AI VIDEO ADS · 15 NOVEMBER 2026

Seedance UGC ad prompt pack.

A Seedance 2.5 prompt template, three example prompts, a 25-second shot list and the checks to run before an ad ships. Write the hook and script first, then make one short shot at a time.

Prompt rules

- Write the hooks and the script before any generation. Every claim is one the brand can back up, and the presenter never speaks as a customer.
- Order the prompt: subject, action, scene, style, camera, then sound. Say what each reference image is for.[1]
- Put dialogue in { }, sound effects in < > and music in ( ). Name the language first.[1]
- Describe what you want. Keep negative instructions for subtitles and audio. Use timestamps in whole seconds: Seedance 2.5 follows them and 2.0 does not.[2]
- Image 1 is a generated presenter or a licensed digital character. Image 2 is a clean packshot with a sharp label. Keep both no larger than the output resolution, which BytePlus says reduces fingerprint-like textures.[2]
- One presenter and one simple action per shot. ByteDance says complex motion and scenes where several subjects interact still need work.[3]
- Make one shot per row of the shot list. A shot of 4 to 6 seconds is easier to check and cheaper to redo. Make several takes and keep one.
- Add every word of on-screen text in the edit, since generated text can come out misspelled.[2]

The template

TEMPLATE One shot of a UGC-style ad, Seedance 2.5

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Image 1 is the presenter: use the face, hair and clothes only.
Image 2 is the product: keep its shape, label and colours exactly.

[Subject, action] The presenter from Image 1 [one action]
with the product from Image 2.
[Scene] [One real place], [the light], [one or two props].
[Style] Handheld phone video, vertical 9:16, filmed at home.
[Camera] [Shot size], [static or one simple move].
[Timing] 0-3s: [the hook action]. 3-6s: [the demo action].
[Sound] English: {[the line, about 12 words]} <[one sound]>
No subtitles. No background music.
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Replace each [bracket] with your own detail.

Three example prompts

Worked examples with generic products. The lines are illustrations, not client work.

EXAMPLE Talking-head review format, a skincare serum

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Image 1 is the presenter: use her face, hair and clothes only.
Image 2 is the serum bottle: keep its label and colours exactly.

The presenter from Image 1 sits at a bathroom counter and holds
the bottle from Image 2 to the camera, label facing out.
Soft morning window light. Handheld phone video, vertical 9:16.
Medium close-up, static.
0–2s: she lifts the bottle into frame and taps the label.
2–6s: she puts one drop on the back of her hand.
English: {Three things to know before you buy this serum.
First, it's fragrance-free.}
No subtitles. No background music.
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EXAMPLE Unboxing, a meal-kit box

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Image 1 is the presenter: use his face, hair and clothes only.
Image 2 is the meal-kit box: keep its logo and print exactly.

The presenter from Image 1 opens the box from Image 2 on a
kitchen counter in warm evening light.
Handheld phone video, vertical 9:16.
0–3s: overhead shot, his hands pull the tab and lift the lid.
3–7s: medium shot, he holds a recipe card up to the camera.
English: {Here's what's in this week's box. Three dinners,
already portioned.} <cardboard tearing>
No subtitles. No background music.
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EXAMPLE Problem-then-fix demo, a phone stand

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Image 1 is the presenter: use her face, hair and clothes only.
Image 2 is the phone stand: keep its shape and colour exactly.

The presenter from Image 1 sits at a home-office desk on a video
call, her phone leaning on a coffee mug. Daylight.
Handheld phone video, vertical 9:16.
0–2s: medium shot, the phone slides off the mug and she sighs.
2–6s: close-up, she sets it in the stand from Image 2 and
tilts it to eye level.
English: {Stop propping your phone on a mug. This folds flat.}
<soft click> No subtitles. No background music.
```

In all three the presenter states product facts. Nobody says “I have used this” or describes a result.

Shot list for a 25-second ad

Six shots, each its own generation, so a bad hand costs one shot, not the ad. Seedance's shortest generation is 4 seconds, so short shots are trimmed in the edit.[1]

Seconds	Shot	What it has to do	Done
0 to 2	**The hook:** the presenter mid-action, close, with the problem or product in frame	Stop the scroll. No logo, no greeting.	☐
2 to 6	The problem, shown in one simple action	One idea, filmed as a person would.	☐
6 to 12	The product in use, in a medium shot	Label readable, grip believable.	☐
12 to 17	A close-up insert: the texture, the hinge or the packs	Made from the product image alone, so the label stays sharp.	☐
17 to 22	The reason to buy, said once	A claim from the brief, with text added in the edit.	☐
22 to 25	The offer and call to action on an end card	Built in the edit, inside every safe zone.	☐

Quality checklist

On every shot before the edit, and again on the finished cut. What fails is regenerated or dropped, never shipped to make the count.

Check	What to look for	Each shot	Final cut
Hands	Five fingers, a believable grip, and no hand merging into the product.	☐	☐
Label and logo	The same words, colours and proportions as the packshot in every frame. Freeze the frame to read it: generated text can be misspelled.[2]	☐	☐
Lip sync	The mouth lands on every word, above all on p, b and m, and the voice stays the same across shots.	☐	☐
Artefacts	BytePlus's known issues: unwanted subtitles or music, ripple-like audio noise, fingerprint-like textures and glowing eyes.[2] Also faces, clothes or rooms that change between shots.	☐	☐
Claims on screen	Everything said or shown is in the brief and can be backed up. No before-and-after, no absolute claims,[4] nothing that implies the presenter used the product.	☐	☐
Brand safety	No real face or voice without a signed release, no other brand's logo or character, captions inside the safe zones, and the AI label on.	☐	☐

Disclosure and likeness rules

As the platforms and regulators stated them on 15 November 2026. This is not legal advice: rules differ by country and category, so take anything regulated to your legal contact.

Done	Rule
☐	**TikTok: the AI label is on.** Use TikTok's AIGC label or your own clear disclaimer, caption, watermark or sticker. An undisclosed AI ad is rejected or restricted.[4] In Ads Manager, switch on "This ad contains AI-generated content".[5]
☐	**Meta: assume it can tell.** Meta labels ads made or significantly edited with its own AI tools "AI info", and says it will detect ads made with other AI tools through industry-standard signals.[6]
☐	**New York: a synthetic performer is disclosed.** Under a law signed on 11 December 2025, in force 180 days later, an advertiser who knows an ad contains a generated person who is not an identifiable real one must disclose it conspicuously.[7]
☐	**FTC: the presenter is not a customer.** 16 CFR Part 465 bars a business from creating or spreading a consumer testimonial that materially misrepresents that the person exists or used the product.[8] AI avatars are not banned outright, but a fake or false avatar testimonial is.[9] The presenter demonstrates and explains, and never claims to have used the product.
☐	**A real likeness has a signed release, before production.** New York makes it a misdemeanour to use a living person's name, portrait, picture, likeness or voice in an ad without their written consent.[10] TikTok bars likenesses used without permission,[4] and BytePlus accepts a real face only once that person verifies and authorizes it.[11]
☐	**Health and beauty: no generated "after".** TikTok bars before-and-after comparisons that may give a false impression of a product's results.[4] Meta allows a before-and-after for general cosmetic products in ads targeted at people 18 or older, and bars statements of inferiority about appearance.[12] A generated "after" shows a result nobody had.

Sources, read 15 November 2026

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3. ByteDance Seed: Seedance 2.5 launch. seed.bytedance.com/en/blog/one-take-creation-flexible-referencing-introducing-seedance-2-5
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8. eCFR: 16 CFR Part 465, consumer reviews and testimonials. ecfr.gov/current/title-16/chapter-I/subchapter-D/part-465
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12. Meta: ad standards, health and wellness. transparency.meta.com/policies/ad-standards/restricted-goods-services/health-wellness

About Eazetech

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

The full guide: eazetech.co/insights/seedance-ugc-ads