Zilactin Amazon ad “The Countdown”

Concept:
Open on a text about Saturday’s wedding photos. She feels the tingle and touches her lip, and a small pulsing red graphic suggests the cold sore without showing one.

She reaches for Zilactin Immediately. The gel goes on and dries clear, so there’s nothing to hide.

Then it’s Saturday, and she’s laughing with her friends in the photos, completely at ease. Close on the carton and “Feel It. Heal It.”

It’s a 15-second story built to work with the sound off, since that’s how most people see these ads on Amazon (approx 92%). For viewers with sound on, a light music track lifts at the payoff to underline the moment.

The concept places the product in a relatable situation, connecting its key benefits, early treatment and a clear finish, to a moment the target audience has likely experienced. Aside from product recognition, the goal is to turn a reactive purchase into a planned one, so Zilactin is already in the medicine cabinet when the first tingle hits.

Shot list

Shot 1 – Phone notification
Tight shot of the woman holding her phone in the kitchen. Soft morning light, with a coffee mug blurred in the background. A notification pops up about upcoming photos.

Shot 2 – Feeling the tingle
She looks up from her phone and lightly touches her lower lip, a little to the right of center as we’re looking at her. Just a slight “oh no, not now” expression. Keep lip visible to add red pulse graphic.

Shot 3 – Checking the mirror
She leans toward the bathroom mirror to check the same spot. Bright, simple white bathroom. She looks like she’s thinking about what to do.

Shot 4 – Holding the product
Close-up of her hand holding a small, blank white tube, angled toward the camera. Clean bathroom counter behind it. Replace Zilactin tube art in post.

Shot 5 – Applying the gel
Really tight shot as she uses her fingertip to dab a tiny bit of clear gel on the same spot. The gel should be barely visible. Nice, soft lighting, with natural-looking lips and skin. Red pulse graphic fades away.

Shot 6 – At the wedding
She’s standing with the other bridesmaids at an outdoor wedding. They’re all wearing sage dresses. She’s laughing and enjoying herself, relaxed. Warm, late-afternoon sunlight, with the photographer’s camera blurred in the foreground.

Shot 7 – Final smile
Close-up of her in the bridesmaid dress, holding a small bouquet of white flowers and smiling at the camera. Her lips look clear and natural, Zilactin box to her right.

Lead character design iterations



The lead charactyer is a woman around 30. She has shoulder-length chestnut-brown hair in soft waves, warm medium skin, brown eyes and natural makeup, and wears small gold stud earrings. Her face is friendly and approachable, attractive but not model-perfect. First, generate a character reference sheet showing her front and three-quarter views. Use that reference for



Make her look younger, around her mid-20s, with a friendly, girl-next-door quality and more personality in her expression. Give her bright, expressive eyes with a natural sparkle. Style her hair in a loose updo with a few strands framing her face. Keep the oatmeal sweater and small gold studs, and show a subtle smile, an open smile, and a laughing expression.



Keep the youthful warmth and expressive eyes, but give her a slightly more composed, responsible appearance. Bring her hair down into a softly waved bob, shorter than the original shoulder-length style, with a neat but natural finish. Preserve her approachable personality and show the same range of expressions in the reference sheet.



Give her a slightly fuller, more open face, with softer contours and more fullness through the cheeks. Keep her in her mid-20s, with sparkling eyes and a warm, relaxed smile. Retain the short, softly waved hair, oatmeal sweater, and small gold studs. Carry these refinements consistently across all three expressions.

Promps to animate generated photos



Close-up of a woman's hand holding a mobile phone, soft blurred café background, warm morning light. Camera is static, locked off, no camera movement. The phone has just buzzed. In one quick, natural motion, she lifts the phone up slightly toward her face, about a few inches, the phone tilting gently toward the viewer as it rises, then settling steady in her hand. The movement is fast and casual, like someone checking a message, lasting under one second. As the phone settles, the screen brightens slightly and a message notification smoothly slides down and fades into place on the lock screen. The notification text appears crisp and stable. Her fingers keep the same natural grip throughout, no finger movement or repositioning. Realistic motion, photorealistic, shallow depth of field, background stays softly blurred.



Medium close-up, subtle handheld camera with slight natural drift. A woman in a beige knit sweater stands in a bright, softly lit kitchen, holding her phone up at chest height, reading it with a relaxed expression and a faint smile. She blinks naturally. Then she pauses, as if she has just noticed a small sensation; her eyes flick up and away from the screen, and her smile fades. She takes a small breath in through her nose, and her shoulders rise and settle. Her phone hand relaxes and lowers the phone down to waist level, still loosely held, as her attention moves away from it. Her free hand comes up casually, at a natural speed, to touch her lower lip lightly with one fingertip. Her brow draws together just slightly in mild concern. Her head tilts a little as she thinks. Her lips stay gently closed the entire time. Natural, human, imperfect movement, with small weight shifts and blinks throughout. Soft natural window light, shallow depth of field, premium lifestyle commercial look. Add red pulsating graphic in post.



Over-the-shoulder shot from behind a woman in a beige knit sweater as she faces her reflection in a mirrored bathroom cabinet in a bright, minimal white bathroom. Static camera. She glances at her reflection with a calm, focused expression, then eases back a few inches, reaches up, grips the small metal handle on the edge of the mirror door, and pulls it open quickly. The door pivots on its hinges on the opposite edge, swinging smoothly open, and her reflection slides quickly across the glass and out of view, revealing white shelves inside. Quick, confident, natural movement. No talking. Natural, fresh-faced makeup. Premium lifestyle commercial look, soft natural window light, shallow depth of field.



Extreme close-up of a mirrored bathroom cabinet door, static camera. No people, no hands. The mirror door swings open toward the camera, pivoting on hinges at its left edge. Its free right edge sweeps quickly across the frame from right to left. As the mirror angle changes, the soft blurred reflections of a bright white bathroom slide and streak across the glass, with a gentle glint of light passing over the surface. The door clears the frame, revealing the interior of the cabinet: a glass shelf with a white ointment tube lying on it, in sharp focus. Smooth, quick, natural motion, then the shot settles and holds still. Soft, clean lighting, shallow depth of field, premium commercial look.



Close-up of a woman's hands in front of her beige knit sweater, soft neutral background. Subtle handheld camera with very slight natural drift. Her left hand is held out loosely, index finger extended, relaxed and alive, with small natural movements: the finger shifts and tilts slightly, and the hand drifts gently as she breathes. Her other hand enters the frame from the upper left at a natural, unhurried speed, holding a small white tube with a narrow tip. Her extended finger rises a little to meet the tube, the way people naturally adjust to line things up. The tip of the tube comes close to her fingertip, and she gives the tube the slightest gentle squeeze; a tiny clear bead of gel forms on her fingertip. Her hands make small, relaxed adjustments throughout. Natural, human, imperfect movement. Soft, even natural light, shallow depth of field, premium lifestyle commercial look.



Beauty close-up of a woman's lower face, soft blurred background, static camera with a very subtle slow push-in. Her fingertip rests lightly on one small point on her lower lip, toward the right side. She gently dabs straight in, lifts slightly, and dabs once more in exactly the same place . No sideways movement and no swiping; her fingertip stays on the same point the entire time. She then lowers her finger smoothly away and out of frame. . Her lips relax into a calm, slight smile. Her breathing is gentle and natural, and her hair moves subtly. Graceful, unhurried movement. Beauty-commercial lighting, soft and even, with healthy, natural skin texture. Premium lifestyle commercial look, shallow depth of field. Add red pulse graphic that fades away in post.



Medium-wide shot at an elegant outdoor wedding in warm golden-hour light. Four bridesmaids in sage green dresses holding white rose bouquets stand close together, posing for a photographer whose camera is in the soft-focus foreground. The woman second from the left, with wavy chestnut hair, is laughing warmly and naturally. Her laugh softens into a big, relaxed smile, and she turns her head slightly toward the camera with easy confidence. The bridesmaids beside her laugh along and lean in gently toward one another. A light breeze moves their hair and the flowers. The photographer's hands shift slightly as he takes the shot. Very slow, subtle camera push-in toward the woman with chestnut hair. Natural, joyful, unhurried movement. Warm golden backlight, soft lens glow, shallow depth of field, premium lifestyle commercial look.



Close-up portrait of a woman with wavy chestnut hair in a sage green bridesmaid dress, holding a bouquet of white roses, at an outdoor wedding in warm golden-hour light. Static camera, locked off. She looks directly into the camera with a warm, genuine smile. Her smile softens slightly, then brightens again, with a gentle, natural tilt of her head. A light breeze moves a few strands of her hair. Her breathing is calm and natural. The right side of the frame stays soft, warm and empty, with no people or objects entering it. Minimal, graceful movement. Warm golden backlight, soft glow, shallow depth of field, premium lifestyle commercial look.