

PROJECT: FEVICOL AI COMMERCIAL Nature to Nostalgia

SUBMITTED BY: Shiwa Kumar Shaw
SUBMISSION: Future Interns Task 1 (AI Video Gen)

Project Overview

The Vision

The goal was to reimagine traditional advertising by using Generative AI. Instead of filming with cameras, we utilized AI prompts to create a Pixar-style 3D animated story that connects the natural origin of rubber to the nostalgic joy of childhood crafting.

The Storyline

The narrative follows the journey of Fevicol: starting from the raw latex dripping in a Kerala rubber forest, processing in a factory, and finally ending in the hands of a young girl creating art. It symbolizes the bond that holds things together.

Tools & Tech Stack



Google Gemini

Used to structure and script my original 'Nature to Nostalgia' concept into a detailed narrative flow.



Leonardo.ai

Employed for generating high-fidelity 3D characters and consistency in texture/lighting.



Google Gemini Veo 3.1

Utilized this advanced model to generate high-quality, cinematic motion clips, ensuring smooth and realistic animation (Image-to-Video).



CapCut Editor

Used for final sequencing, sound design, and pacing of the narrative.

The Process (Workflow)



Ideation

Broken down the master script into 8 distinct visual scenes.



Asset Generation

Created 30+ variations of images to get the perfect "Pixar look."



Animation

Selected the best 10 images and animated them using AI motion tools.



Post-Processing

Stitched the short 7-8 second clips to create a continuous flow.

Prompt Engineering Showcase

Scene 1 Prompt:

A beautiful, stylized 3D animated wide shot of dawn breaking over a rubber tree plantation in Kerala. Golden sun rays passing through soft, cartoonish morning mist. A friendly-looking stylized Indian farmer character in white clothes is tapping a tree. Thick white latex dripping into a coconut shell. Soft textures, warm and magical lighting, peaceful atmosphere. Pixar movie style animation render, vibrant colors.



Scene 1 Prompt Image

Scene 2 Prompt:

Mid-shot of the girl sitting at a wooden study table, making a house from cardboard and ice cream sticks. Messy table with craft supplies. She accidentally spills white glue on her palms. She lifts her hands and looks at the sticky white glue with curiosity. Soft indoor lighting, depth of field, high-quality 3D render.



Scene 2 Prompt Image

Note: "By refining these prompts with keywords like 'Soft Lighting' and '3D Render', I achieved consistent character design."

The Final Result

The final video is a 1-minute 37-second commercial teaser.

This project demonstrates the power of AI in transforming a simple concept into a fully realized animated commercial, reducing production time while maximizing visual impact.

[Watch Full Video Link:](#)



Thumbnail