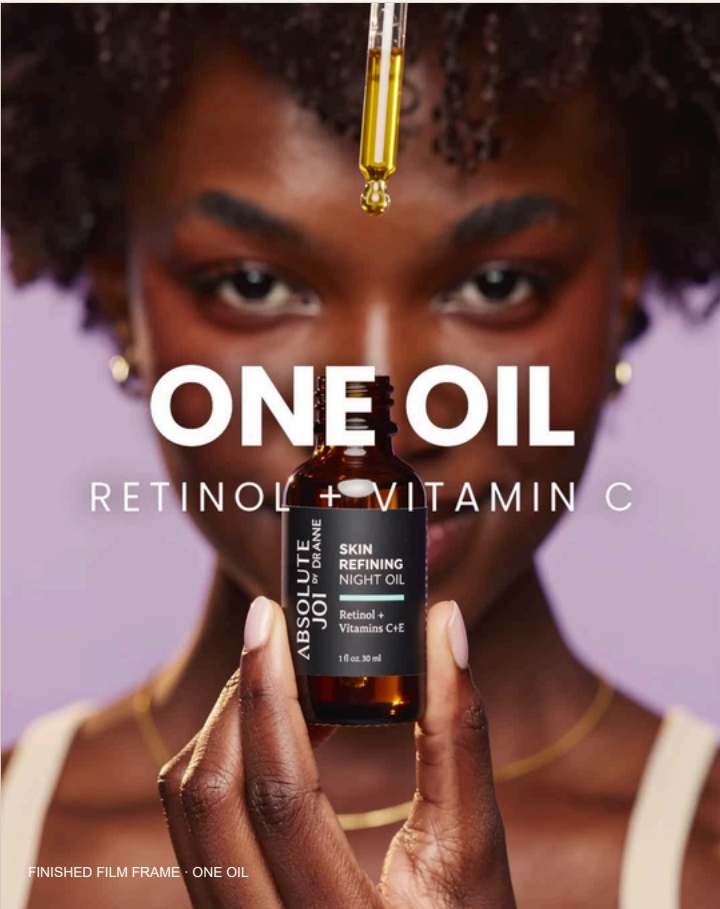


SPEC WORK · UNSOLICITED · MADE ON OUR OWN TIME

The Night Oil Film

ABSOLUTEJOI - Retinol + Vitamin C Skin Refining Night Oil



BRAND AbsoluteJOI	PIECE Skin Refining Night Oil · 19s ritual	STATUS Spec - yours to keep
RUNTIME 19s · all four ratios	MADE BY Scenekind	DATE August 2026
DELIVERABLE H.264 MP4 · 9:16, 1:1, 4:5 and 16:9 · full commercial rights		

WHY WE MADE THIS ONE

The Read

What we saw before we made a frame.

WHAT YOU'RE RUNNING NOW

Meta Ad Library, All countries and Active, checked 13 August 2026: an exact AbsoluteJOI search returned about three results. The visible control is an 8-9 second, single-model product story built around retinol without irritation, skin refinement and physician-developed assurance.

WHAT IS UNTESTED

The open question is whether the ritual can carry the hook. This film adds three-woman community energy, tactile product demonstration and a longer emotional payoff, then lets the product resolve the scene rather than opening with reassurance copy.

WHAT IT DOES WELL

The active message is disciplined: retinol can be effective without feeling punishing. It names the problem, offers physician-developed confidence and keeps the product large enough to recognise. That clarity is the control worth protecting.

THE ANGLE WE TOOK

The product directions become the film: drop the oil, warm it between the palms, then pat it onto skin. Friends frame that ritual as shared knowledge, while amber oil against lilac gives the formula a visual signature the current neutral-background ads do not use.

THE HOOK, IN ONE LINE

“The instructions become the ad: drop, warm, pat, glow.”

EDITORIAL READ

The edit moves from social invitation to product proof, tactile ritual and luminous skin, then returns to the group. That structure makes community the wrapper and the oil the centre, with two clean type beats carrying the proposition on mute.

BUILT FOR

Instagram Reels + Meta feeds

STAGE

Cold prospecting

TESTS AGAINST

Active 8-9s single-model control

VISUAL DIRECTION

Tone & Texture



HERO MOOD · FINISHED FILM



SET / LIGHT STUDY · NO TALENT



TEXTURE · FINISHED FILM



GROUP GEOMETRY · FINISHED FILM

TONE WORDS

Buoyant · Warm · Assured · Communal

PALETTE

Lilac holds the field; amber oil supplies the product accent. Cream, camel and rust tops separate the three leads, while one denim wash keeps the ensemble coherent.

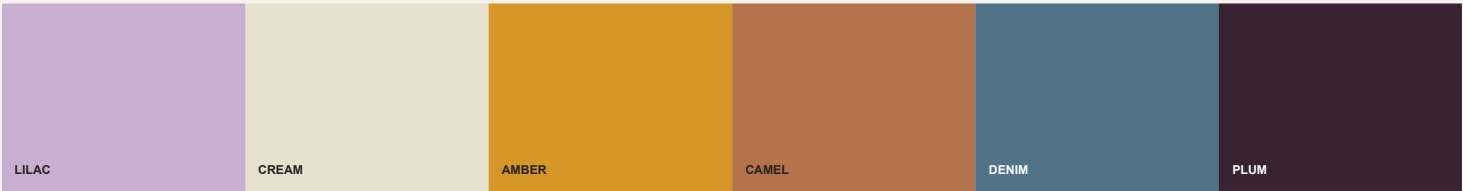
GRADE

Protect deep skin tones first: warm highlights, neutral shadows and visible texture. Keep the lilac light and stable, with the amber oil saturated enough to read in the pipette and on the palm.

WHAT WE AVOIDED

No dark bathroom, moonlight shorthand or floating ingredient graphics. The product already says night. The film stays bright enough to feel social and lets the warm-palm ritual carry the science through action.

MASTER PALETTE



TALENT & CASTING

“The Circle” - Three Leads



ENSEMBLE · FINISHED FILM FRAME

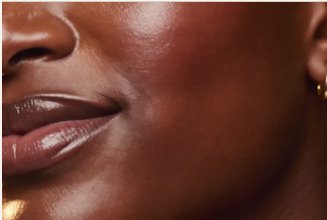
EXPRESSIONS & ANGLES



Entrance



Ritual



Skin detail



Group return

THE PRODUCT

Skin Refining Night Oil



HERO PACKSHOT · FINISHED FILM FRAME

NAME	FORMAT
Retinol Plus Vitamin C Skin Refining Night Oil	Amber glass dropper bottle · black cap and label
SIZE	TEXTURE
1 fl oz · 30 ml	Translucent warm amber face oil
FINISH	PRICE
Lightweight · nourishing	\$64

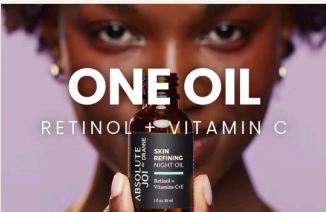
HERO CLAIM

“One oil. Retinol + Vitamin C.”

HANDLING

Keep the label facing camera and the amber fill visible. Lift the pipette cleanly, land the drop in an open palm, warm between both hands, then pat onto skin. The product remains the final step in a nighttime routine.

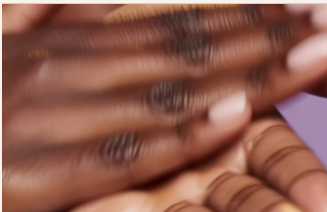
DETAIL SHOTS



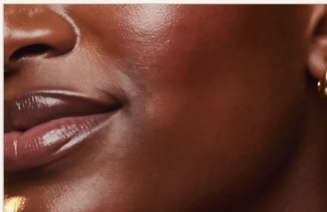
Dropper / label



Oil in palm



Warm the oil



Skin payoff

SEQUENCE

The Ritual

FRAMES 1-6 OF 6 · END CARD FOLLOWS



01
GROUP WIDE · ARRIVE · 0.8s

The circle enters with speed and unguarded energy.



02
GROUP HERO · ADVANCE · 2.8s

The lead offers the bottle while the ensemble holds frame.



03
PRODUCT MACRO · DROP · 2.0s

Pipette, amber oil and the ONE OIL proposition align.



04
HAND MACRO · WARM · 1.7s

Palms meet; the product instruction becomes movement.



05
BEAUTY CLOSE · PAT · 5.0s

Three pats resolve into luminous skin and direct gaze.



06
GROUP WIDE · RETURN · 4.7s

The circle reforms around the bottle before the card.

END CARD · 17.0-19.0s · RETINOL + VITAMIN C / SKIN REFINING NIGHT OIL / ABSOLUTEJOI

COVERAGE

Shot List

EXPORT-DERIVED TIMING

#	SHOT	FRAMING	MOVE	LENS	DUR.	ACTION / NOTES
01	01A	Group wide	Arrive	Sim. 50mm	0.8s	Three women enter the lilac field.
02	01B	Group hero	Settle	Sim. 50mm	1.6s	Circle locks; bottle moves to centre.
03	01C	Product advance	Push	Sim. 65mm	1.2s	Lead extends bottle toward camera.
04	02A	Product macro	Lift	Macro	2.0s	Pipette rises; ONE OIL type lands.
05	02B	Palm macro	Drop	Macro	1.3s	Amber oil falls into an open palm.
06	02C	Hand macro	Rub	Macro	1.6s	Both palms warm the oil.
07	03A	Beauty close	Pat	Sim. 85mm	2.8s	Three cheek pats; OVERNIGHT type.
08	03B	Skin macro	Glide	Macro	2.2s	Sheen and natural texture carry payoff.
09	04A	Group wide	Return	Sim. 50mm	3.5s	Friends reform; laughter and bottle hero.
10	05A	End card	Static	Graphic	2.0s	Product name and AbsoluteJOI resolve.

TOTAL BEATS - 10

RUNTIME - 19.0S

MASTERS - 9:16, 1:1, 4:5, 16:9

SOUND

No voiceover. A warm, swinging groove carries the film. Footsteps and laughter open it; pipette, oil drop, palm rub and three cheek pats make the ritual tactile.

ON-SCREEN TYPE

Two propositions only: ONE OIL / RETINOL + VITAMIN C, then OVERNIGHT / SKIN RENEWAL. The end card carries the full product name and AbsoluteJOI.

WHERE THIS GOES

What happens next

Nothing, if you'd rather. The film is yours either way.

THE FILE

Attached in all four ratios - 9:16, 1:1, 4:5 and 16:9. Full commercial rights, no usage fees, no expiry. Run it or don't.

WHY WE MADE IT

We launched Scenekind this year. We would rather show ten brands finished work than send them a price list nobody has tested.

IF YOU WANT MORE OF THEM

The Starter Sprint is three hooks on one product, cut as three separate ads, in five business days.

WHAT IT COSTS YOU TO TRY

Nothing upfront. We invoice on delivery, and if there isn't one you'd run, say so and the invoice is cancelled.

THE STARTER SPRINT

Three ads on one product,
in five business days.

\$295

Reply SPRINT and we send a concept direction within 24 hours. Six slots a month, one per brand.

GET IN TOUCH

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PORTFOLIO

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