

How to Create Studio-Quality Ads with JSON Prompting

JSON prompting is a new technique that allows you to control every detail of your AI-generated video inside a single structured prompt. You can define camera angles, lighting, transitions, motion, and even sound design, giving you studio-level precision without needing professional editing tools.

In this tutorial, you'll learn how to use JSON prompting to create a studio-quality commercial, step by step, with the exact prompt I use.



Who is this for

- Marketers who need polished ad creatives on short timelines.
- Founders and solopreneurs running lean campaigns.
- Video creators who want tighter control over AI outputs.
- Agencies producing brand content at scale.

STEP 1: Define Your Concept

Start by clarifying the idea for your ad. What product are you showcasing? What feeling do you want to create? Is it cinematic, commercial, or UGC-style?

For this tutorial, we'll imagine Apple ad.

Concept: "Cinematic Apple ad: Logo glows, dissolves into particles, forming Apple Watch Ultra in a minimal futuristic space with final hero shot."

Having a clear narrative will make it easier to structure your JSON prompt later.

STEP 2: Generate Your JSON Prompt with ChatGPT

Open ChatGPT and ask it to write a JSON prompt based on your concept.

For this example, type:

"Write JSON prompt for cinematic Apple-style ad: Apple logo glows in darkness, dissolves into particles forming the Apple Watch Ultra floating above a sleek table. Screen ripples on with subtle UI, titanium body reflects light, environment reveals a vast minimal Apple space. Camera pulls back to final hero shot with logo beside watch, set to elegant futuristic ambient music."

ChatGPT will return a structured block of code with detailed instructions for camera movements, scene transitions, lighting setups, and sound cues. Each part of the sequence is defined in a way that you can adjust.

1. Pepsi ad

```
{  
  "description": "Cinematic ultra-close-up of a cold, frosty Pepsi can resting on a sleek  
futuristic pedestal in a minimal, high-tech urban plaza. The Pepsi logo subtly pulses  
with energy. Suddenly—the tab *clicks* open in slow motion. From the opening,  
streams of liquid light spiral out, transforming the environment. Skyscrapers animate  
with giant LED screens showing vibrant Pepsi visuals. A holographic stage emerges  
mid-air. Crowds materialize with augmented reality headsets, dancing. The ground  
becomes a glowing grid, syncing to the music beat. Drones release confetti and laser  
lights. The whole city shifts from stillness into a hyper-energetic Pepsi-fueled digital  
festival. No text.",  
  
  "style": "cinematic, dynamic, magical futurism",  
  
  "camera": "starts ultra close on condensation dripping from the Pepsi can, zooms  
out and orbits as the cityscape transforms around it in real-time",  
  
  "lighting": "daylight fading into vibrant neon blues, reds, and purples—cyberpunk  
festival glow",  
  
  "environment": "quiet futuristic plaza transforms into a high-energy city-scale  
holographic party",  
  
  "elements": [  
    "Pepsi can (logo illuminated, condensation detailed)",  
    "slow-motion can tab opening with light burst",  
    "liquid light spirals triggering environment change",  
    "LED skyscrapers animating Pepsi visuals",  
    "holographic concert stage assembling mid-air",  
    "AR dance crowd materializing and moving to the beat",  
    "glowing grid floor synced to music rhythm",  
    "drones releasing digital confetti and lasers",  
    "dynamic screen transitions showing Pepsi moments",  
    "virtual fireworks lighting up the sky"  
  ],  
}
```

"motion": "continuous chain reaction from the can opening—liquid energy flows, triggers rapid city transformation in dynamic, seamless time-lapse",

"ending": "Pepsi can in foreground, the whole futuristic city in full festival mode behind it, pulsing with light and music",

"text": "none",

"keywords": [

"Pepsi",

"urban festival",

"futuristic party",

"city transforms",

"dynamic animation",

"holographic concert",

"hyper-realistic",

"cinematic",

"no text"

]

}

2. Dior perfume ad

{

"description": "Cinematic ultra-close-up of a Dior perfume bottle resting delicately on a polished marble pedestal in an empty, misty hall. Dew-like droplets glisten on the glass. The bottle subtly shimmers—then the perfume spritzes in slow motion. From the mist, silk fabrics flow outward, forming ethereal dresses that float mid-air. Petals blossom and spiral upward, creating an enchanted garden suspended in time. Walls dissolve into open sky. A chandelier of stars assembles above. A luminous figure, representing elegance, dances through the floating petals as fragrance waves ripple through the scene. The entire space transforms into an otherworldly Dior dreamscape. No text.",

"style": "cinematic, elegant magical realism",

"camera": "starts with an intimate macro shot of the bottle surface and droplets, slowly dollies back while orbiting, then cranes upward to reveal the full ethereal transformation in sweeping, graceful motion",

"lighting": "soft morning light transitioning into golden glow, ending with a moonlit sparkle across the scene",

"environment": "quiet marble hall transforms into an infinite floating garden above the clouds",

"elements": [

"Dior perfume bottle (logo subtly visible, glass texture detailed)",

"slow-motion perfume spritz with shimmering particles",

"silk fabrics flowing from mist, creating mid-air couture dresses",

"petals blooming and swirling upward",

"walls dissolving into sky",

"chandelier of stars forming piece by piece",

"luminous figure dancing through floating elements",

"light waves symbolizing fragrance spreading gracefully",

"reflections and refractions of light on marble and glass",

"a seamless blend of nature and luxury aesthetics"

],

"motion": "fluid, graceful chain reaction from the perfume spray—silks and petals animate in elegant slow-motion mixed with time-lapse as the world transforms around the bottle",

"ending": "Dior perfume bottle in foreground, the surreal Dior dreamscape floating behind it, softly glowing",

"text": "none",

"keywords": [

"Dior",

"perfume transformation",

"ethereal elegance",

"magical realism",

"luxury fashion",

"floating garden",

"silk and petals",

```

    "dreamscape",
    "cinematic",
    "no text"
  ]
}

```

3. Starbucks ad

```

{
  "description": "A cinematic, vibrant shot of a serene, sun-drenched coffee bar. At the center, a sleek Starbucks cup (green logo glowing subtly) rests on a polished wood table. The cup begins to steam, pulses softly, then the entire scene transforms dynamically: coffee beans scatter in slow motion, milk swirls mid-air, ice cubes fall into place, and a cold brew assembles itself in a transparent cup with precision. A fresh bakery item—a croissant—lands gently beside it. Warm tones of wood, green plants, and natural textures fill the background, evoking calm energy. No text.",
  "style": "cinematic, warm modern minimalism, sensory-rich",
  "camera": "starts ultra close on cup logo, then smooth dolly out and gentle crane up to reveal the full setup",
  "lighting": "golden hour sunlight with soft shadows and warm highlights",
  "environment": "cozy Starbucks interior with wooden textures, green plants, and ambient natural light",
  "elements": [
    "Starbucks cup (hot drink, logo subtly glowing)",
    "cold brew coffee in clear Starbucks cup (ice dropping in slow motion)",
    "coffee beans scattering and settling dynamically",
    "milk swirling in mid-air, seamlessly blending into the coffee",
    "fresh croissant landing softly on a wooden plate",
    "polished wooden table with visible grain",
    "small succulent plant for a natural touch",
    "subtle ambient decor (e.g., bookshelf, green accents)",
    "refined ceramic saucer and spoon",
    "sunlight casting moving reflections through window blinds"
  ],
  "motion": "Starbucks cup gently pulses with warmth, coffee elements assemble in a mesmerizing flow, cold brew builds with cascading ice, bakery item lands with soft motion",
}

```

```

    "ending": "a beautifully arranged Starbucks moment on the table, steam rising, ice sparkling, inviting and serene",
    "text": "none",
    "keywords": [
      "16:9",
      "Starbucks",
      "coffee ritual",
      "warm aesthetic",
      "dynamic assembly",
      "natural light",
      "golden hour",
      "sensory",
      "no text",
      "inviting atmosphere"
    ]
  }

```

4. Transition

```

{
  "description": "Cinematic sequence begins in a dark, futuristic sci-fi chamber. A mysterious, glowing box levitates at the center, surrounded by subtle floating particles and beams of light. The box hums, pulses, and slowly opens—releasing a soft burst of energy. In one seamless transition, the environment morphs from this sci-fi setting into a pristine, modern studio. The box's contents materialize into furniture and decor, assembling themselves with precision and elegance, forming a fully designed Scandinavian-inspired interior. No text.",
  "style": "cinematic, sci-fi meets minimalism",
  "camera": "starts with a slow dolly-in on the mysterious box, then transitions into a wide-angle shot of the studio as elements assemble",
  "lighting": "begins with dramatic, cool-toned sci-fi lighting (neon blue glows, rim lights), smoothly transitions into soft, natural studio lighting with warm highlights",
  "environment": "from a sci-fi chamber with metallic walls and holographic elements to a bright Scandinavian studio",
  "elements": [
    "mysterious glowing box (futuristic design, no visible logo)",
    "energy pulses and levitation effects",
    "transition portal effect or seamless morph to studio environment",
  ]
}

```

```

    "modern Scandinavian bed with minimalist yellow throw",
    "sleek modular shelves assembling mid-air",
    "reading chair unfolding smoothly",
    "curtains materializing from particles",
    "plants growing from digital particles into real form",
    "mirror and art snapping into place",
    "ambient futuristic elements fading away into clean interior lines"
  ],
  "motion": "the box levitates, opens with energy pulses, releasing elements that build
the studio in a fluid, continuous shot without cuts",
  "ending": "a calm, modern studio space with subtle traces of sci-fi glow fading out,
leaving only the clean Scandinavian design",
  "text": "none",
  "keywords": [
    "16:9",
    "sci-fi to minimalism",
    "futuristic assembly",
    "cinematic transition",
    "continuous shot",
    "Scandinavian interior",
    "no text"
  ]
}

```

5. Rolex Watch:

```

{
  "title": "Rolex Logo to Watch: Precision in Motion",
  "style": "luxury, mechanical precision, cinematic, black studio",
  "sequence": [
    {
      "stage": "logo_intro_black_studio",
      "description": "In a sleek black studio environment, the golden Rolex crown logo
appears center screen in dramatic lighting. The letters R-O-L-E-X fade in one by one
beneath the crown, each with a subtle metallic glint. The entire composition pulses
with quiet energy.",
      "camera": {
        "movement": "slow push-in with slight rotational parallax",

```

```

    "framing": "centered symmetrical frame, crown and text in full view"
  },
  "lighting": "spotlight from above, rim lighting on logo edges",
  "sound_effects": "deep ambient hum, faint mechanical ticking"
},
{
  "stage": "logo_disassembly",
  "description": "The Rolex letters begin to deconstruct — each letter splits, bends,
and unfolds into mechanical parts: gears, bezels, springs, case pieces, and dial
fragments. The golden crown morphs into a rotor component. These elements drift
upward and outward in an elegant slow-motion dance.",
  "camera": {
    "movement": "orbiting dolly around floating components",
    "framing": "exploded mechanical pieces suspended mid-air in perfect balance"
  },
  "effects": [
    "slow-motion unfolding",
    "metallic reflections",
    "gold and steel light gleams"
  ],
  "sound_effects": "transformer-like clicks, gear whirs, rising mechanical crescendo"
},
{
  "stage": "mechanical_assembly",
  "description": "With magnetic precision, the components begin snapping together
— the internal mechanisms first, followed by the dial, bezel, case, and bracelet. Each
part locks in with satisfying mechanical animations. The final piece, the winding
crown, spins slightly before locking into place.",
  "camera": {
    "movement": "cinematic orbital tracking as the watch assembles",
    "framing": "watch centered in frame, dramatic angle shifts revealing detail"
  },
  "effects": [
    "realistic gear engagement",
    "polished surfaces with dynamic reflections",
    "light bloom on completed surfaces"
  ],
  "sound_effects": "high-end clicks, metallic snaps, soft jewel chime as watch
completes"
},

```



```

{
  "stage": "final_watch_reveal",
  "description": "The fully assembled Rolex floats in the air, spinning slowly. The black studio reflects its polished surfaces. A soft spotlight highlights the watch face and gold accents as the camera does a slow final orbit around the product.",

  "camera": {
    "movement": "360° orbit with vertical tilt reveal",
    "framing": "hero shot of the complete timepiece"
  },
  "effects": [
    "soft rim glows",
    "lens flares on crystal and bezel",
    "gold sparkle shimmer"
  ],
  "sound_effects": "luxury swoosh, final ticking of the watch, ambient elegance"
}
],
"mood": "elite craftsmanship, timeless precision, awe-inspiring",
"color_palette": "black, gold, stainless steel, emerald green highlights",
"style_reference": "Rolex marketing meets futuristic product cinematography"
}

```

6. Land Rover Ad:

```

{
  "title": "Land Rover: Born from Mechanics",
  "style": "rugged cinematic realism meets mechanical transformation",
  "sequence": [
    {
      "stage": "offroad_drive_intro",
      "description": "A vintage Land Rover Defender rumbles across a harsh off-road landscape — jagged rocks, mud, and uneven terrain. The vehicle bounces and leans with weight as it powers over each obstacle, tires gripping and dust kicking up from the ground.",
      "camera": {
        "movement": "low handheld-style tracking shot from the side and rear",
        "framing": "vehicle off-center to show terrain depth and bounce"
      }
    }
  ]
}

```

```

    },
    "lighting": "natural daylight with golden backlight from low sun, emphasizing dust
trails and silhouettes",
    "effects": [
        "mud splashes",
        "tire flexing",
        "dust particles in backlight"
    ],
    "sound_effects": "engine grumble, chassis rattle, rock crunch, suspension creaks"
},
{
    "stage": "transformation_initiation",
    "description": "The Defender crests a small ridge and launches slightly into the air.
As the tires lift off the ground, the vehicle pauses in mid-air for a brief moment.
Suddenly, the transformation begins — panels shift, the hood folds inward, wheels
rotate and retract, and internal gears and pistons begin unfolding outward.",
    "camera": {
        "movement": "slow-motion upward dolly with rotation around vehicle mid-air",
        "framing": "vehicle centered as parts begin to shift and expand"
    },
    "effects": [
        "transformer-style panel folding",
        "visible pistons, gears, and suspension arms emerging",
        "mechanical part morphing and alignment"
    ],
    "sound_effects": "mechanical unfolding, gear ratchets, hydraulic hisses, metal
clicks"
},
{
    "stage": "mechanical_logo_formation",
    "description": "As the transformation continues, the vehicle folds and reforms into
a three-dimensional Land Rover logo — not flat, but built entirely from metal parts:
the frame shaped from axles, the border from bent metal struts, and the inner logo
surface composed of brushed steel plates and moving gearwork subtly ticking
inside.",
    "camera": {
        "movement": "slow pan around the newly formed mechanical logo",
        "framing": "centered logo with layered mechanical detail in foreground"
    },
    "effects": [

```

```

    "moving internal gear rotations",
    "steam vents or minor mechanical motion within the logo structure",
    "brushed metal and rivet textures"
  ],
  "sound_effects": "settling metal thud, gentle ticking, wind fadeout"
},
{
  "stage": "final_hold",
  "description": "The mechanical Land Rover logo sits in place, floating just above the rocky terrain. Light reflects across its metallic edges. The logo pulses with subtle movement — as if still alive — holding for a clean finish.",
  "camera": {
    "movement": "steady zoom out from the logo",
    "framing": "logo centered, terrain blurred behind"
  },
  "effects": [
    "logo shimmer",
    "internal mechanics barely rotating",
    "light play across edges"
  ],
  "sound_effects": "soft mechanical hum, final wind tone, logo chime"
}
],
"mood": "mechanical legacy, rugged engineering, powerful evolution",
"color_palette": "olive green, metallic silver, dusty browns, brushed steel",
"style_reference": "Transformers meets Defender heritage spot meets cinematic brand reveal"
}

```

7. Apple Vision Pro Ad:

```

{
  "title": "Apple Vision Pro Unboxing and Immersion",
  "style": "Apple-level premium, tactile, futuristic",
  "sequence": [
    {
      "stage": "box_on_wooden_desk",

```

"description": "A pristine white Apple Vision Pro box rests centered on a premium wooden desk in a softly lit environment. The camera slowly pushes in from eye-level as the box top gently lifts open on its own, revealing the headset inside, cradled in a sleek interior tray.",

```
"camera": {  
  "movement": "slow push-in with top-down tilt",  
  "framing": "box centered on natural wooden grain surface"  
},  
"lighting": "ambient key light with subtle top reflection",  
"sound_effects": "air seal release, magnetic lift, faint ambient tone"  
},  
{
```

```
  "stage": "device_float_and_rotate",  
  "description": "The Apple Vision Pro headset lifts smoothly out of the box and floats mid-air. It rotates slightly to show its curved glass front, textured strap, and aluminum details. The camera orbits slowly around it to reveal the full product from every angle.",
```

```
  "camera": {  
    "movement": "controlled orbital pan around product",  
    "framing": "centered mid-air shot with soft bokeh"  
  },  
  "effects": [  
    "product reflections",  
    "slow rotation",  
    "light bloom on curves"  
  ],  
  "sound_effects": "subtle digital chime, soft suspension hum"  
},  
{
```

```
  "stage": "deconstruction_and_suspension",  
  "description": "The floating headset pauses mid-air. Then, with a soft metallic pulse, the device begins to disassemble into its core components — lenses, sensors, chips, straps, and casing — all suspended in precise formation. The camera floats through the exploded view, highlighting the craftsmanship. After a brief pause, the components magnetically click back together, reforming the headset.",
```

```
  "camera": {  
    "movement": "slow dolly through suspended parts, slight z-axis rotation",  
    "framing": "dynamic fly-through around key components"  
  },  
  "effects": [  
    "magnetic click sequence",  
    "component assembly sounds",  
    "soft ambient hum"  
  ],  
  "sound_effects": "magnetic click sequence, component assembly sounds, soft ambient hum"  
}
```

```

    "magnetic snap animations",
    "floating part particles",
    "metallic glints and soft glows"
  ],
  "sound_effects": "sci-fi disassembly hum, soft reassembly clicks, ambient atmospheric swell"
},
{
  "stage": "immersion_transition",
  "description": "As the Vision Pro floats forward, the camera seamlessly transitions to a first-person point of view. The headset moves toward the viewer and ‘snaps on’ as if they are putting it on. The screen fades to black and the Apple logo appears in the center with a gentle glow — as if the system is powering on.",
  "camera": {
    "movement": "forward zoom morph into POV",
    "framing": "full-screen fade to black"
  },
  "effects": [
    "subtle whoosh-to-black",
    "logo glow",
    "breathable lens flare"
  ],
  "sound_effects": "calm boot chime, gentle breath-like audio pulse"
}
],
"mood": "futuristic, intimate, luxurious",
"color_palette": "white, brushed aluminum, walnut wood, black glass",
"style_reference": "Apple Vision Pro keynote meets premium unboxing experience"
}

```

8. Nike Ad:

```

{
  "description": "Cinematic shot of a dark, textured backdrop illuminated by cool directional lighting. The Nike Swoosh hovers midair, glowing faintly. It begins to pulse with energy, then shatters into thousands of tiny particles. The particles swirl rapidly, gaining momentum, and begin to form a Nike running shoe midair—assembling piece by piece in a precise, fluid motion. Once fully formed, the

```

```

shoe descends gently onto the surface and flexes subtly, as if infused with life. A
single soft footstep echoes before the scene fades to black.",
  "style": "cinematic",
  "camera": "fixed wide angle",
  "lighting": "moody, cool-toned with sharp directional contrast on a dark background",
  "room": "abstract, textured studio backdrop with no discernible walls or
environment",
  "elements": [
    "floating Nike Swoosh (glowing)",
    "shattering particles (light-emitting, swirling)",
    "Nike running shoe (sleek, modern)",
    "surface with soft matte texture",
    "subtle ambient particles or dust"
  ],
  "motion": "Swoosh pulses and explodes into particles, which swirl and reform into a
shoe; the shoe descends and flexes slightly",
  "ending": "shoe lands gently, flexes with subtle energy, footstep is heard, then fade
to black",
  "text": "none",
  "keywords": [
    "16:9",
    "Nike",
    "brand reveal",
    "particle animation",
    "shoe assembly",
    "cinematic",
    "cool lighting",
    "precision",
    "energy"
  ]
}

```

9. Tesla Ad:

```

{
  "description": "Cinematic shot of a Tesla-branded crate resting in a serene open
meadow. As it opens, a Tesla vehicle is revealed and a nature-integrated pavilion
assembles around it—part tech, part eco-retreat. It should have written "TESLA"',

```

```

"style": "cinematic",
"camera": "fixed wide angle with slow aerial drift and tilts as transformation occurs",
"lighting": "natural daylight, with soft glows highlighting the tech elements",
"room": "open grassy field transforming into a nature-inspired Tesla pavilion",
"elements": [
  "Tesla-branded crate (matte white with subtle glints)",
  "Tesla vehicle",
  "solar charging station with glass canopy",
  "wood-and-metal minimalist benches",
  "interactive natural-material info panels",
  "biophilic lighting and landscaping elements"
],
"motion": "crate opens with a subtle hum, panels fold into the earth, pavilion
structures emerge gracefully from surrounding ground and crate edges",
"ending": "an elegant, open-air Tesla showcase surrounded by nature with vehicle at
the center",
"text": "TESLA",
"keywords": [
  "16:9",
  "Tesla",
  "nature tech fusion",
  "sustainable innovation",
  "clean reveal",
  "green energy",
  "outdoor",
]
}

```

10. Amazon Ad:

```

{
  "description": "Cinematic shot of a bright, open studio with large windows. A man
gently places a sealed Amazon box on the floor near the center. As his hand lifts
away, the box vibrates, then bursts open with a pulse of energy. Amazon products
rapidly assemble across the space, transforming the empty studio into a stylish,
functional living and working area.",
  "style": "cinematic",
  "camera": "fixed wide angle with subtle tilt-up during transformation",

```

"lighting": "bright daylight with soft shadows and cool highlights",
"room": "minimalist artist loft with white walls and concrete floors",

"elements": [

"Amazon box (logo visible)",
"man placing box gently",
"convertible desk and office chair",
"modular bookshelves",
"futon or sleeper sofa",
"compact kitchen items",
"indoor plants",
"abstract wall art",
"soft area rug",
"floor lamp",
"Bluetooth speaker",
"decorative storage bins",
"coffee maker",
"easel and sketchbooks"

],

"motion": "man places the box; as he releases it, the box shudders and bursts open,
sending products flying outward to assemble into place with precision and speed",

"ending": "studio fully transformed into a multifunctional live/work space; man steps
back, looks around with a quiet, satisfied smile",

"keywords": [

"16:9",
"Amazon",
"studio apartment",
"magical assembly",
"product transformation",
"daylight reveal",
"minimalist interior",
"creative workspace"

] }
}