Prompts Gemini Video - "Diciembre a 40 Grados"

■ PIEZA 1: NAVIDAD - "Feliz Navidad a 40°"

PROMPT PRINCIPAL PARA GEMINI 2.0 FLASH (Experimental)

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Create a humorous 15-second video ad for Pilsen beer showing an anti-Christmas postcard celebrating Paraguayan summer Christmas.

SCENE SETUP:

- Backyard pool party setting on Christmas day
- Bright sunny day, 40°C heat, intense summer vibes
- Pool with inflatable toys floating
- BBQ grill smoking in the background
- Christmas tree decorated next to the grill (absurd contrast)
- Family members in swimsuits in the pool

MAIN VISUAL ELEMENTS:

1. Santa Claus in swim trunks sitting in a small inflatable pool, looking relieved

2. Ice cooler with Pilsen beer bottles, ice visibly melting

3. Christmas decorations wilting in the heat

4. People fanning themselves while eating BBQ

5. Pool water sparkling in bright sunlight

CAMERA MOVEMENT:

- Start: Wide shot of the backyard scene
- Zoom slowly toward the ice cooler with Pilsen

• End: Close-up of ice-cold Pilsen bottle with condensation, then pull back to show Santa giving thumbs up

VISUAL STYLE:

• Vibrant, saturated colors (bright blues, greens, reds)

• High contrast (bright sun, deep shadows)

• Comedic, slightly absurd tone

• Documentary-style realism with humor

• Sharp focus, 4K quality

LIGHTING:

• Harsh overhead sunlight (midday summer)

• Lens flares to emphasize heat

• Bright reflections on water

• Strong shadows

TEXT OVERLAY (appears at end):

"Feliz Navidad a 40°"

"Porque acá la única nieve es la del freezer."

Pilsen logo

MOOD: Humorous, self-aware, proudly Paraguayan, celebrating the absurdity of summer Christmas

DURATION: 15 seconds

ASPECT RATIO: 9:16 (vertical for Instagram/TikTok)

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## PROMPT ALTERNATIVO 1 (Más Específico - Escena por Escena)

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Generate a 15-second vertical video (9:16) for Pilsen beer Christmas campaign.

SECOND 0-3:

Wide establishing shot of a Paraguayan backyard on Christmas Day. Bright blue sky, intense sunlight. A decorated Christmas tree stands incongruously next to a smoking BBQ grill. Pool visible with people in swimsuits.

SECOND 3-6:

Cut to: Santa Claus in red swim trunks and sunglasses, sitting in a small inflatable kiddie pool, wiping sweat from his forehead. He looks relieved. Thermometer in frame showing 40°C.

SECOND 6-9:

Pan across scene: Family members in pool wearing Santa hats, laughing. Christmas ornaments hanging from a palm tree. Ice melting rapidly in a cooler labeled "Pilsen."

SECOND 9-12:

Close-up tracking shot moving toward the ice cooler. Camera pushes in on ice-cold Pilsen bottles covered in condensation droplets. Ice cubes melting around them.

SECOND 12-15:

Zoom out to reveal Santa giving thumbs up with Pilsen in hand. Text appears:

"Feliz Navidad a 40°"

"Porque acá la única nieve es la del freezer."

Pilsen logo fades in.

STYLE: Bright, saturated colors. Comedic documentary feel. Sharp 4K. Celebrate the absurdity. Proudly Paraguayan anti-postcard aesthetic.

AUDIO SUGGESTION: Upbeat summer music with sleigh bells ironically mixed in. Sound of sizzling BBQ, splashing water, ice clinking.

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# PROMPT ALTERNATIVO 2 (Enfoque Minimalista)

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Create a striking 15-second video contrast piece for Pilsen beer.

CONCEPT: Split-screen comparison

LEFT SIDE (Northern Hemisphere Christmas):

- Snowy landscape, fireplace, cozy sweaters
- Muted, cool color palette
- Soft, warm indoor lighting
- Traditional Christmas imagery
- Fade to grayscale

RIGHT SIDE (Paraguayan Christmas):

- Bright pool, BBQ, people in swimsuits
- Vibrant, saturated colors (blue sky, green palm trees)
- Harsh sunlight, high contrast
- Christmas tree melting in heat
- Full color, hyper-real

TRANSITION:

At 7 seconds, left side fades completely to black/white while right side becomes even MORE vibrant and colorful.

FINAL SHOT (12-15 sec):

Right side fills entire frame. Close-up of ice-cold Pilsen with condensation. Pull back to show Santa in swim trunks toasting with it.

TEXT:

"Su Navidad ❄■ vs Nuestra Navidad ■■"

"Feliz Navidad a 40°"

Pilsen logo

MOOD: Humorous defiance, proud celebration of difference

FORMAT: 9:16 vertical

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# ■ PIEZA 2: AÑO NUEVO - "Donde el Hielo Dura Menos"

## PROMPT PRINCIPAL PARA GEMINI 2.0

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Create a 15-second humorous New Year's Eve video ad for Pilsen beer, showing the Paraguayan summer heat challenge.

SCENE SETUP:

- Outdoor New Year's party, nighttime
- Pool area decorated with lights and decorations
- Table with melting ice, drinks, food
- Fireworks visible in background/sky
- Group of friends celebrating

MAIN VISUAL SEQUENCE:

SECONDS 0-4:

Countdown to midnight. Wide shot of party. Friends gathered around table with ice buckets full of Pilsen. Ice cubes clearly visible and full.

SECONDS 4-7:

Midnight! Fireworks explode in sky, reflecting in pool water. People toast with Pilsen bottles. Celebratory mood.

SECONDS 7-10:

Time-lapse effect: Ice in buckets visibly melting rapidly despite it being nighttime. Water pooling around the buckets. Comedic exaggeration of heat.

SECONDS 10-12:

Close-up: Someone reaching for a Pilsen, it's still perfectly cold despite melted ice. Condensation on bottle.

SECONDS 12-15:

Pull back to group laughing, toasting. Fireworks continue. Text appears:

"Año Nuevo en Paraguay:"

"Donde el hielo dura menos que tus propósitos."

Pilsen logo

VISUAL STYLE:

- Night scene with warm string lights
- Fireworks providing colorful light bursts
- Contrast between night cool and residual heat
- Comedic time-lapse for ice melting
- Rich colors, cinematic feel

LIGHTING:

- String lights, fairy lights
- Firework illumination (blues, reds, golds)
- Pool lights underwater
- Warm ambient glow

MOOD: Celebratory, self-deprecating humor, relatable New Year's moment

ASPECT RATIO: 9:16 vertical

DURATION: 15 seconds

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## PROMPT ALTERNATIVO 1 (Enfoque en Contraste Temporal)

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Generate a 15-second New Year's video for Pilsen showing comedic ice-melting time-lapse.

SHOT 1 (0-3 sec):

11:59 PM countdown. Close-up of ice bucket filled with Pilsen bottles and large ice cubes. Digital clock showing 23:59. Ice is pristine, abundant.

SHOT 2 (3-5 sec):

Midnight! Fireworks explode. People toast. Quick cuts of celebration.

SHOT 3 (5-10 sec):

EXAGGERATED TIME-LAPSE: Same ice bucket. Clock speeds through time. Ice melts ridiculously fast even though it's only been minutes. Water overflows bucket. Ice cubes shrink in fast-forward. Comic effect.

SHOT 4 (10-12 sec):

12:15 AM. Ice completely melted. BUT - hand reaches in, pulls out Pilsen, still perfectly cold with condensation. Irony.

SHOT 5 (12-15 sec):

Pull back to party continuing. Everyone laughing. Text overlay:

"Año Nuevo en Paraguay:"

"El hielo: 15 minutos ❄■"

"Tus propósitos: 10 minutos ■"

"Pilsen: Toda la noche ■"

Logo appears.

STYLE: Comedic time-lapse, exaggerated for humor, vibrant colors, night party vibe

FORMAT: 9:16

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## PROMPT ALTERNATIVO 2 (Narrativa de "Propósitos")

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Create 15-second video comparing New Year's resolutions to melting ice.

VISUAL METAPHOR SEQUENCE:

FRAME 1 (0-3 sec):

Notebook page with "PROPÓSITOS 2025" written at top:

✓ Ahorrar dinero

✓ Ir al gimnasio

✓ Comer saludable

Clean, optimistic, midnight setting.

FRAME 2 (3-5 sec):

Fireworks, celebration, toasting with Pilsen.

FRAME 3 (5-9 sec):

Split screen:

LEFT: Ice cube in bucket with timer, melting rapidly

RIGHT: List of propósitos getting crossed out one by one at same speed

Visual parallel between melting ice and failing resolutions.

FRAME 4 (9-12 sec):

Both fully melted/crossed out. BUT - person still holding cold Pilsen, smiling.

FRAME 5 (12-15 sec):

Text appears:

"Año Nuevo en Paraguay:"

"El hielo dura menos que tus propósitos."

"Pero Pilsen siempre está."

Logo.

TONE: Self-deprecating humor, relatable, warm

STYLE: Clean graphics mixed with real footage

FORMAT: 9:16 vertical

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## ■ ESPECIFICACIONES TÉCNICAS PARA GEMINI

### Configuración Recomendada:

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Model: Gemini 2.0 Flash (Experimental) - Video Generation

Temperature: 0.7 (balance creatividad/control)

Output Format: MP4

Resolution: 1080x1920 (9:16 vertical)

Duration: 15 seconds

Frame Rate: 30 fps

Quality: High/Maximum

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## Aspectos Clave a Enfatizar en Prompt:

1. **ASPECT RATIO:** Siempre especificar 9:16 (vertical)

2. **DURACIÓN:** 15 segundos (formato social media)

3. **ESTILO VISUAL:** Específico (saturado, bright, comedic)

4. **ILUMINACIÓN:** Detallada (harsh sun / night lights)

5. **MOVIMIENTO DE CÁMARA:** Describir claramente

6. **ELEMENTOS CULTURALES:** Paraguay-specific details

7. **BRAND:** Pilsen visible pero no invasivo

8. **HUMOR:** Tono self-aware, no ofensivo

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# ■ ELEMENTOS VISUALES CLAVE A INCLUIR

## Para Ambas Piezas:

**MUST HAVE:**
- ■ Pilsen bottle/logo claramente visible
- ■ Paraguayan cultural elements (pool, BBQ, heat)
- ■ Humor visual (absurd contrasts)
- ■ High production value feel
- ■ Mobile-first framing (9:16)

**COLOR PALETTE:**
- Pilsen green/gold (brand colors)

- Bright blue (sky/pool)
- Red/gold (Christmas/fireworks)
- High saturation, vibrant

**AVOID:**

- ■ Generic stock footage feel
- ■ Northern hemisphere Christmas imagery
- ■ Overly polished/fake
- ■ Too much text
- ■ Low energy

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# ■ TEXTO ALTERNATIVO (A/B Testing)

## Pieza Navidad - Opciones de Copy:

### Opción 1 (Original):

"Feliz Navidad a 40°. Porque acá la única nieve es la del freezer."

### Opción 2 (Más Directo):

"Navidad paraguaya: 40 grados, pileta, asado y Pilsen bien fría."

### Opción 3 (Más Humor):

"Su Navidad tiene nieve. La nuestra tiene Pilsen helada. Ganamos."

## Pieza Año Nuevo - Opciones:

### Opción 1 (Original):

"Año Nuevo en Paraguay: donde el hielo dura menos que tus propósitos."

**Opción 2 (Más Optimista):**

"Propósitos 2025: Duran poco. Pilsen: Dura toda la noche."

**Opción 3 (Más Relatable):**

"En Paraguay el hielo se derrite en minutos. Como tus promesas de año nuevo."

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# ■ WORKFLOW RECOMENDADO

## Paso 1: Generación Inicial

1. Usar Prompt Principal en Gemini 2.0 Flash

2. Generar 3-5 variaciones

3. Seleccionar mejor resultado

## Paso 2: Refinamiento

1. Si no es perfecto, ajustar prompt con detalles específicos

2. Regenerar con temperatura más baja (0.5) para más control

3. O temperatura más alta (0.9) para más creatividad

## Paso 3: Post-Producción

1. Editar en CapCut, Premiere o similar

2. Agregar texto overlay profesional

3. Ajustar color grading (más saturación)

4. Agregar música/SFX

5. Logo de Pilsen en cierre

## Paso 4: Variantes

1. Generar versión cuadrada (1:1) para feed

2. Versión horizontal (16:9) para YouTube

3. Versión sin texto para A/B testing

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# ■ TIPS PARA MEJORES RESULTADOS CON GEMINI

1. **Sea Ultra-Específico:** Más detalles = mejores resultados

2. **Describa Lighting:** Gemini responde bien a instrucciones de iluminación

3. **Movimiento de Cámara:** Especificar "static", "slow zoom", "pan", etc.

4. **Tiempo por Frame:** Desglosar segundo a segundo

5. **Referencias de Estilo:** Mencionar look similar a comerciales conocidos

6. **Iterar:** Primera generación rara vez es perfecta, ajuste y regenere

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# ■ MÉTRICAS DE ÉXITO DEL VIDEO

## Pre-Lanzamiento:

- ■ Video cumple brief (humor + autenticidad)
- ■ Calidad visual alta (no se ve amateur)
- ■ Branding claro pero no invasivo
- ■ Formato correcto (9:16, 15 seg)

## Post-Lanzamiento:

- **Completion Rate:** >70% (meta: gente ve completo)
- **Shares:** >5% del reach (muy compartible)
- **Saves:** >3% (quieren verlo de nuevo)

• **Comments:** Positivos, riendo, etiquetando amigos

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# ■ DISTRIBUCIÓN RECOMENDADA

## Instagram:

• Reels (9:16)
• Stories (9:16)
• Feed post (versión 1:1)

## TikTok:

• Video principal (9:16)
• Puede volverse trending audio/format

## Facebook:

• Video nativo (cuadrado preferido)
• Compartir desde Instagram

## YouTube:

• Shorts (9:16)
• Video normal (16:9 versión)

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**ARCHIVOS CREADOS:**

• Prompt Principal Navidad
• Prompt Alternativo 1 Navidad (escena por escena)
• Prompt Alternativo 2 Navidad (split-screen)
• Prompt Principal Año Nuevo
• Prompt Alternativo 1 Año Nuevo (time-lapse)
• Prompt Alternativo 2 Año Nuevo (propósitos)

**SIGUIENTE PASO:**

Copiar prompt deseado → Pegar en Gemini 2.0 Flash → Generar → Iterar según resultado

**NOTA:** Gemini 2.0 video generation está en experimental. Si no está disponible, estos prompts también funcionan para:

- Runway Gen-3
- Pika Labs
- Stable Video Diffusion
- Con adaptaciones menores