

VEO JSON Prompts

[by @sebastienjefferies](https://twitter.com/sebastienjefferies)

1. Nutella

{

"description": "Photorealistic cinematic shot of a sunlit kitchen nook. A sealed Nutella jar begins to vibrate gently, then bursts open—releasing a rich explosion of swirling chocolate, roasted hazelnuts, toast slices, strawberries, and golden syrup. The ingredients twirl mid-air in gravity-defying slow motion, assembling into a picture-perfect Nutella breakfast platter on a rustic wooden table.",

"style": "photorealistic cinematic",

"camera": "slow orbital shot from low angle upward, transitioning into an overhead top-down reveal",

"lighting": "morning sunlight streaming through soft white curtains, gentle glow on chocolate and fruit highlights",

"room": "cozy breakfast nook with wooden table, beige walls, ceramic mugs, and hanging plants",

"elements": [

- "sealed Nutella jar (center of table)",
- "thick chocolate ribbons swirling through air",
- "flying toasted bread slices with golden crust",
- "hazelnuts spinning and cracking mid-air",
- "sliced bananas and strawberries tumbling gently",
- "honey and syrup droplets catching light",
- "knife spreading Nutella mid-air onto toast",
- "glass of milk and warm coffee cup floating into frame",
- "powdered sugar and cocoa mist drifting like fog"

],

"motion": "jar shakes, lid pops and spins off, chocolate erupts upward with roasted hazelnuts orbiting it, toast slices fly in from off-screen, fruit slices rain down and assemble into a breakfast board as camera moves overhead",

"ending": "a beautifully arranged Nutella breakfast board sits steaming on the table, chocolate glistening in the sunlight, with a final hazelnut rolling slowly to a stop near the jar",

"text": "none",

"keywords": [

- "16:9",
- "Nutella explosion",

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```
"hazelnuts",
"swirling chocolate",
"realistic food",
"breakfast aesthetic",
"slow motion",
"natural morning light",
"high detail",
"no text",
"chocolate swirl",
"toast fly-in",
"cinematic"
]
}
```

2. Tesla ad

```
{
"description": "Cinematic shot of a minimalist Tesla-branded crate magically opening to reveal a fully formed Tesla vehicle and an instantly assembled, sleek Tesla-themed showroom around it. No text.",
"style": "cinematic",
"camera": "fixed wide angle, with subtle zooms on key transformations",
"lighting": "controlled, high-tech, transitioning from dim to bright and clean",
"room": "empty futuristic space transforming into a minimalist Tesla showroom",
"elements": [
"Tesla-branded crate (glowing seams)",
"Tesla vehicle (e.g., Model 3/Y/Cybertruck)",
"charging station",
"minimalist display panels",
"sleek showroom furniture",
"ambient lighting elements"
],
"motion": "crate panels retract smoothly and silently, car revealed, showroom elements rise/unfold precisely and rapidly",
"ending": "pristine, inviting Tesla showroom with car as centerpiece",
"text": "none",
"keywords": [
"16:9",
"Tesla",
"magic assembly",
"showroom",
"innovation",
"futuristic",
"no text",
```

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```
"clean design",
"reveal"
]
}
```

3. Pepsi ad

```
{
  "description": "Cinematic ultra-close-up of a cold, frosty Pepsi can resting on a sleek futuristic pedestal in a minimal, high-tech urban plaza. The Pepsi logo subtly pulses with energy. Suddenly-the tab *clicks* open in slow motion. From the opening, streams of liquid light spiral out, transforming the environment. Skyscrapers animate with giant LED screens showing vibrant Pepsi visuals. A holographic stage emerges mid-air. Crowds materialize with augmented reality headsets, dancing. The ground becomes a glowing grid, syncing to the music beat. Drones release confetti and laser lights. The whole city shifts from stillness into a hyper-energetic Pepsi-fueled digital festival. No text.",
  "style": "cinematic, dynamic, magical futurism",
  "camera": "starts ultra close on condensation dripping from the Pepsi can, zooms out and orbits as the cityscape transforms around it in real-time",
  "lighting": "daylight fading into vibrant neon blues, reds, and purples-cyberpunk festival glow",
  "environment": "quiet futuristic plaza transforms into a high-energy city-scale holographic party",
  "elements": [
    "Pepsi can (logo illuminated, condensation detailed)",
    "slow-motion can tab opening with light burst",
    "liquid light spirals triggering environment change",
    "LED skyscrapers animating Pepsi visuals",
    "holographic concert stage assembling mid-air",
    "AR dance crowd materializing and moving to the beat",
    "glowing grid floor synced to music rhythm",
    "drones releasing digital confetti and lasers",
    "dynamic screen transitions showing Pepsi moments",
    "virtual fireworks lighting up the sky"
  ],
  "motion": "continuous chain reaction from the can opening-liquid energy flows, triggers rapid city transformation in dynamic, seamless time-lapse",
  "ending": "Pepsi can in foreground, the whole futuristic city in full festival mode behind it, pulsing with
```

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```
light and music",
"text": "none",
"keywords": [
"Pepsi",
"urban festival",
"futuristic party",
"city transforms",
"dynamic animation",
"holographic concert",
"hyper-realistic",
"cinematic",
"no text"
]
}
```

4. Apple Watch ad

```
{
"scene": "animation",
"style": "Futuristic Apple-style minimalism, photorealistic, cinematic lighting, seamless transitions",
"sequence": [
{
"shot": "Logo Reveal",
"camera": "slow push-in",
"description": "Begin with the brand logo floating in the center of a soft, gradient-lit void. The lighting subtly shifts, creating elegant metallic reflections on the logo surface, as if it's crafted from polished liquid metal."
},
{
"transition": "Without any cut, the camera smoothly moves closer. The logo starts to morph-its edges melt into flowing particles, like nanotech dust in zero gravity. These particles drift and reform continuously into the shape of the product, creating a seamless metamorphosis from logo to watch."
},
{
"shot": "Product Formation",
"camera": "continuous motion, no cut",
"description": "The particles condense and materialize into the luxury watch. The watch gently rotates as it forms, now resting on a sleek, futuristic table made of brushed aluminum with frosted glass inlays. The table surface emits a soft, dynamic underglow that subtly interacts with the product's reflections."
}
```

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```
},  
{  
"environment": "Without breaking the shot, the background subtly transitions. Minimalist  
architectural  
forms fade into view-curved white walls, floating light panels, and ambient reflections-  
creating a clean,  
futuristic showroom feel. The transition is so smooth it feels like the scene is breathing into  
existence."  
},  
{  
"motion": "Soft volumetric lighting rays and fine dust particles drift in the air, enhancing depth  
without distracting from the product. A gentle ripple of light moves across the table, as if it's  
responding to  
the product's arrival."  
},  
{  
"close-up": "The camera glides closer in one continuous move, focusing on the watch's  
craftsmanship-macro  
shots of the crown, polished metal, seamless glass, and reflections, all captured in a single  
cinematic motion  
path."  
},  
{  
"ending": "The camera gently pulls back, revealing the product fully formed with the brand  
logo elegantly  
appearing beside it, both centered in frame. The environment softly fades to a minimalist  
white gradient,  
keeping the focus on the product."  
}  
],  
"  
"audio": {  
"soundtrack": "Soft, futuristic ambient music with seamless transitions between  
soundscapes; delicate  

```

5. Dior perfume ad

```
{  
"description": "Cinematic ultra-close-up of a Dior perfume bottle resting delicately on a  
polished marble  
pedestal in an empty, misty hall. Dew-like droplets glisten on the glass. The bottle subtly  
shimmers-then the
```

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perfume spritzes in slow motion. From the mist, silk fabrics flow outward, forming ethereal dresses that float mid-air. Petals blossom and spiral upward, creating an enchanted garden suspended in time. Walls dissolve into open sky. A chandelier of stars assembles above. A luminous figure, representing elegance, dances through the floating petals as fragrance waves ripple through the scene. The entire space transforms into an otherworldly Dior dreamscape. No text.",
"style": "cinematic, elegant magical realism",
"camera": "starts with an intimate macro shot of the bottle surface and droplets, slowly dollies back while orbiting, then cranes upward to reveal the full ethereal transformation in sweeping, graceful motion",
"lighting": "soft morning light transitioning into golden glow, ending with a moonlit sparkle across the scene",
"environment": "quiet marble hall transforms into an infinite floating garden above the clouds",
"elements": [
"Dior perfume bottle (logo subtly visible, glass texture detailed)",
"slow-motion perfume spritz with shimmering particles",
"silk fabrics flowing from mist, creating mid-air couture dresses",
"petals blooming and swirling upward",
"walls dissolving into sky",
"chandelier of stars forming piece by piece",
"luminous figure dancing through floating elements",
"light waves symbolizing fragrance spreading gracefully",
"reflections and refractions of light on marble and glass",
"a seamless blend of nature and luxury aesthetics"
],
"motion": "fluid, graceful chain reaction from the perfume spray-silks and petals animate in elegant slow-motion mixed with time-lapse as the world transforms around the bottle",
"ending": "Dior perfume bottle in foreground, the surreal Dior dreamscape floating behind it, softly glowing",
"text": "none",
"keywords": [

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```
"silk and petals",
"dreamscape",
"cinematic",
"no text"
]
}
```

6. Starbucks ad

```
{
  "description": "A cinematic, vibrant shot of a serene, sun-drenched coffee bar. At the center, a sleek Starbucks cup (green logo glowing subtly) rests on a polished wood table. The cup begins to steam, pulses softly, then the entire scene transforms dynamically: coffee beans scatter in slow motion, milk swirls mid-air, ice cubes fall into place, and a cold brew assembles itself in a transparent cup with precision. A fresh bakery item—a croissant—lands gently beside it. Warm tones of wood, green plants, and natural textures fill the background, evoking calm energy. No text.",
  "style": "cinematic, warm modern minimalism, sensory-rich",
  "camera": "starts ultra close on cup logo, then smooth dolly out and gentle crane up to reveal the full setup",
  "lighting": "golden hour sunlight with soft shadows and warm highlights",
  "environment": "cozy Starbucks interior with wooden textures, green plants, and ambient natural light",
  "elements": [
    "Starbucks cup (hot drink, logo subtly glowing)",
    "cold brew coffee in clear Starbucks cup (ice dropping in slow motion)",
    "coffee beans scattering and settling dynamically",
    "milk swirling in mid-air, seamlessly blending into the coffee",
    "fresh croissant landing softly on a wooden plate",
    "polished wooden table with visible grain",
    "small succulent plant for a natural touch",
    "subtle ambient decor (e.g., bookshelf, green accents)",
    "refined ceramic saucer and spoon",
    "sunlight casting moving reflections through window blinds"
  ],
  "motion": "Starbucks cup gently pulses with warmth, coffee elements assemble in a mesmerizing flow, cold brew builds with cascading ice, bakery item lands with soft motion",
  "ending": "a beautifully arranged Starbucks moment on the table, steam rising, ice sparkling, inviting and serene",
}
```

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```
"text": "none",
"keywords": [
"16:9",
"Starbucks",
"coffee ritual",
"warm aesthetic",
"dynamic assembly",
"natural light",
"golden hour",
"sensory",
"no text",
"inviting atmosphere"
]
}
```

7. Apple ad

```
{
"description": "An elegant, high-end animated sequence on a seamless soft white background. At the center, a minimalist Apple-branded iPhone box (logo embossed subtly). The box levitates gently, opens with a slow, graceful motion. Products-latest iPhone (edge lighting glowing softly), AirPods Pro (case opening with fluid animation), MagSafe charger (magnetically snapping into place), and a sleek Apple Watch band (unfurling delicately)-float into formation with precision. Silver, space gray, and ceramic white tones dominate, creating a refined, sophisticated mood. No hard cuts-only smooth, continuous movement. Text: 'iPhone - Innovation Refined.'",
"style": "cinematic, premium minimalism, Apple aesthetic",
"camera": "starts ultra close on embossed Apple logo, gentle dolly out with floating camera motion, subtle parallax for depth",
"lighting": "soft, diffused illumination with delicate reflections and shadows, evoking a calm premium feel",
"room": "infinite seamless white environment-no walls, no floor-just soft gradients and floating products",
"elements": [
"Apple-branded iPhone box (subtle emboss, matte finish)",
"latest iPhone with subtle edge glow animation",
"AirPods Pro case with smooth lid animation",
"MagSafe charger snapping into place magnetically",
"Apple Watch band unfurling in slow motion",
"no extra decor-pure focus on the products"
]
```

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```
],  
"motion": "Box levitates gently, opens in a slow, elegant lift. Products float up, rotate  
gracefully, align  
themselves into a symmetrical formation with seamless, natural motion-no sharp cuts.",  
"ending": "Perfectly balanced Apple product display in a soft white space. 'iPhone -  
Innovation Refined' text  
fades in with delicate typography.",  
"text": "iPhone - Innovation Refined",  
"keywords": [  
"16:9",  
"Apple",  
"iPhone",  
"minimalistic",  
"premium aesthetic",  
"silver, white, space gray",  
"fluid assembly",  
"elegant motion",  
"soft lighting",  
"no hard cuts",  
"calm luxury"  
]  
}
```

8. Corona ad

```
{  
"description": "Cinematic close-up of a cold, dewy Corona bottle sitting alone on a weathered  
beach table. It  
begins to hum, vibrate. The bottle cap *pops*-and the entire environment unfolds from  
inside: palm trees rise,  
lights string themselves, speakers assemble mid-air, sand shifts into a dance floor. A DJ  
booth builds from  
driftwood. Music kicks in. A beach rave is born. No text.",  
"style": "cinematic, magical realism",  
"camera": "starts ultra close, zooms out and cranes overhead as the world expands",  
"lighting": "sunset turning to neon-golden hour into party glow",  
"environment": "quiet beach transforms into high-energy beach rave",  
"elements": [  
"Corona bottle (label visible, condensation dripping)",  
"pop-top cap in slow motion",  
"exploding citrus slice",  
"sand morphing into dance floor",  
"palm trees rising",  
"neon lights snapping on",  
"DJ booth building itself",
```

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```
"crowd materializing mid-dance",
"fire pit lighting",
"surfboards as signage"
],
"motion": "explosion of elements from bottle, everything assembles in rapid time-lapse",
"ending": "Corona bottle in foreground, beach rave in full swing behind it",
"text": "none",
"keywords": [
"Corona",
"beach party",
"bottle transforms",
"rave build",
"sunset to night",
"cinematic",
"no text"
]
}
```

9. IKEA ad

```
{
"description": "Cinematic shot of a sunlit Scandinavian bedroom. A sealed IKEA box trembles, opens, and flat pack furniture assembles rapidly into a serene, styled room highlighted by a yellow IKEA throw on the bed. No text.",
"style": "cinematic",
"camera": "fixed wide angle",
"lighting": "natural warm with cool accents",
"room": "Scandinavian bedroom",
"elements": [
"IKEA box (logo visible)",
"bed with yellow throw",
"bedside tables",
"lamps",
"wardrobe",
"shelves",
"mirror",
"art",
"rug",
"curtains",
"reading chair",
"plants"
],
"motion": "box opens, furniture assembles precisely and rapidly",
"ending": "calm, modern space with yellow IKEA accent",
```

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```
"text": "none",
"keywords": [
"16:9",
"IKEA",
"Scandinavian",
"fast assembly",
"no text",
"warm & cool tones"
]
}
```

10. NYC skyline ad:

metadata:

```
prompt_name: "NYC City Assembly"
base_style: "cinematic, photorealistic, 4K"
aspect_ratio: "16:9"
city_description: "A vast, empty urban plaza at dawn, ground level view with concrete
pavement stretching
into the mist."
camera_setup: "A single, fixed, wide-angle shot. The camera holds its position for the entire
8-second
duration."
```

key_elements:

- "A sealed steel shipping container stamped with 'NYC' in bold letters"

assembled_elements:

- "iconic Manhattan skyscrapers (e.g., Empire State Building, Chrysler Building)"
- "Brooklyn Bridge arching into frame"
- "yellow taxi cabs lined up along a street"
- "hydrant and classic black street lamps"
- "subway entrance staircase with MTA sign"
- "Statue of Liberty's torch and crown silhouette"
- "Central Park trees emerging in the background"
- "water towers perched on rooftop structures"
- "billboard frames and neon signs"
- "sidewalk café tables and chairs full of people"

negative_prompts: ["no text overlays", "no overt graphics"]

timeline:

- sequence: 1

timestamp: "00:00-00:01"

action: "In the center of the barren plaza sits the sealed NYC container. It begins to tremble
as light fog

swirls around it."

audio: "Deep, resonant rumble echoing across empty concrete."

- sequence: 2

timestamp: "00:01-00:02"

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action: "The container's steel doors burst open outward, releasing a spray of mist and loose rivets."

audio: "Sharp metallic clang, followed by hissing steam."

- sequence: 3

timestamp: "00:02-00:06"

action: "Hyper-lapse: From the fixed vantage, city elements rocket out of the container and lock into

place-steel beams rise, glass facades snap on, bridges span into view, and yellow taxis line up automatically."

audio: "A rapid sequence of ASMR city-building sounds: metal clanks, glass sliding, cables snapping,

engines revving softly."

- sequence: 4

timestamp: "00:06-00:08"

action: "The final element-a single yellow taxi-glides forward and parks beside the newfound curb. All

motion freezes as morning light bathes the fully formed New York Cityscape."

audio: "A soft engine cut-off 'chug,' then the distant hum of awakening city traffic, fading into serene

dawn silence."

11. Transformers-style Mecha ad

{

"description": "The scene opens on a smooth, metallic silver egg resting in the center of a vast, gritty

industrial hangar. Suddenly, glowing seams etch across its surface, and the egg doesn't unfold-it fractures.

With a surge of energy, armored plates unlock and pull back, revealing a complex mechanical skeleton within. In

a rapid, violent, and intricate sequence, components shift, rotate, and telescope outwards.

Two massive legs

slam down onto the concrete floor, followed by a powerful tail whipping out for balance. The main body expands

upwards as a monstrous head, filled with razor-sharp metallic teeth, constructs itself piece by piece, all

originating from the initial egg's mass.",

"style": "Hyper-detailed, industrial mecha CGI. The aesthetic is inspired by 'Transformers' and 'Pacific Rim,'

focusing on complex, hard-surface mechanics, intricate moving parts, and a sense of immense weight and power.",

"camera": "A single, dynamic continuous shot. Starts as a close-up on the egg, then pulls back and orbits the

transformation, dipping low to the ground as the legs impact and craning up to reveal the final, massive scale

of the fully formed T-Rex. The camera shakes slightly with the impacts.",

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"lighting": "Begins with stark, top-down industrial lighting on the egg. As the transformation begins, a glowing blue power core ignites within the chest, casting internal light through the gaps in the armor. Sparks fly from grinding metal parts. The final lighting is dominated by the T-Rex's own glowing red optical sensors.",

"setting": "A vast, dark, and gritty industrial hangar with a weathered concrete floor and visible support beams in the background, adding to the sense of scale.",

"elements": [

- "smooth metallic silver egg",
- "glowing energy seams",
- "shifting armor plates",
- "exposed pistons, gears, and hydraulics",
- "a glowing internal power core",
- "powerful robotic legs and claws",
- "telescoping tail",
- "razor-sharp metallic teeth",
- "piercing red optical sensors (eyes)"

],

"motion": "A violent, multi-layered mechanical reconfiguration. The motion is not fluid but clunky and purposeful, defined by panels sliding, parts rotating 180 degrees, and pistons firing to lock limbs into place.

It's a symphony of grinding gears, hissing pneumatics, and heavy, metallic 'clunks' as each component finds its final position. The transformation should feel engineered and explosive.",

"ending": "The fully constructed robotic T-Rex stands in a low, predatory stance. It throws its head back, and its optical sensors flare to life with a piercing red glow as it lets out a deafening, synthesized metallic roar that echoes through the hangar.",

"text": "As the final transformation completes, steam erupts from vents on its neck and shoulders.",

"keywords": [

- "mecha",
- "robot",
- "T-Rex",
- "transformer",
- "transformation",
- "mechanical",
- "industrial",
- "hard surface modeling",
- "CGI",

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```
"sci-fi",
"complex",
"panel shifting",
"robot dinosaur",
"cybernetic",
"explosive"
]
}
```