

AURELLE

A little ritual.
All yours.

A fictional premium daily serum, brought to life through liquid motion, tactile packaging and a quiet personal ritual.

24 SECONDS / VERTICAL 9:16

FICTIONAL BRAND CONCEPT



Make time for a little care.

Story strategy, timed storyboard, final-render frames, color palette, typography, packaging style, motion choreography, soundtrack and delivery specifications.

Creator / SoufianeDERGOUN

01 / CREATIVE DIRECTION

Sell the ritual.

A fictional serum commercial built around a relatable emotional invitation.

Brief. Extend the animated portfolio series into a product commercial. Skincare is the selected category; the creator watermark and visual production report carry forward from the previous film.

Positioning. AURELLE is presented as a premium daily serum concept. Its appeal is a moment of personal care, expressed through an elegant object and an unhurried visual world.

01

RECOGNIZE

Your day moves fast. The opening acknowledges a familiar pace, then asks for a small pause.

02

DESIRE

A macro drop and floating bottle make the imagined product feel tangible, carefully made and distinctive.

03

INVITE

A simple ritual leads to a memorable packshot and the closing invitation: Discover your ritual.

The emotional benefit

A small moment that belongs to you.

The concept uses no ingredient, clinical or measurable efficacy claims. It is a self-initiated portfolio advertisement, not a real client collaboration or customer testimonial.

02 / STORYBOARD: THE HOOK

From rush to ritual.

A falling drop introduces the product world before the bottle appears.

00:00-00:03 / FRAME AT 1.8s



Recognize the pace

Copy: Your day moves fast.

A glossy vector drop grows into view. A warm circular field gives it scale and focus.

00:03-00:06 / FRAME AT 4.8s



Offer a small beginning

Copy: Start with one drop.

The drop falls and flattens into expanding rings. Copy changes as the motion slows.

03 / STORYBOARD: THE PRODUCT

Meet the hero.

One strong object, one clear name, and enough time to remember both.

00:06-00:10 / FRAME AT 9s



A tactile product reveal

Copy: Meet AURELLE. Daily serum.

The bottle rises and gently rotates. The dropper lifts clear, revealing the pipette.

00:10-00:13 / FRAME AT 12s



Hold the identity

Copy: Made for a moment that's yours.

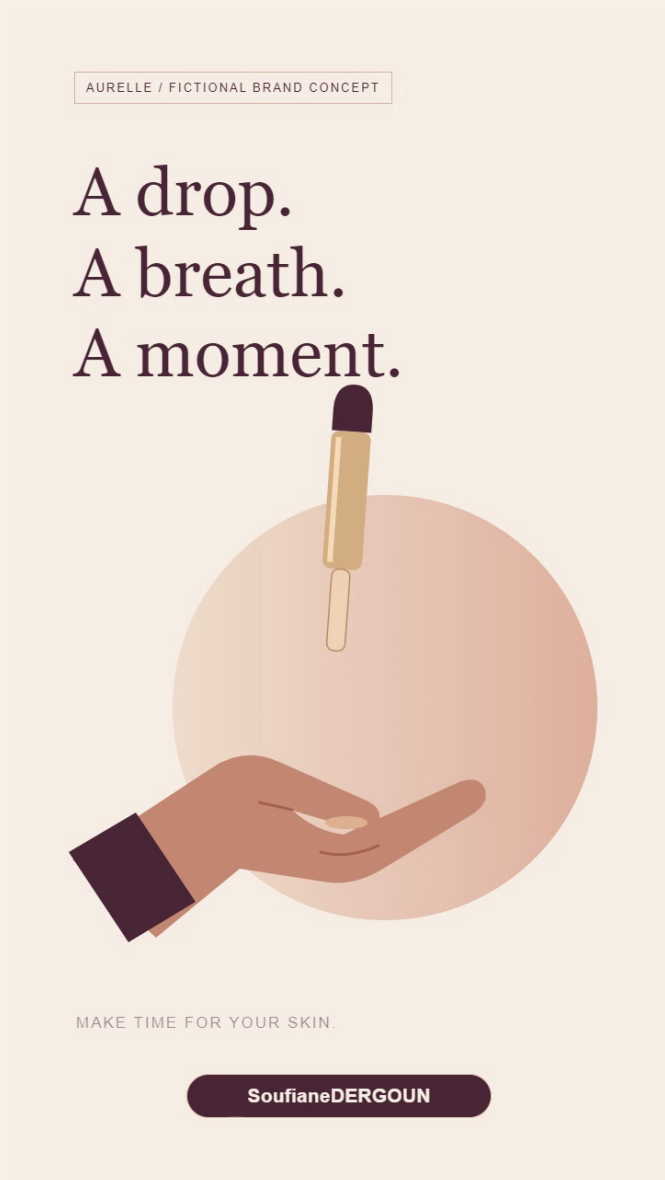
The dropper returns as the bottle settles. The arch and grounding shadow frame the pack.

04 / STORYBOARD: RITUAL + CLOSE

A moment, made yours.

Move from the product to its imagined ritual, then finish with a clear invitation.

00:13-00:18 / FRAME AT 16.8s



Humanize the product

Copy: A drop. A breath. A moment.

A pipette releases a drop toward an illustrated palm. Three phrases arrive in sequence.

00:18-00:24 / FRAME AT 22s



The commercial lockup

Copy: A little ritual. All yours.

Bottle and carton settle on a pedestal. Discover your ritual holds beneath the product.

05 / STYLE AND COLOR

Soft color. Clear identity.

Exact authored colors from the finished commercial.

Warm cream

#F8F0E6

Primary light canvas

Deep plum

#4B2837

Identity, text and close

Rose sand

#EED5C3

Product reveal canvas

Peach glass

#E7B4A0

Bottle material

Copper

#B97359

Warm accent family

Brushed gold

#D4B084

Collar and pipette

Carton blush

#E6C7B3

Secondary packaging

Muted plum

#68434D

Closing product halo

Terracotta

#946455

Closing pedestal

Typography and packaging

Georgia Regular: 68-76 px display headlines and the bottle wordmark. The serif shapes establish an editorial beauty tone. **Arial:** supporting labels, category copy and the creator watermark.

Packaging: rounded peach-glass bottle, ivory dropper, gold collar, cream label and blush carton. The hypothetical 30 mL label supports the product mockup; no formula or ingredient list is invented.

Visual language: original vector shapes, localized material gradients, architectural arches and soft ellipses. The closing plum field gives the pale packaging a strong final contrast.

Four scenes. One rhythm.

Soft handoffs connect a liquid opening to a composed closing shot.

0.0-6.0s

DROP AND RIPPLE

A scale-and-position entrance makes the drop feel suspended. Acceleration, squash and expanding ellipses suggest contact with a liquid surface.

6.0-13.0s

PRODUCT REVEAL

A rising bottle settles into slow rotation. The cap and pipette lift and return. Shadow scaling gives the object a consistent sense of depth.

13.0-18.0s

PERSONAL RITUAL

The hand and pipette arrive from different directions. A falling drop and a small contact ellipse support the three-part line of copy.

18.0-24.0s

CLOSING PACKSHOT

Carton and bottle enter from opposing sides, then settle. The bottle keeps a subtle drift while the call to action holds.

Audio and pacing

Warm piano and pads reuse the original AI-generated music from My Pace, extended to 24 seconds with a three-second crossfade. The opening rises gently, the product reveal opens up, and the last two seconds fade. No narration or separate sound effects.

A complete portfolio piece.

Rendered locally as an animated fictional skincare commercial.

Duration	24.00 seconds
Canvas	720 x 1280 px / portrait 9:16
Frame rate	30 fps / 720 frames
Container and codecs	MP4 / H.264 video + AAC audio
File size	3,789,711 bytes / approximately 3.8 MB
Creator identity	SoufianeDERGOUN on every frame

Build and validation

Brief and storyboard → fictional packaging design → vector scene animation → timed music mix → local visual review → MP4 export → report using final rendered frames.

Composition lint, runtime, persistent layout and motion checks passed. All 38 sampled text-contrast checks passed. The lifting dropper was adjusted after visual review to keep its top clear of the SVG crop. Export metadata and all report pages were reviewed.

Original assets and scope

Bottle, carton, liquid and hand illustrations are original SVG artwork. Product drift follows the same slow pose-cycle principle as the installed HyperFrames drift-hold primitive. Georgia and Arial are locally supplied fonts. No image-to-video API or external asset upload was used.

AURELLE is fictional in this portfolio concept; the name has not been cleared for commercial use. The visible concept label and watermark identify the work. A watermark cannot prevent copying or screen recording.