AI VIDEO ADS · 15 NOVEMBER 2026

AI UGC ad prompt templates.

One shot card for any model, the syntax each vendor documents, a template for Seedance 2.5, Veo 3.1, Gemini Omni Flash and Kling 4.0, hook lines and the failures to prompt against. Checked against each vendor's docs on 15 November 2026.

The one-shot card

Write each shot on this card, then rewrite each line in the model's syntax. KEEP is in positive words, as Kling and BytePlus advise.[8,2]

TEMPLATE Studio template, before it meets a model

```
ROLES   Image 1: the presenter. Copy face, hair, clothes.
        Image 2: the product. Copy shape, colour, label.
FORMAT  9:16, [length] seconds, handheld phone video.
        [One real room], [one light source], [one or two props].
SHOT    [Shot size], [eye level or angle], [static or one move].
ACTION  0–[n]s: [one visible action].
        [n]–[end]s: [one visible action].
LINE    [Who] says, in [language and accent], [tone]:
        [one product fact, about 2 words per second of shot]
SOUND   [Room tone], [one sound effect]. Music: [none, or describe it].
KEEP    One presenter. The label reads exactly as in Image 2.
        [The grip in plain words: "holds it by the base"].
DROP    [Only the negatives this model supports]
```

How each model writes the card

The syntax each vendor documents.

Card line	Seedance 2.5	Veo 3.1	Gemini Omni Flash	Kling 4.0
ROLES	`@Image 1`, `@Image 2`, each with its job[1]	Up to 3 images of one subject; otherwise a first frame[6]	Each image's use in words; no tags such as `<IMAGE_REF_0>`[7]	`@Image1 defines ___; preserve its ___`[8]
LINE	`English: {the line}`[1]	`She says: the line`, no quotation marks[4]	`She says: the line`[4]	The line in quotation marks, the voice described[8]
SOUND	`<sound effect>`, `(music)`[1]	In separate sentences[5]	Describe it, above all any music[7]	An Audio block[8]
ACTION	Whole seconds, `0–3s`[2]	One moment per 4 to 8 second clip[4,3]	`[0–5s]` or plain words[7]	`0–3 s` segments[8]
Cuts	`Shot 1`, `Shot 2`[2]	Jump cut, match cut[5]	Several by default[7]	Multi-shot by default[8]
DROP	Only `No subtitles`, `No BGM`[2]	A negative prompt that lists things, without "no"[5]	No negative setting; "No dialogue" in the prompt[7]	Only "no subtitles", "no background music"[8]

Seedance 2.5

4 to 30 seconds with sound; a first frame keeps its own ratio; no real faces as direct uploads.[1]

TEMPLATE A three-shot draft in one generation

```
@Image 1 is the presenter: copy her face, hair and clothes.
@Image 2 is the product: copy its shape, colour and label.

The presenter from @Image 1 shows the product from @Image 2 in
[one real room], handheld phone video, [the light].
Shot 1 [0–3s]: [shot size]. [The hook action].
Her line ([emotion]), in English: {[the hook line]}
Hard cut.
Shot 2 [3–7s]: [shot size]. [The demo action]. <[one sound]>
English: {[fact one]}
Hard cut.
Shot 3 [7–10s]: close-up of the product from @Image 2 alone,
label facing the camera, slow push-in.
English: {[fact two]}
One presenter. The label stays exactly as in @Image 2.
No subtitles. No BGM; only room tone and action sounds.
```

Veo 3.1

4, 6 or 8 seconds, 16:9 or 9:16.[3] One moment per clip; from a first frame, prompt for the motion only.[4]

TEMPLATE One shot from a first frame

```
First frame: a 9:16 still of the presenter holding the product,
made with an image model, 720p or larger.

[Camera move], [shot size]. The woman [one action] and
[one small second action].
She says: [the line, with no quotation marks]
[Room tone]. [One sound effect].

Negative prompt: subtitles, captions, text overlay, background music
Duration: [4, 6 or 8] seconds. Aspect ratio: 9:16.
```

Hook lines

The first ACTION line and the first spoken line; fill each bracket with a provable fact.

Hook	First prompt line (0 to 3 seconds)	First spoken line
Checklist	Close-up. She holds the [product] to the lens.	Three things to check before you buy a [category].
The problem	Close-up. [The problem happens in one action].	If your [category] does this, look at the [part].
The question	She looks up from [the task] into the lens.	Does your [category] still [the problem]?
Result first	0-2s: close-up of [the product at work]. No dialogue.	That's the [feature]. Here's how it works.
Side by side	[The alternative] in one hand, the [product] in the other.	Same size as a [alternative], but [a fact you can prove].
Unboxing	Overhead. Her hands lift the lid of the [box].	Here's everything that comes in the box.
Silent opener	Static medium shot. No dialogue.	None: six words or fewer of text, added in the edit.

Gemini Omni Flash

3 to 15 seconds with native audio, 16:9 or 9:16, up to 6 reference images, several shots by default and no negative prompt setting.[7]

TEMPLATE A timed draft in one generation

```
Use the first image for the woman's face, hair and clothes.
Use the second image for the product: keep its shape, colour
and label exactly.

Vertical handheld phone video in [room], [light].
[0–3s] [Shot size]: [the hook action]. She says: [hook line]
[3–7s] [Shot size]: [the demo action]. She says: [fact one]
[7–10s] Close-up of the product alone, label facing the camera.
She says, off screen: [fact two]
Audio: her voice, [room tone], [one sound effect].
No background music. No subtitles or on-screen text.
```

Kling 4.0

3 to 30 seconds, 21:9, 16:9, 1:1, 9:16 or auto, multi-shot by default. Describe concrete details, not “premium look”.[8]

TEMPLATE Omni Reference, a timed draft

```
[Asset roles]
@Image1 defines the presenter; preserve her face, hairstyle and
clothing.
@Image2 defines the product; preserve its shape, colour and
label text.
[Overall settings]
[Room, with three concrete details], [light]. Handheld vertical
phone video with small natural shake. Natural skin texture.
[Sequence of events]
0–3 s: [Shot size]. [The hook action]. She says: "[hook line]"
3–7 s: [Shot size]. [The demo action]. She says: "[fact one]"
7–10 s: Close-up of the product alone, label facing the camera.
She says, off screen: "[fact two]"
[Audio]
A woman in her [age] with a [tone] voice speaks [language and
accent] at a [pace] pace. [Ambience]. [One sound effect].
No subtitles. No background music.
```

What not to prompt

- **A customer’s experience,** such as “I’ve used this for a month”. 16 CFR Part 465 bars testimonials that materially misrepresent that the person exists or used the product,[9] and FTC staff say that covers a fake or false avatar testimonial.[10]
- **A real person without a signed release,** a generated “after”, or absolute claims such as results “right away”.[11]
- **An unlabelled AI ad on TikTok:** use the AIGC label or your own clear disclaimer.[11] This is not legal advice.

Failure checklist

On every take before the edit, and again on the finished cut.

Failure	Prompt against it	Check	Done
Label drift	“The label stays exactly as in Image 2”; an insert from the product photo; words that must be perfect added in the edit.[2]	Read the label letter by letter.	☐
Hands	One hand action per shot, the grip in plain words.[8]	Five fingers, no merging.	☐
Lip sync	One speaker, the model’s syntax, the language named; in Seedance, emotion in the line’s label.[2]	Every word, above all p, b, m.	☐
Stray subtitles	“No subtitles” in Seedance and Kling;[2,8] no quotation marks in Veo and Omni.[4]	Every frame, the last too.	☐
Stray music	“No BGM” at start and end in Seedance;[2] “No background music” in Kling;[8] describe the audio in Omni.[7]	Headphones, picture off.	☐
Unwanted cuts	“In a single continuous shot” in Omni;[7] name each shot in Kling.[8]	Cuts against the shot list.	☐
Wrong face	References in order of first appearance, each bound in the text.[2]	Image 1 in every shot.	☐
Seedance artefacts	Neutral emotion words; references no larger than the output; no water or echo.[2]	Eyes, textures, audio solo.	☐

Sources, read 15 November 2026

1. BytePlus ModelArk: Seedance 2.5 series tutorial. docs.byteplus.com/en/docs/modelark/seedance-2-5
2. BytePlus ModelArk: Seedance 2.5 series prompt guide and FAQ. docs.byteplus.com/en/docs/modelark/seedance-2-5-prompt-guide
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8. Kling AI: Kling 4.0 User Guide. kling.ai/quickstart/kling-4-model-user-guide
9. eCFR: 16 CFR Part 465. ecfr.gov/current/title-16/chapter-I/subchapter-D/part-465
10. FTC: Reviews and Testimonials Rule, Q&A. ftc.gov/business-guidance/resources/consumer-reviews-testimonials-rule-questions-answers
11. TikTok Advertising Policies: Misleading and false content. ads.tiktok.com/help/article/tiktok-ads-policy-misleading-and-false-content

About Eazetech

Eazetech is an agentic AI studio in Lahore, Pakistan, founded by Babar Ali. We make AI UGC and video ads, and our presenters never claim to have used the product.

The full guide, with filled examples: eazetech.co/insights/ai-ugc-ad-prompts