

SPEC WORK · UNSOLICITED · MADE ON OUR OWN TIME

The DUO-HYDRAfx Film

GLASSFX - DUO-HYDRAfx



BRAND GLASSFX	PIECE DUO-HYDRAfx · 16s hook	STATUS Spec - yours to keep
RUNTIME 16s · 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

Whatwesawbeforewemadeaframe.

WHAT YOU'RE RUNNING NOW

Meta Ad Library, All countries and Active, checked 13 August 2026: exact searches for DUO-HYDRAfx and glassfxskin.com returned no ads. One GLASSFX keyword result was unrelated and excluded. There is no visible active GLASSFX paid-social control to read against.

WHAT IS UNTESTED

The open question is not which hook wins; it is whether motion-first product demonstration can become the first paid-social control. The shake is the obvious test: the bi-phase formula performs a transformation that static product imagery cannot show.

WHAT IT DOES WELL

The packaging already does hard work: frosted glass, brushed silver, slate-blue type, and two visible phases. The product explains itself before a word of copy. That is rare, recognisable, and worth preserving.

THE ANGLE WE TOOK

The product separates in the bottle and recombines when shaken. A still photograph cannot show that. So the film moves from amber over milk, to marbled gold, to mist, absorption, and the bottle settling back into a clean hero frame.

THE HOOK, IN ONE LINE

“Three snaps of the wrist, and the two layers become one.”

EDITORIAL READ

The film alternates graphic scale, liquid transformation and skin payoff. Two product-to-lens gestures bookend the sensory middle, creating a clean loop from recognition to texture to final brand recall.

BUILT FOR

Instagram Reels + Meta feeds

STAGE

Cold prospecting

TESTS AGAINST

No active Meta control found · first benchmark

VISUAL DIRECTION

Tone & Texture



HERO MOOD · FINISHED FILM



SET / LIGHT STUDY · NO TALENT



TEXTURE · FINISHED FILM



SET GEOMETRY · FINISHED FILM

TONE WORDS

Clinical · Buoyant · Weightless · Precise

PALETTE

Pulled from the packaging: pale cool gray-blue, frost white and brushed silver, with the amber oil phase as the only warm accent.

GRADE

Low contrast, lifted blacks and clean highlight roll-off that protects glass and silver. Bright and airy rather than moody; neutral skin and no warm wash over the cool set.

WHAT WE AVOIDED

The default premium-skincare shot - a bottle on wet stone under moody side light - would bury the visible two-part formula. We also avoided decorative K-beauty shorthand. The product is Korean biotech, not Korean decoration.

MASTER PALETTE



TALENT & CASTING

“The Hand” - The Lead



PORTRAIT · FINISHED FILM FRAME

EXPRESSIONS & ANGLES



Overhead



Eyes closed



Direct gaze



Skin detail

ROLE	AGE RANGE
Hero talent · single	24-30
SKIN	HAIR
Natural · visible pores · minimal makeup	Glossy black chin-length bob
WARDROBE	DEMEANOUR
White sleeveless top · mid-blue denim · no logos	Calm · confident · unhurried

DIRECTION NOTES

She works to a camera directly above her, so every look travels up into the lens and every product gesture travels toward it. The movement stays controlled; she never performs enthusiasm. The product does the moving.

ON AI TALENT

Everyone on camera is an AI-generated composite. We do not replicate a real identifiable person and will not produce a look-alike of a public figure.

THE PRODUCT

DUO-HYDRAfx



HERO PACKSHOT · FINISHED FILM FRAME

DETAIL SHOTS



Macro texture



Atomiser / mist



In hand



Label

SEQUENCE

The Sixteen

FRAMES 1-6 OF 6 · END CARD FOLLOWS



01
OVERHEAD WIDE · HOLD · 1.0s

Talent anchors the cool-gray field; bottle held at hip.



02
OVERHEAD HERO · ADVANCE · 2.3s

Bottle drives toward lens; scale becomes the graphic hook.



03
EXTREME MACRO · SWIRL · 2.5s

Amber and milky layers tear apart and marble into gold.



04
BEAUTY CLOSE · MIST/HOLD · 2.1s

Eyes close as atomised mist crosses the cool key light.



05
SKIN MACRO · STATIC · 1.5s

Droplets bead, flatten and reveal natural skin texture.



06
OVERHEAD HERO · ADVANCE · 4.0s

Direct gaze and final bottle presentation lead to the card.

END CARD · 13.3-16.0s · DUO-HYDRAfx / GLASSFX · MADE IN KOREA

COVERAGE

Shot List

FILM-DERIVED TIMING

#	SHOT	FRAMING	MOVE	LENS	DUR.	ACTION / NOTES
01	01A	Overhead wide	Hold	Sim. 24mm	1.0s	Talent centered; product held at hip.
02	01B	Overhead hero	Advance	Sim. 18mm	2.3s	Product pushes toward lens; exaggerated scale.
03	02A	Extreme macro	Internal	Macro	2.5s	Bi-phase formula swirls through amber and milk.
04	03A	Beauty close	Mist / hold	Sim. 85mm	2.1s	Eyes closed; fine mist crosses face.
05	03B	Skin macro	Static	Macro	1.5s	Droplets bead on visible skin texture.
06	04A	Overhead hero	Advance	Sim. 18mm	4.0s	Eye contact; final product presentation.
07	05A	End card	Static	Graphic	2.6s	DUO-HYDRAfx / GLASSFX · Made in Korea.

TOTAL SHOTS - 7

RUNTIME - 16.0S

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

SOUND

No voiceover. Music-led with restrained liquid movement, atomiser hiss and one clean finish. The sensory sound supports the formula without turning the film into an ASMR demo.

ON-SCREEN TYPE

No copy over imagery. The product label carries the information; the frame stays clean. White end card only: DUO-HYDRAfx / GLASSFX · MADE IN KOREA.

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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