

ONE 7-SECOND SODA SHOT, FIVE EDITS / MAKING OF

Change only X · product

One 7-second commercial for KOBU, a made-up soda, edited again and again. The camera orbits the can and pushes into a single drop on the label, and every edit keeps that move frame for frame while it changes one thing: juice and a citrus grove, paper craft, a new flavour, a hand, then a neon street.

7s
one camera move

5
edits, in sync

1080p
at every step

5,538
credits (CU), six clips



One smooth orbit, then a drop.

MiniMax H3, an 8-second take from three reference images (the shot, the sheet and the drop close-up) and a timed prompt. The images guide the look; none of them is a first frame. Every clip is used from 0.5 s. 208 CU.



1.0 s: low and wide, the can tilted on cobalt.



3.0 s: the orbit comes round the side.



5.0 s: back to the label, pushing in.



7.0 s: the drop on the O, the print magnified.

“one continuous unbroken shot”

“0 to 5 s ... the camera sweeps in a clearly visible orbit of about 180 degrees around the can ... 5 to 8 s ... a zoom to an extreme macro close-up of one big round water droplet on the pink letter O.”

Smooth, at real speed

“natural real-time speed, energetic yet silky smooth, like a high-end camera robot; not slow motion; no jerks, no shakes, no lag, no stutter.” And for the ending: “nothing morphs, melts, ripples, stretches or slides.”

Juice and a citrus grove.

Every step from here on is a Seedance 2.5 video-to-video edit of an earlier clip, so the camera move never changes. This one adds a glassy ribbon of citrus juice, three fruit slices and a sunlit grove around the can.

REFERENCE



The step still, made with GPT Image 2.5 Sunburst, plus the product sheet.

“Keep everything exactly as in @videol, frame for frame ... Change only ...”

Seedance 2.5 edit of step 00 · 1,090 CU



The same moment, 1.0 s into both clips: before on the left of the line, after on the right.

Everything turns to paper.

The juice, the fruit and the grove become cut paper; the can stays real. This edit starts from the original, step 00, so nothing real is left to restyle.

REFERENCE



The step still: a stacked paper ribbon, paper fruit, paper waves and sun, plus the product sheet.

“No real liquid or real fruit anywhere.”

Seedance 2.5 edit of step 00 · 1,090 CU



The same moment, 1.0 s into both clips: before on the left of the line, after on the right.

A new design, new colours.

A new product sheet brings the new flavour. The label, the fruit and the paper world change colour together; every shape and every move stays.

NEW PRODUCT SHEET



The new flavour’s product sheet, front and back, made with GPT Image 2.5 Sunburst, plus the step still.

“Change only the flavour and its colours ...”

Seedance 2.5 edit of step 02 · 1,050 CU



The same moment, 1.0 s into both clips: before on the left of the line, after on the right.

A hand.

A hand holds the can from the first frame and opens as the can turns. Only the hand is new: it is cut out of the edit frame by frame and laid over step 03, so the can keeps step 03’s exact pixels.

REFERENCE



Step 03’s first frame with the hand added, plus the product sheet.

“The hand follows the can; it never pushes or moves the can.”

Seedance 2.5 edit of step 03; only its hand is kept · 1,050 CU



The same moment, 1.0 s into both clips: before on the left of the line, after on the right.

A neon street at night.

The paper world is removed. The same hand and can now stand on a wet city street at night, with neon edge light on both.

REFERENCE



The step still: the street, the neon and the rain, plus the product sheet.

“remove completely the paper helix ... and the whole layered paper backdrop”

Seedance 2.5 edit of step 04 · 1,050 CU



The same moment, 1.0 s into both clips: before on the left of the line, after on the right.

Six clips, one frame, every credit.

The point of the chain is that any two steps line up, so the page can wipe between them. All six clips start half a second in and are 173 frames at 1080p, and at any moment the can, its angle and the framing match. Each clip was also scanned frame by frame for a sudden jump: none has a cut.



The same frame, 3.0 s, in all six steps: 00 to 02 on top, 03 to 05 below.

The receipt

00 The original, MiniMax H3, 3 reference images	208 CU
01 Juice and a citrus grove, Seedance 2.5 edit	1,090 CU
02 Paper craft, Seedance 2.5 edit	1,090 CU
03 A new flavour, Seedance 2.5 edit	1,050 CU
04 A hand, Seedance 2.5 edit, hand laid over 03	1,050 CU
05 A neon street, Seedance 2.5 edit	1,050 CU
Total, the six clips of the chain	5,538 CU

From the session’s Scenario job records. Generation time for the six clips, one after the other: about 56 minutes (MiniMax H3, 11 min; each Seedance 2.5 edit, 5 to 18 min). Not counted: the two product sheets and the step stills (GPT Image 2.5 Sunburst).

One rule for the whole chain

Make the original once, with the camera move you want. Make every other step as an edit of an earlier clip, never as a new generation: an edit keeps the timing and the camera path, a new generation invents its own.