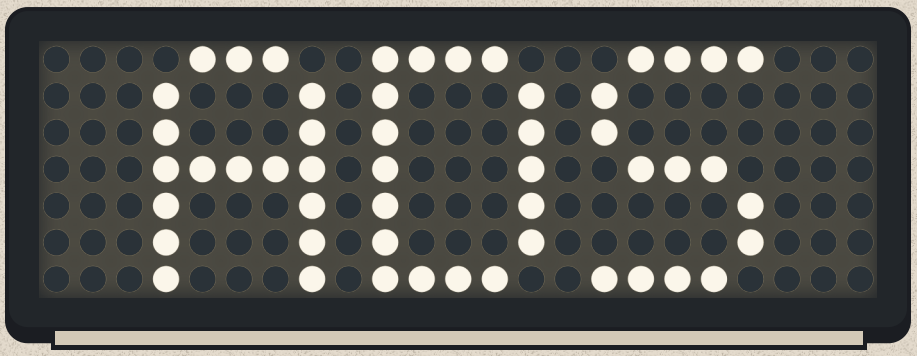
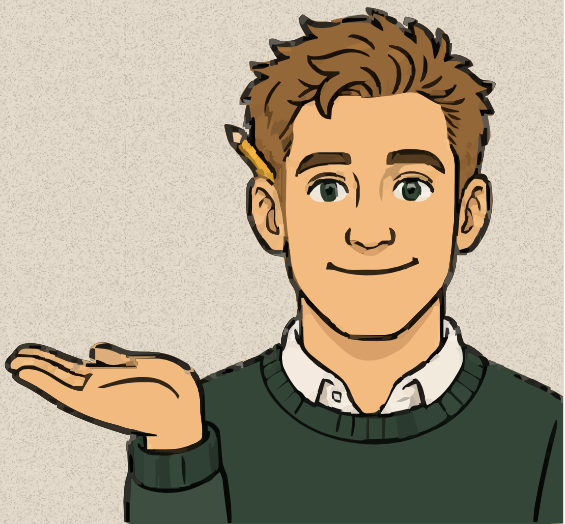


The ten-shape ad pack
how to use and make them

A frame of every ad from the reel, the business and season each one suits, and the exact words to type to get Claude to make them.

From the reel:
Ten ads, ten minutes



What's inside

One ad only speaks to the buyer it was made for. These ten each go after a different one, paired here by the job they do: a sale, selling online, showing a change, proof, and gift season. Each page has a frame of both ads, the line to type for each, and the businesses and seasons they suit. We made all ten for an example candle shop, Mosslight, on 14 Nov 2026: seven photos in, ten finished ads out, 10 minutes 4 seconds later. That was with everything already installed; your first go takes longer.

1 Price drop and countdown

2 Unboxing and what's inside

3 Before and after, long day

4 Review, ours vs the cheap one

5 Gift and bundle

6 How to make your own

+ The next six weeks, ad by ad

Price drop and countdown



The price drop and the countdown, near their ends. Mosslight and its prices are examples.

SET IT UP

1. Type: "Price drop ad, 4 seconds, from [photo]: [THIS WEEKEND ONLY] at the top, [old price] slashed at half a second, [new price] stamped on a round badge."
2. Type: "Countdown ad, 4 seconds, from [photo]: SALE ENDS IN over a ticking clock, then ONLY [real stock] LEFT AT [price] stamped under it."

> **Price drop:** Black Friday week, a clear-out or a slow month, for anything people know the price of. **Countdown:** the last two days of any sale, with a true deadline and a true stock count.

Unboxing and what's inside



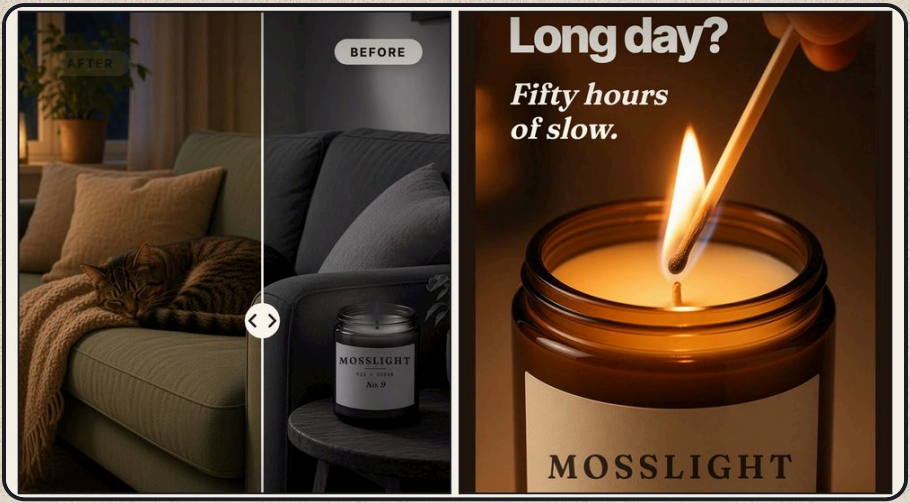
The unboxing and what's inside, near their ends. Mosslight is an example.

SET IT UP

1. Type: "Unboxing ad, 5 seconds, from [photo of the open box]: start close on the product, pull back to the whole box, then a card: [Open it with us.]"
2. Type: "What's inside ad, 5 seconds, from [photo]: What's inside at the top, then a line out to a label every third of a second: [five materials]."

> **Unboxing:** shops that pack with care (handmade goods, cosmetics, hampers), in the weeks before gift season. **What's inside:** launch week, or whenever the materials are why it costs more: soy wax, solid oak, organic cotton.

Before and after, long day



Before and after mid-wipe, and the long day. Mosslight is an example.

SET IT UP

1. Type: "Before and after ad, 5 seconds, from [photo in use]: a grey copy with the product off, tagged BEFORE, wipes to the real photo, tagged AFTER, then [Same room. One candle.]"
2. Type: "Long day ad, 4 seconds, from [photo in use]: Long day? at the top, three tags [chore], [chore], [chore] struck out, then [one calm line]."

> **Before and after:** lamps, paint, cleaning, a garden, before guests come at Christmas or in the spring clean. Never promise a body or skin result. **Long day:** things people buy to unwind (candles, bath salts, tea), on weekday evenings in the dark months.

Review, ours vs the cheap one



The review and ours vs the cheap one. Customer, review and figures are examples.

SET IT UP

1. Type: "Review ad, 4 seconds, from [photo]: five stars pop in on a cream card, then [the customer's words] write in word by word, signed [first name, town]."
2. Type: "Comparison ad, 5 seconds, from [our photo] and [a cheaper one]: split down the middle, then three bars grow: [fact 1], [fact 2], [fact 3]."

Review: any business with real reviews, in a customer's words with their OK, after a busy season when new reviews come in. **Ours vs the cheap one:** Black Friday week, when cheap copies fill the feed. Compare what you can prove; don't name the other brand.

Gift and bundle



The gift and the bundle, near their ends. Mosslight and its offers are examples.

SET IT UP

1. Type: "Gift ad, 4 seconds, from [photo of it wrapped]: Still need a gift? at the top, [FREE GIFT WRAP] stamped on a green tag, and a Send as a gift button."
2. Type: "Bundle ad, 4 seconds, from [photo of two together]: BUY 2 huge at the top, [the free extra] under it, and a [FREE EXTRA] stamp."

> **Gift:** things bought for someone else, from now to Christmas, then Valentine's Day and Mother's Day. **Bundle:** anything used up or bought in pairs (coffee, socks, refills), with a free extra that costs you little.

How to make your own



Our seven starting photos: generated stand-ins. Yours would be phone photos.

SET IT UP

1. **You need** a paid Claude plan (Pro or above), a Windows PC or a Mac on macOS 15+, and Node.js (free, nodejs.org). Remotion, which makes the video, is free for firms of up to three staff.
2. Take seven photos on a plain background: the product alone, in its open box, wrapped, in use in a room, being lit or used, two together, and a cheaper rival if you'll compare. Put them in a new folder.
3. Open the Claude desktop app, click Code, choose Local, pick the folder and type: "Set up Remotion here and make vertical ads, 1080 by 1920, from these photos. Brand: [name]. Product: [product]. Price: [price]."
4. Paste all ten lines from pages 3 to 7, render all ten, and look at them side by side. Then ask for fixes in plain words: "Move the price up."
5. Post each MP4 as a Reel or Story. Boost it in Instagram and add a button where Instagram offers one; the drawn button can't be tapped.

The next six weeks, ad by ad

Black Friday is 27 November this year and Christmas follows. All ten fit in the six weeks from the day this reel goes out.



All ten from our run, three frames each. Mosslight is an example.

HOW

1. 16 to 22 Nov: the unboxing, what's inside and the review.
2. 23 to 26 Nov: the price drop and ours vs the cheap one.
3. 27 to 30 Nov: the countdown, to the end of your sale.
4. 1 to 14 Dec: the gift and the bundle.
5. 15 to 21 Dec: before and after, and a last-orders countdown.
6. 22 to 27 Dec: the long day, for tired evenings.

Where this comes from

– Our own run notes, 14 Nov 2026: seven product photos in, ten finished ads out in 10 minutes 4 seconds, with the tools already installed; each ad 1080 by 1920, 4 or 5 seconds long.

– Every frame in this guide is cut from the finished ad files, and every line to type describes what our ads' code does.

– Remotion licence, github.com/remotion-dev/remotion (LICENSE.md), read 15 Nov 2026: free for individuals and for companies of up to 3 employees; others need a company licence.

– Remotion docs, remotion.dev/docs, read 15 Nov 2026: needs Node 16 or later (or Bun 1.0.3); macOS 15 or later on a Mac.

– Remotion docs, Chrome Headless Shell page, read 15 Nov 2026: Windows x64 is supported.

– Claude desktop app docs, code.claude.com/docs/en/desktop, read 15 Nov 2026: the Code tab, the Local setting and the project folder; Claude asks before running commands by default.

– Claude plans, claude.com/pricing, read 15 Nov 2026: coding in the desktop app comes with Pro and Max, not Free.

– Instagram Help Center, help.instagram.com/334079377727603, 15 Nov 2026: posts, reels and stories can be boosted as ads from the app.

– timeanddate.com, Black Friday page, read 15 Nov 2026: Black Friday is 27 Nov 2026.

– Mosslight, its prices, stock counts, review, customer and comparison figures are examples. The seven product photos are generated stand-ins for a shop's own.

Made by @automindly. Follow us for the next one.

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