

DIGITAL VIDEO COMMERCIAL

Duration: ~45 seconds

Style: Fast-paced, stylish, emotional + aspirational

SCENE 1

Fast cuts of diverse young people putting on stylish eyewear in different settings (office, cafe, college, outdoors).

SCENE 2

Zoom-in on a close-up of high-quality frames.

Split screen: Price tag popping up = “Affordable”

Transition to contact lenses being placed in eye → natural & confident smile.
Influencer selfie moment + real people walking with confidence.

SCENE 3

Quick montage of product features:

Lightweight materials, Bold frame design ,Premium lenses,Digital screen protection

SCENE 4

Logo reveal with upbeat music

Tagline on screen **“Style You See. Clarity You Feel.”**

Add clickable button: **Shop Now**

