OLD SPICE "EQUAL AND OPPOSITE" TEST – Breakdown

The first step is defining the visual appearance of the male and female leads. This can be done by either sourcing real-life references online or generating characters using AI tools.

The images below were generated using Nano Banana as references for the first scene and the characters. The Old Spice bottle reference was sourced from real product images found on Google.

I experimented with multiple approaches, and ultimately found that using images as the primary guidance to drive AI video generation is the most stable and reliable method at this stage.

I experimented with various AI tools, such as Sora, ChatGPT, and Nano Banana, to randomly generate multiple scene variations based on the description of the first shot, then selected the versions I liked the most. After that, I replaced the characters in those scenes with the final confirmed male and female lead images I had generated using AI, ensuring consistency in the character appearance.
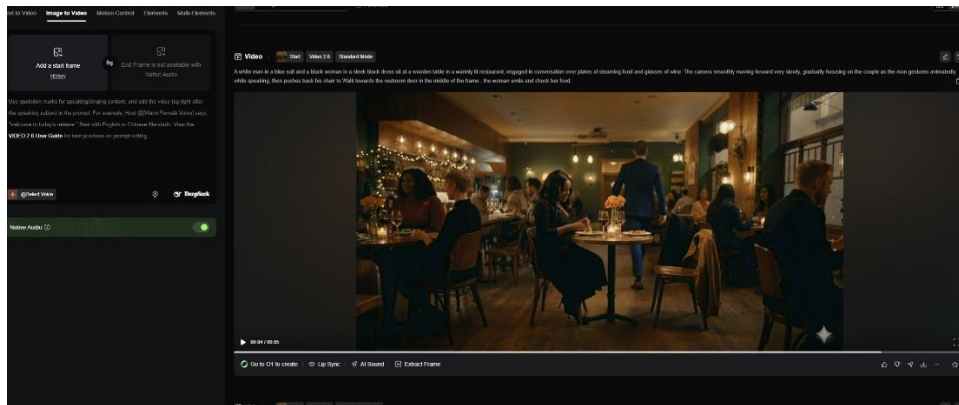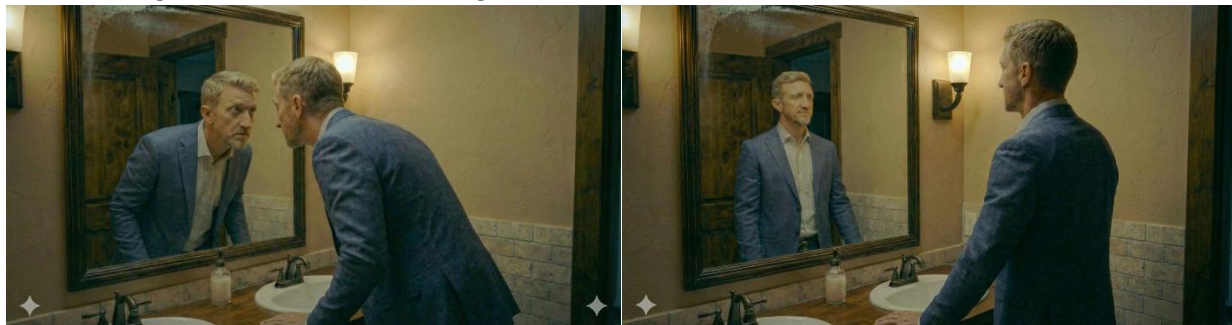
 The scenes I have selected

Replace the characters

Then, I imported the final first-scene image generated in Nano Banana into Kling AI as the first-frame reference to generate the AI video. Below are the prompts I used.

"A white man in a blue suit and a black woman in a sleek black dress sit at a wooden table in a warmly lit restaurant, engaged in conversation over plates of steaming food and glasses of wine. The camera smoothly moving forward very slowly, gradually focusing on the couple as the man gestures animatedly while speaking, then pushes back his chair to Walk towards the restroom door in the middle of the frame , the woman smile and check her food,"
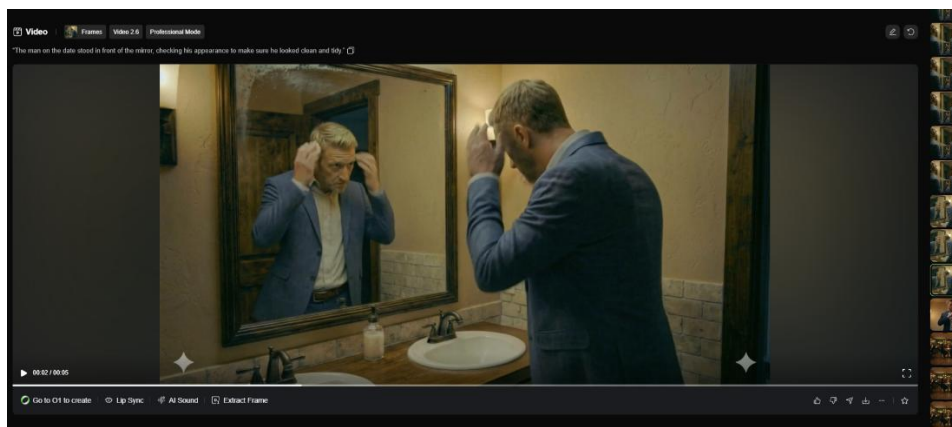

The following scenes were created using the same method and workflow.

the prompts

"The man on the date stood in front of the mirror, checking his appearance to make sure he looked clean and tidy."
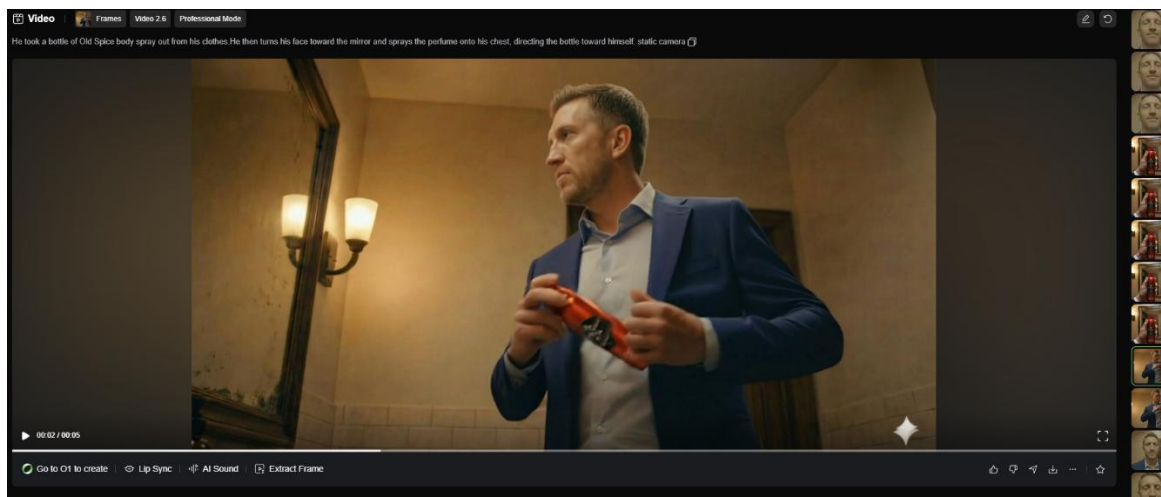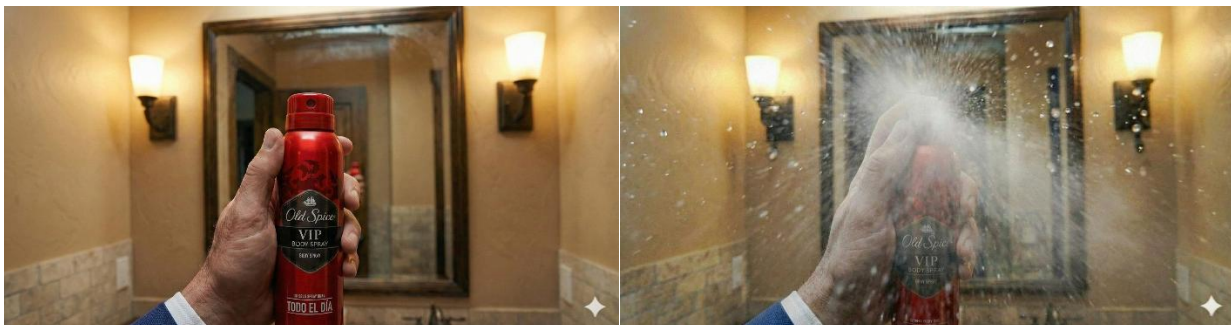
The reference image generated by nano banana

the prompts

"He took a bottle of Old Spice body spray out from his clothes.He then turns his face toward the mirror and sprays the perfume onto his chest, directing the bottle toward himself. static camera"

The reference image generated by nano banana. In this shot, achieving the desired spray effect directly through AI video generation was challenging. To address this, I first generated the intended first and last frame images, then used them as reference inputs for the AI video generation.
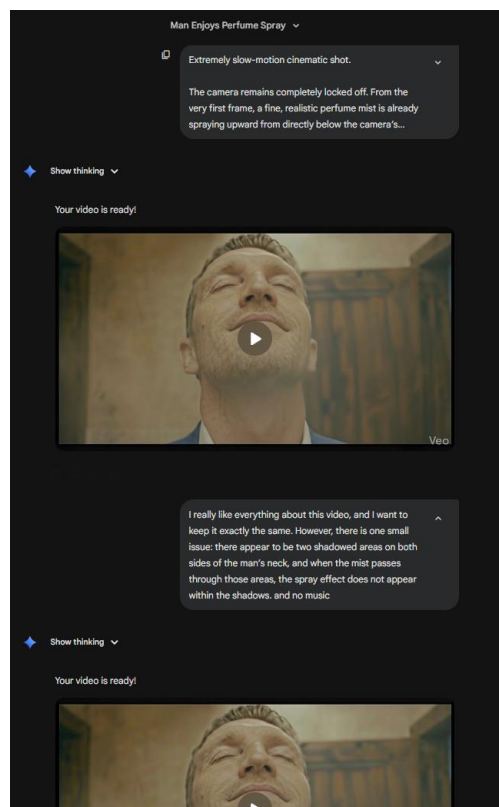
The reference image generated by nano banana. For this shot, Kling AI did not produce the desired outcome, so I chose to use Google Veo 3 instead.

the prompts

"Extremely slow-motion cinematic shot.The camera remains completely locked off. From the very first frame, a fine, realistic perfume mist is already spraying upward from directly below the camera's viewpoint, traveling straight toward the man's chest and lightly reaching the lower neck area. The spray does not come from the side — it originates only from the bottom center of the frame.The mist flows continuously and never stops, moving in an extremely slow, steady motion. It gently envelops the chest and slightly touches the neck, never reaching the face.The man's head stays mostly still, with no noticeable movement. His expression shows only a subtle, restrained smile — calm, relaxed, and quietly enjoying the moment.The particles remain light, airy, and natural, with soft diffusion and delicate turbulence. The overall pacing is very slow, emphasizing an elegant, high-end fragrance commercial aesthetic."

In this shot, my intention was to portray two different versions of the male lead—one outside the mirror and one inside it. The man outside the mirror is enjoying the fragrance, while the reflection appears as a separate individual with different facial expressions and body movements.
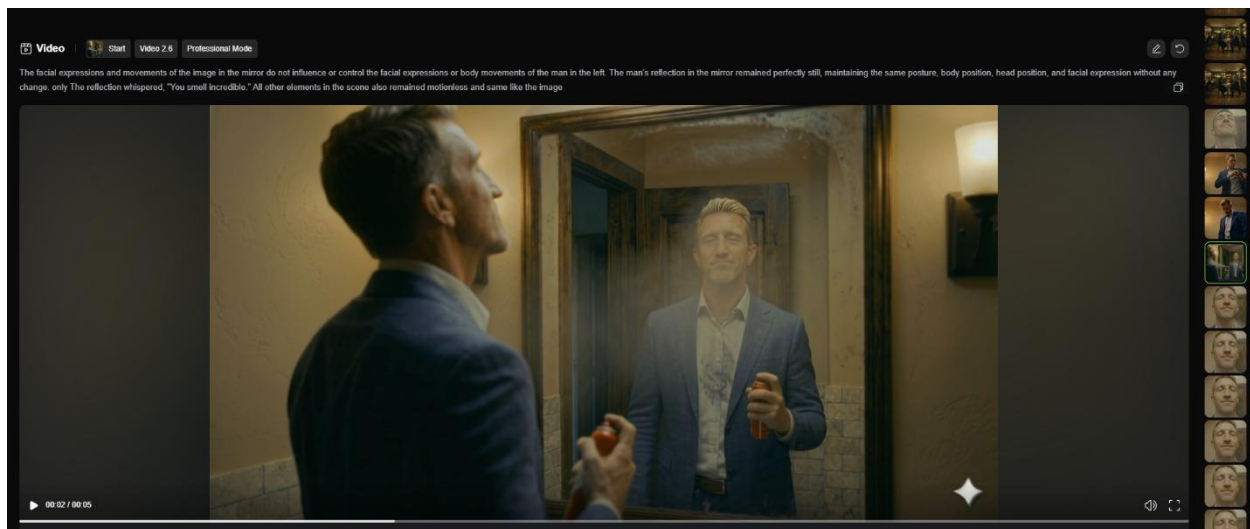
During production, I tested multiple AI tools, different prompts but it was challenging to break conventional physical logic, as AI tends to enforce mirrored behavior. In the end, I selected the version that came closest to my intended result. While not perfect, it best matched my creative goal within the current technical limitations.

The reference image generated by nano banana

the prompts

The facial expressions and movements of the image in the mirror do not influence or control the facial expressions or body movements of the man in the left. The man's reflection in the mirror remained perfectly still, maintaining the same posture, body position, head position, and facial expression without any change. only The reflection whispered, "You smell incredible." All other elements in the scene also remained motionless and same like the image
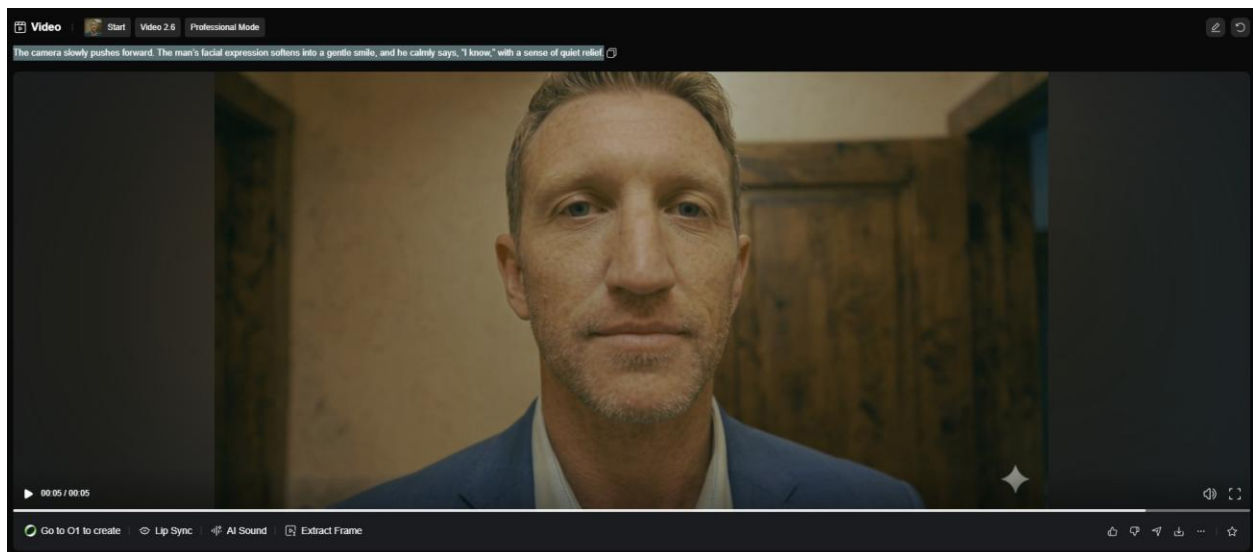
Last shot, The reference image generated by nano banana

the prompts

"The camera slowly pushes forward. The man's facial expression softens into a gentle smile, and he calmly says, "I know," with a sense of quiet relief."

Overall, my workflow starts with generating reference images for the male and female leads as well as the Old Spice body spray bottle. I then replace them into the desired scenes and use Nano Banana to generate reference frames for AI video generation tool – Kling AI, Veo 3 or other AI tools. This approach provides greater stability, maintains visual continuity, and allows for maximum control over details, ensuring consistency in character clothing and facial features across shots.