

Ayurvedic Herbal Drink Mix – One-Day Ad Shoot Storyboard

Shot-by-shot filming plan for 5 Paid Ad Creatives + Organic Content

Creative 1 — USP Reel: “5 Herbs. 1 Cup. Focus + Calm.”

- Close-up macro shots of Brahmi, Shankhpushpi, Tulsi, Rose petals, Mulethi.
- Pour blend into hot water with visible steam.
- Sip & smile shot at the end with product logo overlay.
- Props: Wooden plate, kettle, cup, spoon, each herb.
- Time: ~25 min total.

Creative 2 — Founder Story: “Why I Made This”

- Selfie-style intro in kitchen holding jar.
- Founder speaking: personal reason for creating blend.
- B-roll of blending herbs, pouring into cup.
- Sip shot with text overlay CTA.
- Props: Jar, cup, kettle, bowl.
- Time: ~20 min.

Creative 3 — Benefit Carousel (Photos)

- Overhead flat lay photos of each herb in separate bowl.
- One combined shot of all herbs + jar for final slide.
- Text overlay for herb name & benefit.
- Props: 5 bowls, each herb, wooden board.
- Time: ~25 min.

Creative 4 — Lifestyle Ad: “Your Daily Wellness Upgrade”

- Urban professional at laptop looking stressed.
- Making drink sequence, then sipping & relaxing.
- Overlay text: Focus without caffeine / Calm without compromise.
- Props: Laptop, desk, cup, kettle.
- Time: ~20 min.

Creative 5 — Quick Prep Demo: “Ready in 2 Mins”

- Step-by-step: Scoop → Pour → Stir → Add honey/lemon → Sip.
- Props: Spoon, cup, kettle, honey jar, lemon slice.
- Overlay text for each step.
- Time: ~15 min.

Optimized Filming Sequence

- Morning (natural light): Herb macro shots, product hero shots.
- Midday: Founder speaking shots, prep demo sequences.
- Afternoon: Lifestyle desk scenes, sip & smile shots.