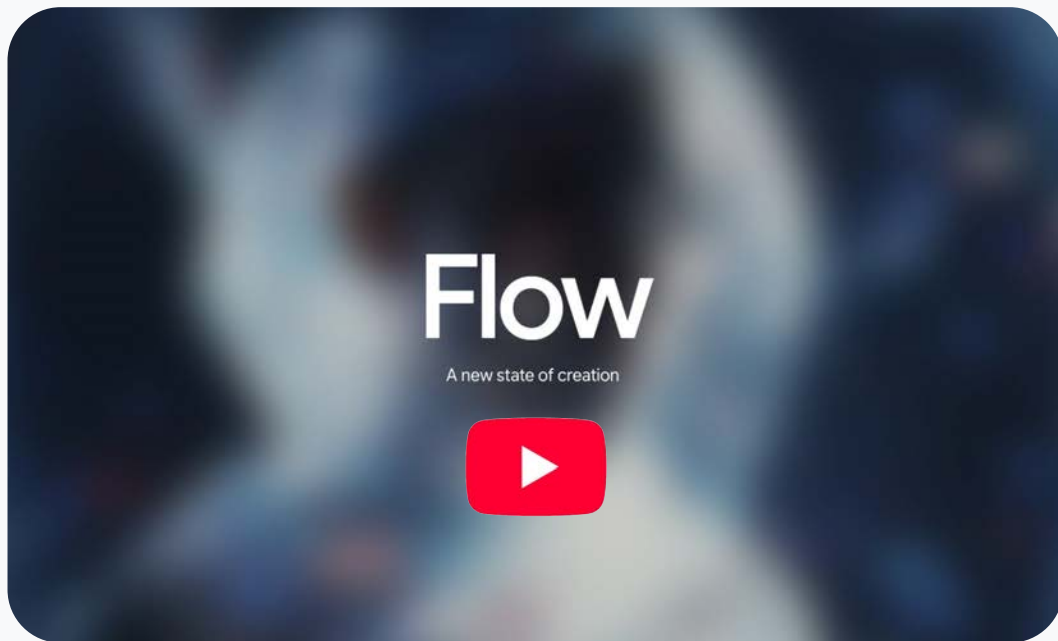
01

# Flow Features

# Flow

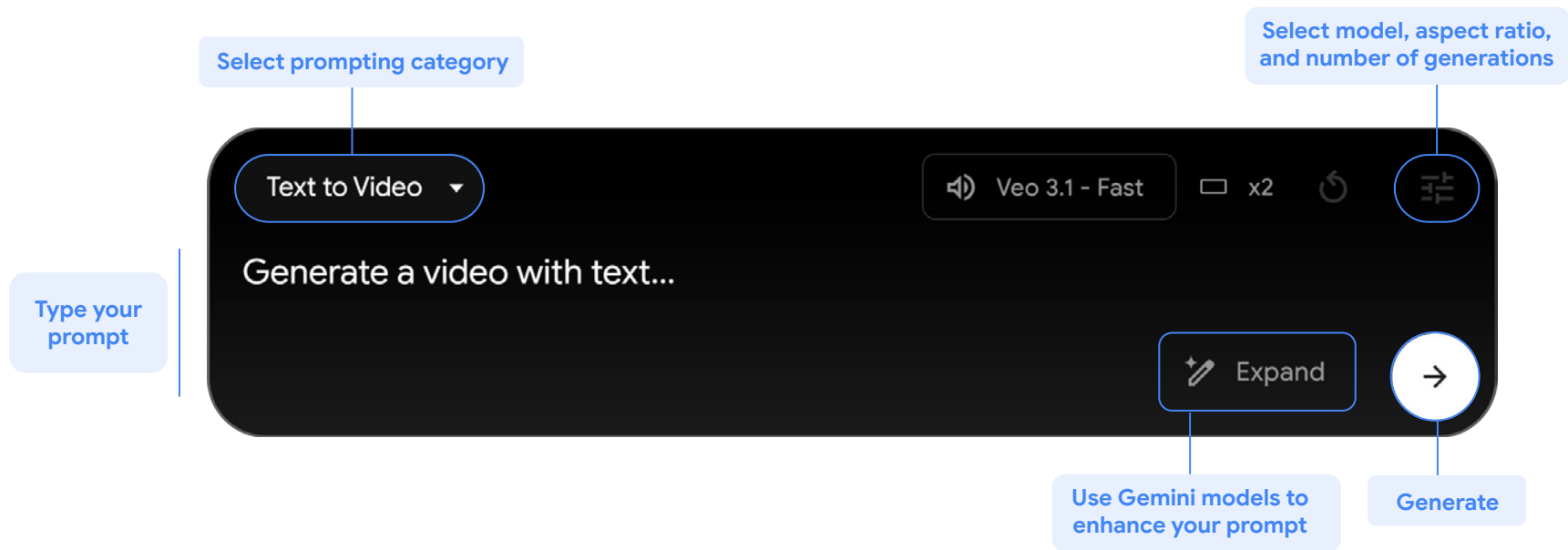
You can access Veo through Flow, an AI filmmaking tool from Google.

Built by and for creatives, Flow is the only AI filmmaking tool custom-designed for Google's most capable generative models. It helps storytellers explore their ideas without bounds and create cinematic clips and scenes for their stories.



# Flow

When you open Flow and start a project, you'll be presented with a prompt box. It's here you can experiment with text-to-video, image-to-video, or ingredients-to-video techniques to generate the video content that you need.



## Text-to-video

This is the most straightforward way to generate with Veo. Type a prompt, get a video.

Text to Video ▾

Generate a video with text...



A snow-covered plain of iridescent moon-dust under twilight skies. Thirty-foot crystalline flowers bloom, refracting light into slow-moving rainbows. A fur-cloaked figure walks between these colossal blossoms, leaving the only footprints in untouched dust.

## Frames to video

Use an existing image as a start frame for your video. Or use both a start and an end frame, and Veo will generate a seamless video that bridges the two, perfect for artful and epic transitions.

Frames to Video ▾

Generate a video with text and frames...



First Frame Input



Last Frame Input



Camera soars through the barn to the cowboy riding away.

# Ingredients to video

You can use multiple reference images to control the characters, objects and style.

Veo uses your “ingredients” to create a final scene that looks just as you envisioned, with consistent characters and settings.

Ingredients to Video ▾

Generate a video with text and ingredients...



Input Image 1



Input Image 2



Input Image 3

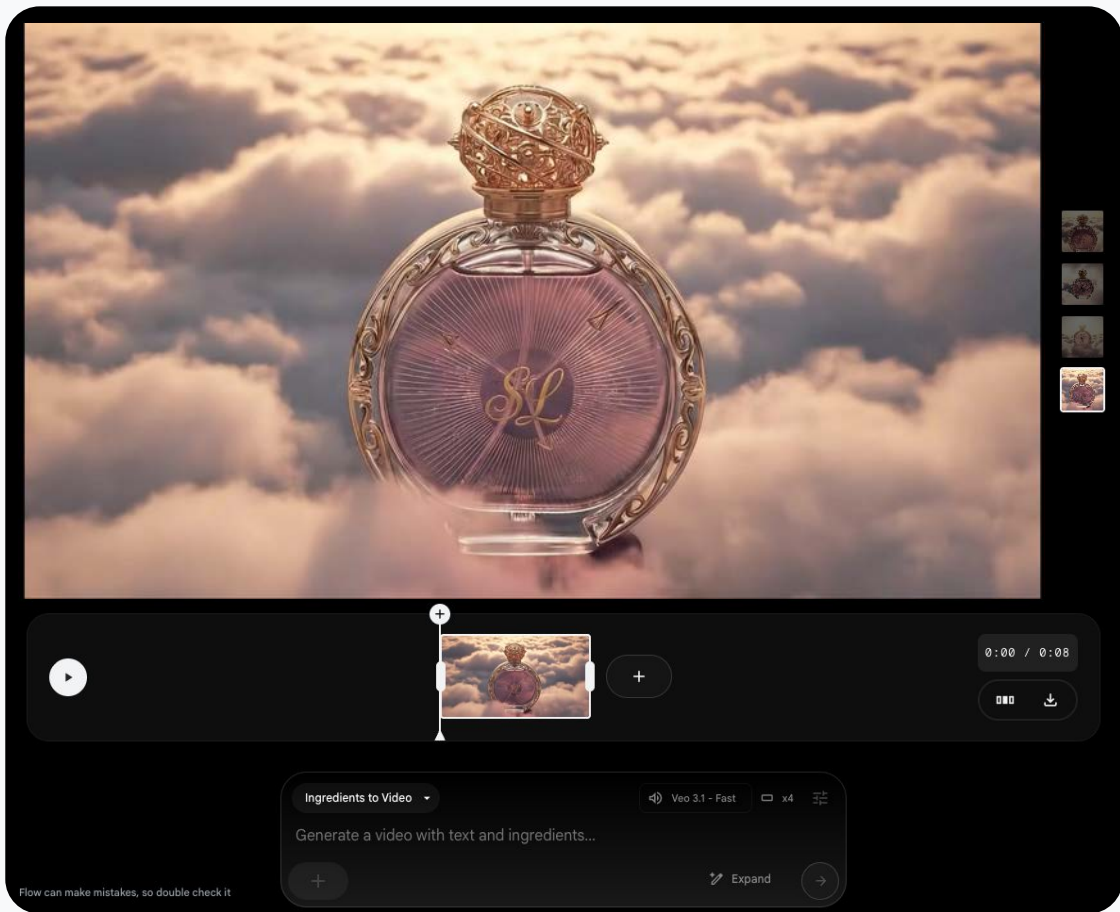


Close up shot of woman with sunglasses on top of her head, gold hoop earrings, walking in the interior, she is lost and asks where everyone is and what's going on.

## Editing clips

You can generate and edit your clips right in the Flow interface using Scenebuilder. This gives you the ability to play back multiple clips on a timeline, trim and rearrange clips, extend clips, and export multiple clips into a single edited video.

Or you can download and import clips for use in your favorite non-linear editor.



# Editing clips

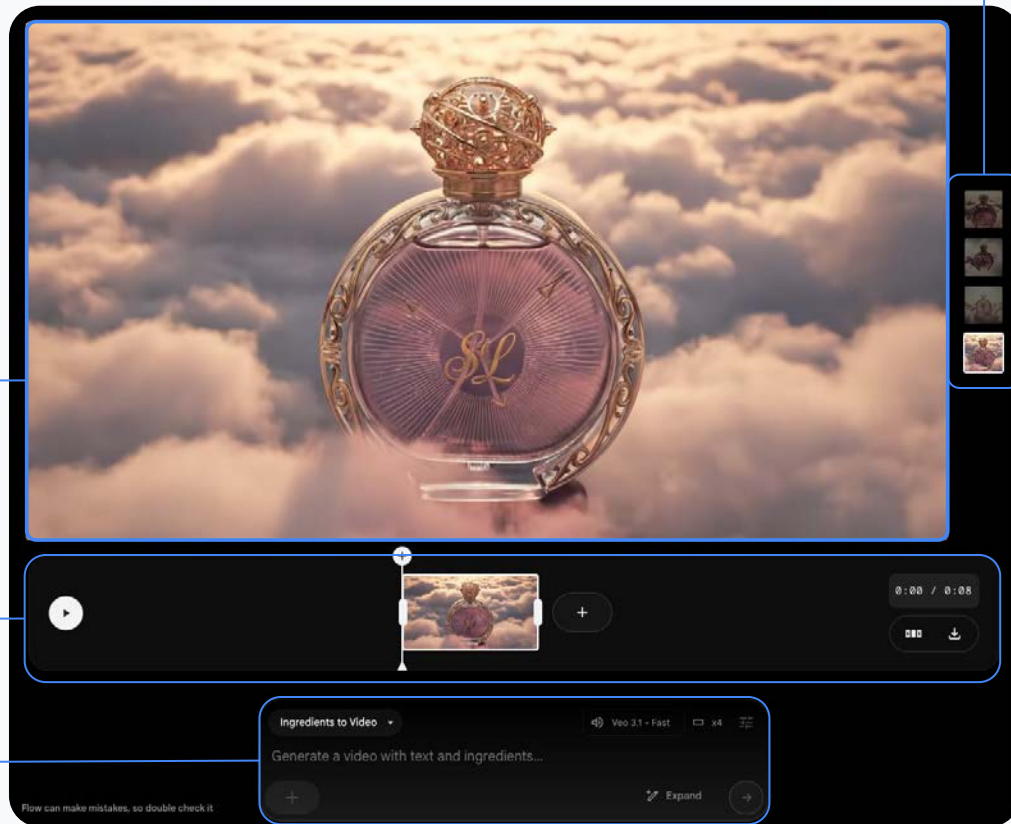
The Scenebuilder interface.

Editing window

Timeline / play, rearrange,  
extend, and export

Prompt box

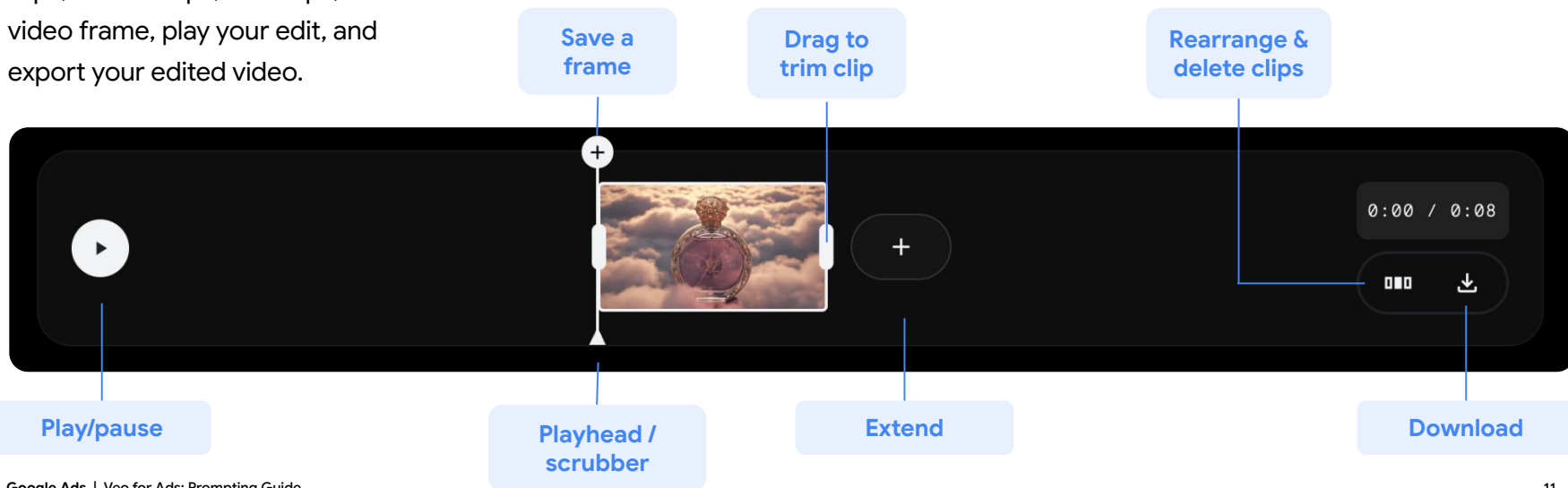
Clip selection



## Editing clips

This is the Scenebuilder timeline shown in the previous page.

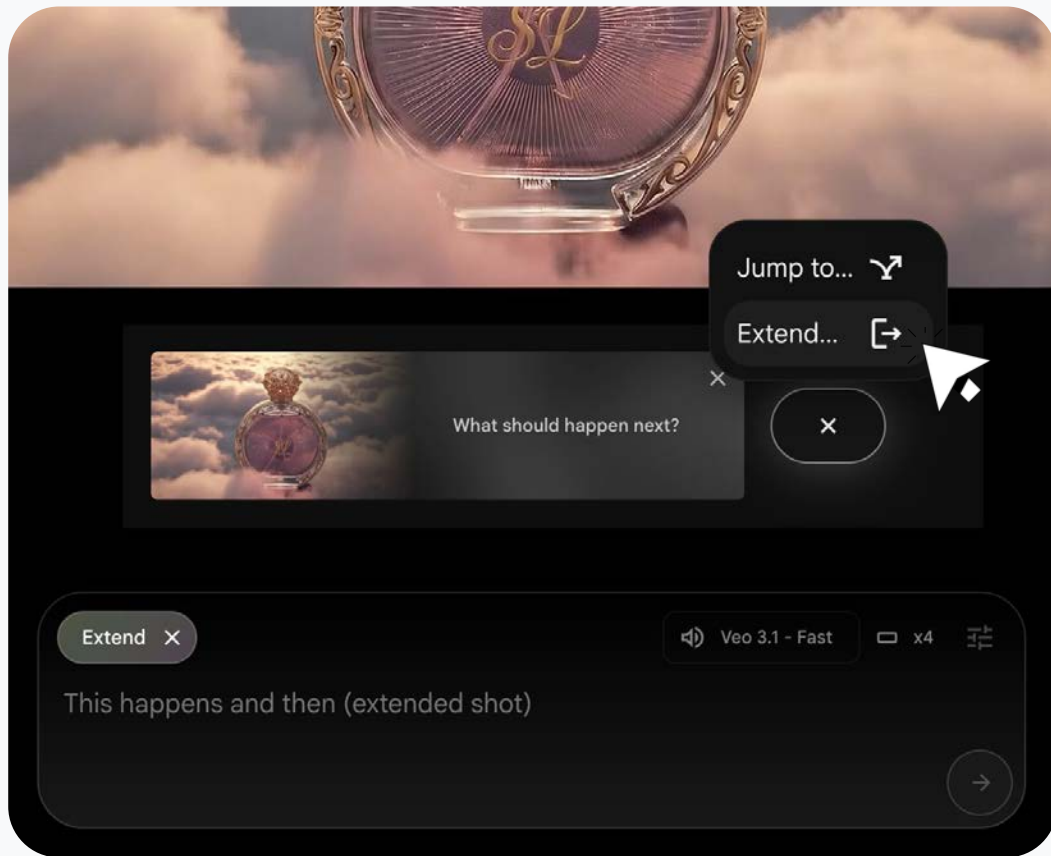
In this area you can generate new clips, extend clips, trim clips, save a video frame, play your edit, and export your edited video.



## Editing clips

Clicking on extend alters the prompt box to extend an existing clip, using the last frame as first frame for your new clip.

This allows you to keep character consistency and setting, while changing up the action or continuing a movement.



# Anatomy of a Prompt

# Anatomy of a Prompt

Shot Type

Action

Setting

Character(s)

Camera Movement

Style

Audio (Sound and Dialogue)

“Exterior / Low-Angle Tracking Shot. A runner sprints through a city at dawn. A downtown city street, just before sunrise. The pavement is damp and reflective from a recent rain. Modern glass-and-steel skyscrapers line the empty street. Steam rises from a manhole cover, and the first golden light of dawn is just beginning to hit the tops of the buildings. An athletic woman in her late 20s, running with intense focus and fluid motion. She wears minimalist black running gear, making her brand-new, brightly-colored running shoes the focal point. Her breath mists in the cool morning air. A fast, smooth, low-angle tracking shot that moves perfectly alongside the runner. The camera is positioned just above the pavement, keeping the new running shoes in the center of the frame as they pound the wet ground, kicking up small, cinematic splashes of water. High-energy, polished, and motivational. The color palette is clean and cool (steely blues and deep greys), which makes the vibrant color of the running shoes pop dramatically. Anamorphic lens flares streak horizontally from streetlights. Hyper-realistic and rhythmic. The dominant sound is the sharp, cushioned thud-thud-thud of the running shoes on the pavement. The runner's steady, powerful breathing. A deep, driving electronic beat begins to swell, building energy and intensity.”

## Using Gemini to expand and enhance prompts

You don't need to be an expert prompt writer to get what you need from Veo. The Gemini app can be used in a variety of ways to help you expand on an idea and turn it into a detailed, expansive prompt that will generate high quality, controlled outputs.

“Write me a detailed prompt involving a woman running through a city street. It should be cinematic and the camera should follow her movement and focus on her running shoes.”

“Give me three prompts for a generative video clip involving a woman running. Each clip should involve a different location, age, outfit, and different running shoes. Describe these in detail.”

“I need a detailed video prompt for a cinematic shot involving a woman running. Use an ordered structure of <shot type>, <action>, <setting>, <character>, <camera movement>, <style>, and <audio>”

“Here's a prompt: 'A woman in her 20s runs down an empty city street at dawn.' Add cinematic and creative details to really make this prompt shine. Focus on her running shoes as the hero of the story.”

# Shot Type

This is the starting point for your video. You'll set up the location of your scene and type of shot you'd like.

The shot type defines the scene's perspective and influences the subject's portrayal.

**Low-Angle Shot:** Positions the camera below the subject, looking up, making the subject appear powerful or imposing. "Low-angle tracking shot of a superhero landing."

**High-Angle Shot:** Places the camera above the subject, looking down, which can make the subject seem small, vulnerable, or part of a larger pattern. "High-angle shot of a woman lost in a crowd."

**Bird's-Eye View / Top-Down Shot:** A shot taken directly from above, offering a map-like perspective of the scene. "Bird's-eye view of a bustling city intersection."

**Close-Up:** Frames a subject tightly, typically focusing on a face to emphasize emotions or a specific detail. "Close-up of a character's determined eyes."

**Extreme Close-Up:** Isolates a very small detail of the subject, such as an eye or a drop of water. "Extreme close-up of a drop of water landing on a leaf."

**Medium Shot:** Shows the subject from approximately the waist up, balancing detail with some environmental context, common for dialogue. "Medium shot of two people conversing."

**Wide Shot / Establishing Shot:** Shows the subject within their broad environment, often used to establish location and context at the beginning of a sequence. "Wide shot of a lone cabin in a snowy landscape."

**Over-the-Shoulder Shot:** Frames the shot from behind one person, looking over their shoulder at another person or object, common in conversations. "Over-the-shoulder shot during a tense negotiation."

**Point-of-View Shot:** Shows the scene from the direct visual perspective of a character, as if the audience is seeing through their eyes. "POV shot as someone rides a rollercoaster."

## Examples:

### Shot type



#### Medium shot

“A woman, classical violinist with intense focus plays a complex, rapid passage from a Vivaldi concerto in an ornate, sunlit baroque hall during a rehearsal. Their bow dances across the strings with virtuosic speed and precision. Audio: Bright, virtuosic violin playing, resonant acoustics of the hall, distant footsteps of crew, conductor's occasional soft count-in (muffled), rustling sheet music.”



#### Close up shot

“A close up in a smooth, slow pan focuses intently on diced onions hitting a scorching hot pan, instantly creating a dramatic sizzle. Audio: distinct sizzle.”

# Action

Here's where you'll set up the fundamental element of the scene. What are you trying to generate? Short and simple is best here, we'll expand on and add details in the following prompt sections.

**Basic Movements:** Walking, running, jumping, flying, swimming, dancing, spinning, falling, standing still, sitting.

**Interactions:** Talking, laughing, arguing, hugging, fighting, playing a game, cooking, building, writing, reading, observing.

**Emotional Expressions:** Smiling, frowning, looking surprised, concentrating deeply, appearing thoughtful, showing excitement, crying.

**Subtle Actions:** A gentle breeze ruffling hair, leaves rustling, a subtle nod, fingers tapping impatiently, eyes blinking slowly.

**Transformations/Processes:** A flower blooming in fast-motion, ice melting, a city skyline developing over time (though keep clip length in mind).

## Examples: Action



A delicate feather rests on a fence post. A gust of wind lifts it, sending it dancing over rooftops. It floats and spins, finally caught in a spiderweb on a high balcony.



The scene explodes with the raw, visceral, and unpredictable energy of a hardcore off-road rally, captured with a dynamic, almost found-footage or embedded sports documentary aesthetic. The camera is often shaky, seemingly mounted inside one of the vehicles or held by a daring spectator very close to the action, frequently splattered with mud or water, catching unintentional lens flares from the natural, often harsh, sunlight filtering through trees or reflecting off wet surfaces.\*

\*prompt truncated

# Setting

The environment grounds your subject and establishes the mood.

Use evocative, sensory language to paint a picture of your imaginary world. Is it familiar, fantastical – a mix of both? Think about light, texture, and atmosphere – and think about who lives here.

**Location (interior):** A cozy living room with a crackling fireplace, a sterile futuristic laboratory, a cluttered artist's studio, a grand ballroom, a dusty attic.

**Location (exterior):** A sun-drenched tropical beach, a misty ancient forest, a bustling futuristic cityscape at night, a serene mountain peak at dawn, a desolate alien planet.

**Time of Day:** Golden hour, midday sun, twilight, deep night, pre-dawn.

**Weather:** Clear blue sky, overcast and gloomy, light drizzle, heavy thunderstorm with visible lightning, gentle snowfall, swirling fog.

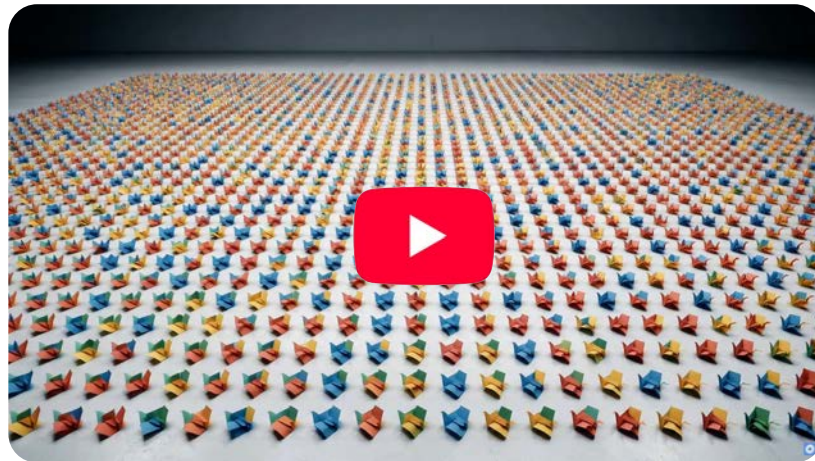
**Historical/Fantastical Period:** A medieval castle courtyard, a roaring 1920s jazz club, a cyberpunk alleyway, an enchanted forest glade.

**Atmospheric Details:** Floating dust motes in a sunbeam, shimmering heat haze, reflections on wet pavement, leaves scattered by the wind.

## Examples: Setting



In rural Ireland, circa 1860s, two women, their long, modest dresses of homespun fabric whipping gently in the strong coastal wind, walk with determined strides across a windswept cliff top. The ground is carpeted with hardy wildflowers in muted hues. They move steadily towards the precipitous edge, where the vast, turbulent grey-green ocean roars and crashes against the sheer rock face far below, sending plumes of white spray into the air.



The scene opens with a top-down or wide-angle shot showcasing a vast, perfectly flat, neutral-colored surface – perhaps the polished concrete floor of an enormous, empty aircraft hangar, or a giant, minimalist tabletop stretching beyond the frame, under bright, even, shadowless studio lighting. This surface is meticulously covered with thousands upon thousands of small, identical, brightly colored paper squares, arranged in a simple, orderly grid.\*

\*prompt truncated

## Character(s)

The character is the "who" or "what" of your video, and specificity is key to avoid generic outputs.

Craft your characters — Use specific and detailed descriptions about each character's appearance, voice, action, and dialogue. Bring them to life, and tell their story in a single shot.

**People:** Man, woman, child<sup>1</sup>, elderly person, specific professions ( a seasoned detective, a joyful baker, a futuristic astronaut), historical figures, mythical beings (a mischievous fairy, a stoic knight).

**Animals:** Specific breeds (a playful Golden Retriever puppy, a majestic bald eagle, a sleek black panther), fantastical creatures (a miniature dragon with iridescent scales, a wise, ancient talking tree).

**Objects:** Everyday items (a vintage typewriter, a steaming cup of coffee, a worn leather-bound book), vehicles (a classic 1960s muscle car, a futuristic hovercraft, a weathered pirate ship), abstract shapes (glowing orbs, crystalline structures).

**Multiple Subjects:** You can combine people, animals, objects, or any mix of them in the same video (a group of diverse friends laughing around a campfire while a curious fox watches from the shadows, a busy marketplace scene with vendors and shoppers).

<sup>1</sup> Veo has safety filters in place which are aligned with Google's Responsible AI principles, to prevent the generation of content featuring identifiable minors. Prompts requesting the generation of children may be blocked or result in an error.

## Examples: Characters



A medium shot frames **an old sailor, his knitted blue sailor hat casting a shadow over his eyes, a thick grey beard obscuring his chin. He holds his pipe in one hand, gesturing with it towards the churning, grey sea** beyond the ship's railing. "This ocean, it's a force, a wild, untamed might. And she commands your awe, with every breaking light"



A medium shot opens on **a seasoned, grey-bearded man in sunglasses and a paisley shirt, his gaze fixed off-camera with a contemplative expression. His gold chain glints subtly. Beside him, a younger man in a tank top, also looking forward, suggests a shared moment of observation or reflection.** The camera slowly pushes in, subtly emphasizing their quiet focus. In the background, a vibrant mural splashes across a wall, hinting at an urban setting. Faint city murmurs and distant chatter drift in, accompanied by a mellow, soulful hip-hop beat that adds a contemplative yet grounded atmosphere. "The city always got a story," the older man murmurs, a slight nod of his head. "Just gotta listen."

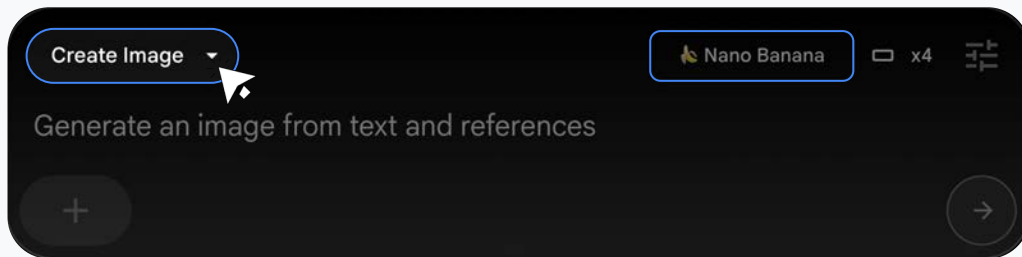
# Character Consistency

Ensure characters maintain their appearance across different scenes in your videos by giving Veo reference images of your character.

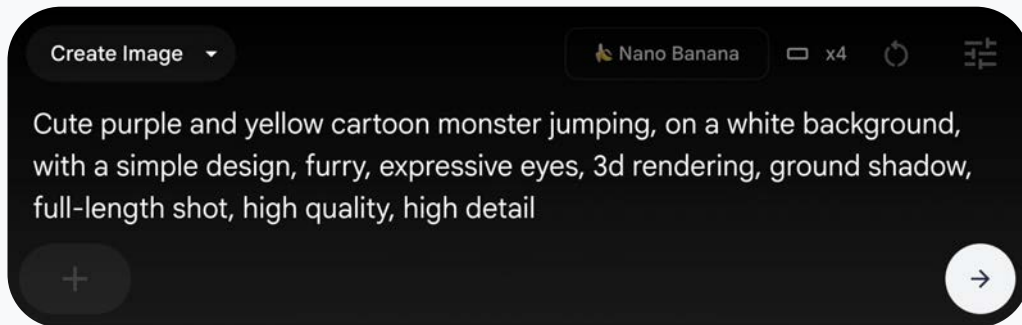
This is generally a two-step process:

1. Experiment and create a static character image using Nano Banana (Gemini 2.5 Flash Image) — **now available right in Flow.**
2. Once you've picked your character image, use the "Ingredients to video" setting, attach your generated character, and describe your scene.

In **Flow**, select "**Create Image.**" The model on the right will change to **Nano Banana**.



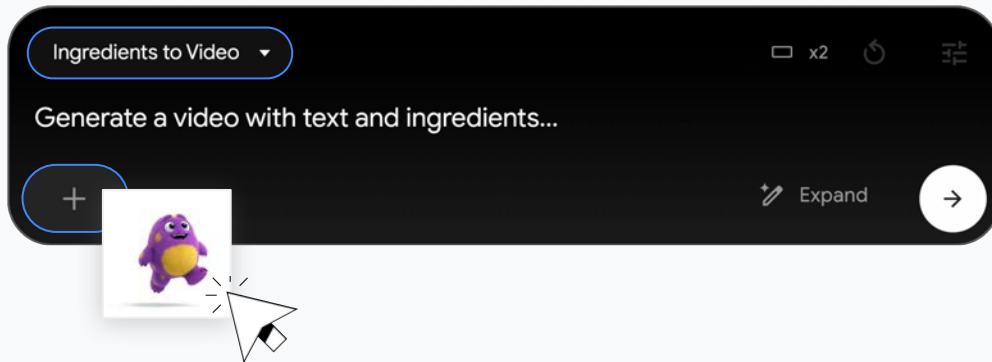
Type a detailed prompt to create a character — experiment and generate until you are happy with the result.



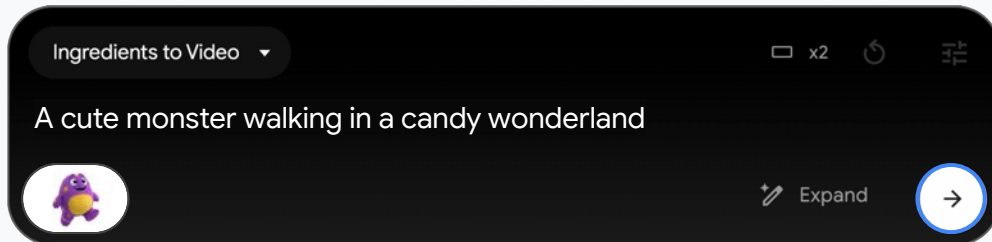
# Character Consistency

Use “Ingredients to Video” in Flow with your new character image and a prompt to put your character into any scene or situation you can imagine!

Go to **Flow**, and select “**Ingredients to Video**,” then attach your image.



Imagine your scene and click the “**generate**” button



# Examples:

## Character Consistency

Input image



A cute monster walking in a candy wonderland.



A cute monster swimming underwater.

# Camera Movement

Camera choices — movement, framing, lens, and lighting — can impact storytelling and mood.

Camera movements introduce dynamism to the shot and direct the viewer's gaze

**Static Shot (or fixed):** The camera remains completely still; there is no movement. "Static shot of a serene landscape."

**Pan (left/right):** The camera rotates horizontally left or right from a fixed position. "Slow pan left across a city skyline at dusk."

**Dolly (In/Out):** The camera physically moves closer to the subject or further away. "Dolly out from the character to emphasize their isolation."

**Zoom (In/Out):** The camera's lens changes its focal length to magnify or de-magnify the subject. This is different from a dolly, as the camera itself does not move. "Slow zoom in on a mysterious artifact on a table."

**Crane Shot:** The camera is mounted on a crane and moves vertically (up or down) or in sweeping arcs, often used for dramatic reveals or high-angle perspectives. "Crane shot revealing a vast medieval battlefield."

**Aerial Shot / Drone Shot:** A shot taken from a high altitude, typically using an aircraft or drone, often involving smooth, flying movements. "Sweeping aerial drone shot flying over a tropical island chain."

**Handheld / Shaky Cam:** The camera is held by the operator, resulting in less stable, often jerky movements that can convey realism, immediacy, or unease. "Handheld camera shot during a chaotic marketplace chase."

**Whip Pan:** An extremely fast pan that blurs the image, often used as a transition or to convey rapid movement or disorientation. "Whip pan from one arguing character to another."

**Arc Shot:** The camera moves in a circular or semi-circular path around the subject. "Arc shot around a couple embracing in the rain."

## Examples: Camera Movement



A **fast-tracking shot** through a futuristic city with buildings made from reflective organic chrome. It is daytime, rainbows, and an alien planet fills the sky. Camera zooms into robotic bee working inside a reflective organic chrome.



A **follow shot** of a wise old owl high in the air, peeking through the clouds in a moonlit sky above a forest. The wise old owl carefully circles a clearing looking around to the forest floor. After a few moments, it dives down to a moonlit path and sits next to a badger. Audio: wings flapping, birdsong, loud and pleasant wind rustling and the sound of intermittent pleasant sounds buzzing, twigs snapping underfoot, croaking. A light orchestral score with woodwinds throughout with a cheerful, optimistic rhythm, full of innocent curiosity.\*

# Style

Define a unique visual style and tone — is it realistic, animated, stop-motion, something else? Here you can define what style your ad takes on. How should the ad make a user feel? Is it high energy, humorous, or cartoonish?

## Artistic style

**Photorealistic:** "Ultra-realistic rendering," "Shot on 8K camera."

**Cinematic:** "Cinematic film look," "Shot on 35mm film," "Anamorphic widescreen."

**Animation Styles:** "Japanese anime style," "Classic animation style," "Claymation style," "Stop-motion animation," "Cel-shaded animation."

**Art Movements / Artists:** "Surrealist painting," "Impressionistic," "Art Deco design".

**Specific Looks:** "Gritty graphic novel illustration," "Watercolor painting coming to life," "Charcoal sketch animation," "Blueprint schematic style."

## Light

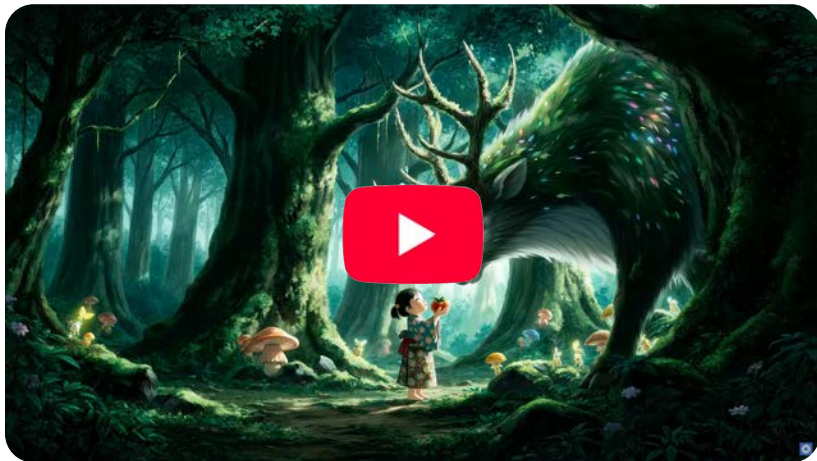
**Natural Light:** "Soft morning sunlight streaming through a window," "Overcast daylight," "Moonlight."

**Artificial Light:** "Warm glow of a fireplace," "Flickering candlelight," "Harsh fluorescent office lighting," "Pulsating neon signs."

**Cinematic Lighting:** "Rembrandt lighting on a portrait," "Film noir style with deep shadows and stark highlights," "High-key lighting for a bright, cheerful scene," "Low-key lighting for a dark, mysterious mood."

**Specific Effects:** "Volumetric lighting creating visible light rays," "Backlighting to create a silhouette," "Golden hour glow," "Dramatic side lighting."

## Examples: Style



A breathtaking, **painterly 2D animated** continuous visual narrative, rendered with the lush, vibrant, and slightly surreal, almost dreamlike, infused with the intricate, delicate detail of traditional Japanese woodblock prints (Ukiyo-e), follows a young, adventurous, and kind-hearted girl (perhaps with bright, curious eyes and wearing simple, practical, beautifully patterned traditional Japanese farm attire) as she befriends a colossal, gentle, ancient forest spirit.\*



Camping (**Stop Motion**): Camper: "I'm one with nature now!"  
Bear: "Nature would prefer some personal space."

\*prompt truncated

## Audio (Sound and Dialogue)

Audio direction provides dialogue and effects that build immersion and influence the video's visual style.

Fuse visuals with sound design — explicitly define the sounds you want to hear, to match the audio to your visuals. Try pairing different audio ideas to your visual prompts to create multi-sensory experiences. You can integrate audio cues into your prompt, or include them in a separate section.

**Sound Effects:** Individual, distinct sounds that occur within the scene ("the sound of a phone ringing", "water splashing in the background", "soft house sounds, the creak of a closet door, and a ticking clock").

**Ambient Noise:** The general background noise that makes a location feel real ("the sounds of city traffic and distant sirens", "waves crashing on the shore", "the quiet hum of an office").

**Dialogue:** Spoken words from characters or a narrator ("The man in the red hat says: 'Where is the rabbit?'", "A voiceover with a British accent speaks in a serious, urgent tone", "Two people discuss a movie").



**Pro tip** - Add the language you'd like to translate a line of dialogue to, and Veo will lip-sync and translate for you. **It's that easy!**

"An animated red panda character sits in front of a big bowl filled with a colorful cereal. He throws both arms up with a big grin and says **in Spanish**, "The best way to start your day!"

## Examples:

### Audio (Sound and Dialogue)



A keyboard whose keys are made of different types of candy. Typing makes sweet, crunchy sounds. **Audio: Crunchy, sugary typing sounds, delighted giggles.**



A close up of spies exchanging information in a crowded train station with uniformed guards patrolling nearby "The microfilm is in your ticket" he murmured pretending to check his watch "They're watching the north exit" she warned casually adjusting her scarf "Use the service tunnel" Commuters rush past oblivious to the covert exchange happening amid announcements of arrivals and departures

03

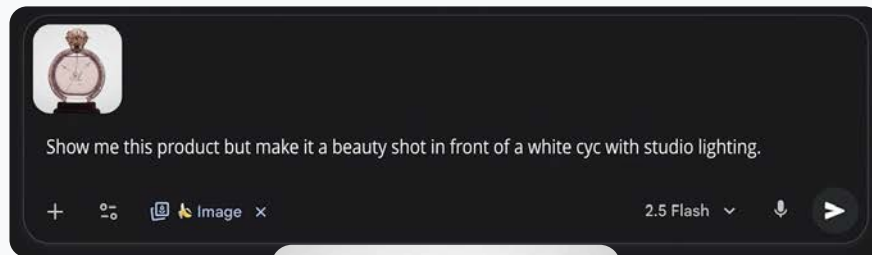
# Product Shots

## Product Integration

You don't need to only create long form video content with Veo — with a product ingredient and a short prompt, you can create short form content in minutes.

Start with Nano Banana to create a beautiful studio shot from a product reference image, then use the output as ingredients in Flow to get your product into the shot.

The more detail you add to the prompt, the better your product will look.



Input image

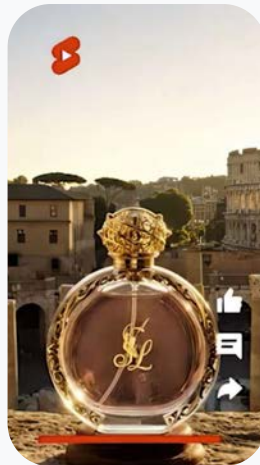


"Interior, studio — white cyc — A dynamic, highly cinematic product shot unfolds around a perfume bottle. The camera moves with kinetic precision — orbiting fluidly around the bottle in close proximity. It sweeps low past the base, glides upward along the curve of the glass, and arcs tightly across its reflective surface, capturing edge flares, bevels, and details with rich tactile focus. Each movement is sharp yet smooth, handheld but refined..."

## Product Integration - Examples



Input image



04

# A/B Testing

# Iterations for A/B Testing

It's easy to iterate on your video generations by swapping out key areas of the prompt. Let's go back to the running prompt to see how this might work.

"Exterior / Low-Angle Tracking Shot. A runner sprints through a city at dawn. A downtown city street, just before sunrise. The pavement is damp and reflective from a recent rain. Modern glass-and-steel skyscrapers line the empty street. Steam rises from a manhole cover, and the first golden light of dawn is just beginning to hit the tops of the buildings. A <age & sex>, running with intense focus and fluid motion. They wear minimalist <gear color> running gear, making their brand-new, brightly-colored <shoe color> running shoes the focal point. Their breath mists in the cool morning air. A fast, smooth, low-angle tracking shot that moves perfectly alongside the runner. The camera is positioned just above the pavement.\*

woman in her 20s / grey / red



man is his 40s / yellow / green



man in his 50s / 80s style / colorful



# Prompt Templates

## 05 — Prompt Templates

"Time of Day – Indeterminate; soft, neutral studio lighting

Interior/Exterior + Shot Type – Interior, starts in medium shot and ends in MCU (mid-close-up)

Basic Scene – The frame opens with her already standing in position, pleasant and friendly, neutral lighting. There's no dramatic glow — just clean, controlled illumination across her form. She breathes naturally, eyes steady on the lens. She blinks naturally, she moves slightly. Places one hand on her hip. She adjusts her footing. Each movement feels authentic, unperformed — the easy poise of someone who's always in control of her body. She is enjoying herself.

Detailed Environment / Location – The same neutral studio environment as in reference: a matte seamless backdrop with a soft curve where wall meets floor, finished in creamy off-white tones. Lighting is even and diffused — no amber warmth, no directional sunlight — creating soft shadows and gentle gradation across the background. The space feels timeless, balanced, and still. No hint of location or texture; just her presence, isolated in calm neutrality.

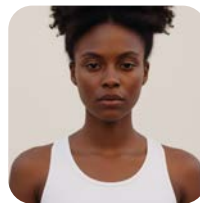
Detailed Character (1) – a Black woman around thirty. The woman wears a sleek, utilitarian steampunk-inspired outfit built from rugged, finely tailored fabrics. Her outer layer is a long, tailored slate-gray coat made of brushed canvas, structured with sharp lapels and detailed with visible white top stitching along every seam. The coat closes with a double row of large brass buttons that gleam faintly in the light, their patina suggesting age and utility. A wide leather belt cinches her waist, holding a hybrid timepiece — half clockwork, half luminous tech, its pulse soft and steady, giving the sense of a traveler's gear. Beneath the coat, she wears a high-collared tunic of layered fabrics: muted taupe and olive tones, tightly fastened at the throat with ribbed, reinforced material resembling leather, the layers slightly distressed from use. Her trousers are charcoal, tucked into weathered ankle boots. Her hair is natural, coiled, and voluminous, gathered high atop her head into a textured puff that adds height and shape. Resting on her head is a pair of brass goggles with smoked glass lenses, aged and worn but carefully maintained — a relic of countless journeys, their leather straps buckled snugly. The overall look blends Victorian formality with mechanical grit—precise tailoring, durable materials, and worn brass accents that speak to a life of exploration and resilience.

Camera Movement – Static shot with a slow, gradual push-in from medium framing to MCU (mid-close-up). The camera's motion is subtle and controlled, keeping her centered as the neutral lighting emphasizes texture over drama. The push ends on her face — focused, calm, commanding.

Cinematic Look & Style – Cinematic, shot on 35mm film; neutral daylight-balanced palette with soft whites, muted midtones, and natural skin tones. No color warmth or directional shadows — only gentle, even illumination. Fine film grain adds realism and texture. The shallow depth of field isolates her from the creamy, featureless backdrop, creating an elegant, professional stillness. The image feels modern, stripped-down, real.

Sound Design – Quiet room tone — subtle rustle of fabric, measured breathing, a faint shift of boot leather against the floor. The air holds silence, pure and steady.

( no cuts ) ( no music ) ( all one shot )"



Input image



Ingredients to Video ▾

Generate a video with text and ingredients...



## 05 — Prompt Templates

"Time of Day: Night — very dark, during a violent thunderstorm with heavy rain, thick mist, and flashes of lightning.

Interior/Exterior + Shot Type: Exterior, high-altitude aerial establishing shot.

Basic Scene: The steampunk city is seen at night under an intense thunderstorm. The rain is heavy and constant, falling in thick sheets that obscure most of the skyline. The air is full of mist and steam rising from vents and chimneys, merging with the rainfall. Lightning flashes irregularly, revealing the city in brief, bright blue-white bursts before darkness returns. Each flash exposes the wet metallic surfaces of the towers, the outlines of zeppelins above, and the reflections of rainwater running down the sides of buildings. Between lightning strikes, visibility is very low. The entire city is shrouded in darkness and weather.

Detailed Environment / Location: The main structure remains the tall brass-and-concrete high-rise from the reference image. It has large arched windows near the top that emit a dim, warm interior light. Brass piping and copper conduits run vertically down the façade, reflecting lightning when it strikes. Rainwater pours down the sides of the building and collects on its mechanical walkways and platforms. Steam vents continue to release vapor that drifts across the camera's view. The brass domes and cylindrical machinery on neighboring rooftops are slick with water, their shapes briefly illuminated during flashes of lightning. In the distance, zeppelins hang motionless in the storm, their navigation lights barely visible through the rain and fog. The background towers disappear into darkness, only visible in fragments when lightning lights the sky. The atmosphere is thick, wet, and filled with movement.

Camera Movement: A slow, steady aerial orbit around the central high-rise. The camera maintains level motion at a consistent speed. Rain and mist move across the lens continuously. Occasional lightning flashes brighten the entire scene for a moment, revealing detail before the city fades back to darkness. The orbit continues evenly, with steam, rain, and lightning creating depth and variation throughout the shot. The city remains mostly dark except for brief, intense bursts of light from the storm.

Cinematic Look & Style: Photorealistic. Captured on a stabilized aerial camera emulating 35 mm film, with fine grain and visible water droplets on the lens. The palette is dark and cool — deep blues, blacks, grays, and wet brass tones. Lightning produces high-contrast flashes with bright reflections on wet metal. Mist, steam, and rain fill the frame at all times. Light sources such as the arched windows and zeppelin lamps provide minimal illumination, surrounded by darkness. The image is defined by texture, water, and atmosphere.

Sound Design: Constant heavy rain striking metal and glass. Strong wind moves through the city, carrying the sound of rushing air between towers. Thunder cracks loudly, followed by long rolling echoes across the skyline. Steam vents hiss faintly beneath the storm. Occasional mechanical sounds — distant airship engines, chains, and gear movement — are muffled by the intensity of the rain. The storm dominates the soundscape.

(no cuts) (single continuous shot) (no music)"



## 05 — Prompt Templates

Exterior, sky — A cinematic, hyper-real commercial sequence tracks a luxurious perfume bottle mid-flight, soaring smoothly through thick, sunlit clouds. The bottle — ornate, circular, with a jewel-like gold crown cap — glides like a shimmering object of desire, suspended in clean air. The clouds part in slow-motion bursts, revealing glimpses of the sky in warm golds and soft blue hues. The camera moves dynamically around the bottle, switching angles with buttery speed and fluid motion — sweeping beneath it, gliding overhead, then pushing in from the side for tight, shallow depth close-ups that catch intricate glass textures and delicate reflections. Each shot feels handheld and slightly imperfect — natural bobbing, subtle lens flares, and real aerial motion. The lighting is soft but rich — directional highlights trace the curves of the bottle as it rotates subtly in flight, catching sunlit edges and casting faint shadows into the clouds. There are no contrails, no fantasy — just a hyper-realistic cinematic ballet of object and lens. Every angle is composed with feature film precision, muted warm tones, airy whites, and that signature dreamy focus falloff. The background is always soft and atmospheric: cloud texture, sky gradients, nothing else. Shot entirely handheld on long lenses from a virtual drone perspective — dynamic, elegant, tactile. No cuts. No music. Just visual mood and quiet awe. ( all one shot )

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