

Tidal Peak Brewing – “Mmmm, Cringy” (:30)

Tone: Polished, cinematic absurdism (Old Spice-style).

Narration: Same consistent, confident VO throughout.

Note: Each scene below describes the visual intent for both *PromptBuilder* and *Shot Card Builder* alignment, with brief Human-in-the-Loop cues italicized.

Scene 1 – Establishing Calm (0:00–0:05)

Visual:

Wide shot: A small family of three (two parents, one child) stands ankle-deep at the shoreline, backs to camera, holding hands. The ocean is still, glassy, and perfect. The framing is centered and serene—commercial beauty with just a hint of parody in its perfection.

VO:

“What if your summer drink kept up with your summer?”

Mood:

Aspirational calm, almost too composed to be real.

HITL Note: Keep this as the visual baseline for color, lighting, and exposure continuity.

Scene 2 – The Wave Forms (0:05–0:09)

Visual:

Cut to the open ocean. The wave begins to rise—slowly, powerfully, absurdly tall. The camera holds on the forming swell as sunlight hits its crest. No people visible. Pure, cinematic energy building in isolation.

VO:

“Because sometimes... things get a little overwhelming.”

Mood:

Dramatic and awe-struck, setting up tension.

HITL Note: Rebuild prompt—camera angle, focal length, and composition shift completely from Scene 1.

Scene 3 – The Surfers React (0:09–0:15)

Visual:

Four surfers, relaxing near the dunes, notice the rising wave. Without hesitation, they leap up—slow-motion hero moves, absurd determination—and sprint toward the family, boards in hand.

VO:

“And that’s when the right crew makes all the difference.”

Mood:

Exaggerated urgency, stylized athleticism.

HITL Note: Maintain lighting and lens style from Scene 1; only action and staging change.

Scene 4 – The Surfer Wall (0:15–0:21)

Visual:

The surfers plant their boards upright in the sand, forming a human barricade. The wave crashes in full cinematic glory, exploding into harmless spray behind the surfboard wall. The family stays perfectly dry, smiling serenely.

VO:

“Together, they rise to the challenge.”

Mood:

Over-the-top heroism meets comedic relief.

HITL Note: Rebuild prompt—major motion and environmental interaction. Ensure spray, reflections, and continuity with ocean light.

Scene 5 – The Punchline (0:21–0:26)

Visual:

Everyone celebrates—parents, surfers, child—all sharing Surf-Lite cans in slow motion. Everyone overacts the “refreshment.” The camera cuts to the child’s deadpan face.

Child (flat): “Mmmm... cringy.”

VO:

(beat of silence)

Mood:

Perfect comedic release.

HITL Note: Maintain wardrobe and color tone; comedic timing handled in edit.

Scene 6 – Product Hero (0:26–0:30)

Visual:

Slow-motion bottle hero shot—Surf-Lite can spins mid-air, splash frozen around it, droplets sparkling in golden light. Horizon glows behind.

VO:

“Surf-Lite Seltzer. Refreshingly premium... maybe too premium.”

Mood:

Polished, self-aware luxury.

HITL Note: Lock color palette and lighting reference from Scene 1; this becomes the style anchor for post.
