Recreate a Viral Video With AI

The exact prompt behind my Marketing Studio clip, a fill-in version for your own look, and the steps to run it in GrowthOS.

Why I built this

The clip that opens my video never existed. I found an ad on Instagram, pasted its link into Marketing Studio inside GrowthOS, picked my photo, and the app wrote the prompt for a new version of that ad with me in it. This guide gives you that prompt, a copy with blanks for your own look, and the steps to run the same thing yourself.

The basic way tends to fail. Ask a video model for something like a clip you liked and you often get a different person in each shot and a loose version of the camera work. The prompt in this guide avoids that by describing the shots one at a time and locking who is in them.

01

How it actually works

1. Marketing Studio downloads the reference video and analyzes all of it, up to 60 seconds. It returns the hook type, the format, the spoken words and a shot list with the camera, action and speed of every shot.
2. It writes the video prompt in labeled blocks: who is on screen, what they wear, where it happens, the look of the video, and the shot list. Your photo from Assets goes along as the face reference.
3. You read the prompt, edit it if you want, and approve it. The video engine renders it. I picked Seedance 2.5, which runs through Kie.ai.

02

The one thing almost everyone gets wrong

A prompt names your presenter, but a name is only a label.

> **WATCH OUT**
>
> The prompt below calls the presenter Ness in Dress. A video model has no idea who that is unless it also receives the photo. If you copy a prompt into another tool, attach the same reference images there, or the face will be made up.

Marketing Studio also copies the format of the reference only. Faces, voices, music and brands are always new, and the final video is yours to check before you post it.

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03 The exact prompt

This is the full video prompt Marketing Studio wrote for my run, about 890 words. I left it as written, apart from swapping dashes for commas. The line in shot 4 is the one it wrote for me, and you can change it in the script box before you generate.

VIDEO PROMPT, RUN 8 (EXACT)

CAST LOCK: One presenter only, Ness in Dress, an Asian woman with warm ivory skin, high sleek ponytail, defined cheekbones, soft natural makeup and gold teardrop drop earrings. She appears alone in every frame, her face, hair, age and build staying identical shot to shot. A separate unnamed passerby (not a presenter, background extra) appears walking a dog and later steadies her, but the presenter identity locked here is Ness alone.

WARDROBE LOCK: Ness wears one continuous look across the whole video: a black sleeveless halter mini dress with a fitted bodice and flared skirt trimmed in a cream ruffled ribbon hem, a matching cream tie-neck scarf knotted at the collar, gold teardrop drop earrings, white pointed-toe ankle-strap heels, and she carries a small white structured top-handle handbag with gold-tone hardware and no visible logo. She also carries a paper coffee cup, wears dark sunglasses, and holds a phone in a plain green case, all part of the same walking look. No wardrobe changes occur.

ENVIRONMENT LOCK: A chic upscale city sidewalk lined with historic stone facades, wrought-iron lamp posts and sidewalk cafe tables, with a recognizable city landmark visible in the soft-focus background. It is daytime with soft directional sunlight coming from the side, casting long gentle shadows across warm stone paving. Palette is neutral cream, grey and stone tones against her black-and-cream outfit.

STYLE LOCK: 20 seconds, 9:16 vertical. Smooth low-angle tracking shots that shift into stationary high-speed slow motion with dynamic extreme close-ups. Pacing is steady and rhythmic through the walk, then spikes into sudden dramatic tension at the trip, before settling into a held, stylized slow-motion dip pose. Energy profile moves from calm confidence to comedic chaos to a plateaued cinematic freeze. Color grade stays warm-neutral with soft filmic contrast, creamy highlights and gently desaturated stone greys against her skin tone.

SHOT LIST:
SHOT 1 – 0.0–1.0s – Boots on the sidewalk
CAMERA: Extreme close-up, low angle, steady tracking backward low to the ground.
ACTION: Ness's white heeled feet in ankle-strap shoes step forward rhythmically along the stone sidewalk.
SPEED: Steady walk-speed track.
OUT: Continuous into the next.
DIALOGUE: None

SHOT 2 – 1.0–2.0s – Outfit reveal
CAMERA: Medium close-up, low angle, steady tracking backward, tilting up slightly.
ACTION: Camera tilts up along Ness's black-and-cream dress, revealing her holding the white handbag in one hand and the coffee cup in the other as she walks.
SPEED: Steady walk-speed track.
OUT: Continuous into the next.
DIALOGUE: None

SHOT 3 – 2.0–3.0s – Face reveal
CAMERA: Medium shot, low angle, steady tracking backward.
ACTION: Camera reveals Ness's face behind dark sunglasses as she talks on her green-cased phone while walking.
SPEED: Steady walk-speed track.
OUT: Continuous into the next.
DIALOGUE: None

SHOT 4 – 3.0–6.6s – The hook

CAMERA: Medium shot, low angle, steady tracking backward.
ACTION: Ness continues walking and talking on the phone, the city landmark visible behind her.
SPEED: Steady walk-speed track.
OUT: Hard cut.
DIALOGUE: "I don't plan my mornings anymore. The sidewalk plans them for me."

SHOT 5 - 6.6-9.9s - The trip
CAMERA: Medium shot, low angle, stationary.
ACTION: A passerby walking a dog crosses in front of Ness, causing her to trip; her phone, sunglasses and coffee cup fly into the air in slow motion.
SPEED: Slow motion.
OUT: Hard cut.
DIALOGUE: None

SHOT 6 - 9.9-11.8s - Sunglasses suspended
CAMERA: Extreme close-up, stationary, shallow depth of field.
ACTION: The sunglasses hang in mid-air in slow motion, Ness's surprised expression blurred behind them.
SPEED: Slow motion.
OUT: Hard cut.
DIALOGUE: None

SHOT 7 - 11.8-13.8s - Coffee cup suspended
CAMERA: Extreme close-up, stationary, shallow depth of field.
ACTION: The coffee cup floats in slow motion, coffee spilling in an arc.
SPEED: Slow motion.
OUT: Hard cut.
DIALOGUE: None

SHOT 8 - 13.8-14.8s - Phone suspended
CAMERA: Extreme close-up, stationary, shallow depth of field.
ACTION: The phone in its green case floats in mid-air in slow motion.
SPEED: Slow motion.
OUT: Hard cut.
DIALOGUE: None

SHOT 9 - 14.8-15.8s - Phone rotates
CAMERA: Extreme close-up, rotating, dynamic tracking.
ACTION: The phone rotates slowly in the air, its screen briefly visible.
SPEED: Slow motion.
OUT: Hard cut.
DIALOGUE: None

SHOT 10 - 15.8-17.7s - The fall
CAMERA: Medium shot, low angle, stationary.
ACTION: Ness continues falling backward in slow motion as the passerby turns to catch her.
SPEED: Slow motion.
OUT: Hard cut.
DIALOGUE: None

SHOT 11 - 17.7-20.0s - The catch
CAMERA: Medium shot, low angle, stationary.
ACTION: The passerby catches Ness in a dramatic dip pose, the spilled coffee and dropped phone visible on the ground in the foreground; the pose holds a beat longer to close the sequence.

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SPEED: Slow motion, holding on final freeze.
OUT: Hold to end.
DIALOGUE: None

AUDIO: Intelligible on-camera dialogue during shot 4, ambient street room tone under
the walk, transitioning to a rhythmic electronic beat with stylized swoosh and spill
sound effects timed to each slow-motion object during shots 5 through 11.

NEGATIVE: Do not alter Ness's face, hair, age or body between shots; do not change or
duplicate her outfit pieces; do not add a second named presenter; keep the handbag, cup
and phone consistent in shape and color across all suspended shots; no warped anatomy,
no extra limbs, no on-screen text, no logos or brand names, no melting or flickering
objects.
```

Here is the same prompt with blanks. Fill in every [BRACKET] with your own details. Keep the blocks and the shot order, since that structure came from the reference.

FILL-IN VERSION

CAST LOCK: One presenter only, [PRESENTER NAME], [DESCRIBE YOUR FACE, HAIR, SKIN TONE, MAKEUP AND JEWELRY]. The presenter appears alone in every frame, with face, hair, age and build staying identical shot to shot. A separate unnamed passerby (not a presenter, background extra) appears walking a dog and later steadies the presenter, but the presenter identity locked here is [PRESENTER NAME] alone.

WARDROBE LOCK: [PRESENTER NAME] wears one continuous look across the whole video: [DESCRIBE THE OUTFIT, SHOES AND BAG]. The presenter also carries [DRINK], wears [SUNGLASSES], and holds [PHONE], all part of the same walking look. No wardrobe changes occur.

ENVIRONMENT LOCK: A chic upscale city sidewalk lined with historic stone facades, wrought-iron lamp posts and sidewalk cafe tables, with [A RECOGNIZABLE LANDMARK FOR YOUR CITY] visible in the soft-focus background. It is daytime with soft directional sunlight coming from the side, casting long gentle shadows across warm stone paving. Palette is neutral cream, grey and stone tones against [OUTFIT COLORS].

STYLE LOCK: 20 seconds, 9:16 vertical. Smooth low-angle tracking shots that shift into stationary high-speed slow motion with dynamic extreme close-ups. Pacing is steady and rhythmic through the walk, then spikes into sudden dramatic tension at the trip, before settling into a held, stylized slow-motion dip pose. Energy profile moves from calm confidence to comedic chaos to a plateaued cinematic freeze. Color grade stays warm-neutral with soft filmic contrast, creamy highlights and gently desaturated stone greys against the presenter's skin tone.

SHOT LIST:
SHOT 1 – 0.0–1.0s – Footsteps
CAMERA: Extreme close-up, low angle, steady tracking backward low to the ground.
ACTION: [PRESENTER NAME]'s [SHOES] step forward rhythmically along the stone sidewalk.
SPEED: Steady walk-speed track.
OUT: Continuous into the next.
DIALOGUE: None

SHOT 2 – 1.0–2.0s – Outfit reveal
CAMERA: Medium close-up, low angle, steady tracking backward, tilting up slightly.
ACTION: Camera tilts up along [PRESENTER NAME]'s [OUTFIT], revealing [BAG] in one hand and [DRINK] in the other as the presenter walks.
SPEED: Steady walk-speed track.
OUT: Continuous into the next.
DIALOGUE: None

SHOT 3 – 2.0–3.0s – Face reveal
CAMERA: Medium shot, low angle, steady tracking backward.
ACTION: Camera reveals [PRESENTER NAME]'s face behind [SUNGLASSES] as the presenter talks on [PHONE] while walking.
SPEED: Steady walk-speed track.
OUT: Continuous into the next.
DIALOGUE: None

SHOT 4 – 3.0–6.6s – The hook
CAMERA: Medium shot, low angle, steady tracking backward.
ACTION: [PRESENTER NAME] continues walking and talking on the phone, the city landmark visible behind.
SPEED: Steady walk-speed track.
OUT: Hard cut.

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DIALOGUE: "[YOUR ONE-LINE HOOK]"

SHOT 5 - 6.6-9.9s - The trip
CAMERA: Medium shot, low angle, stationary.
ACTION: A passerby walking a dog crosses in front of [PRESENTER NAME], causing a trip;
the phone, sunglasses and drink fly into the air in slow motion.
SPEED: Slow motion.
OUT: Hard cut.
DIALOGUE: None

SHOT 6 - 9.9-11.8s - Sunglasses suspended
CAMERA: Extreme close-up, stationary, shallow depth of field.
ACTION: The sunglasses hang in mid-air in slow motion, [PRESENTER NAME]'s surprised
expression blurred behind them.
SPEED: Slow motion.
OUT: Hard cut.
DIALOGUE: None

SHOT 7 - 11.8-13.8s - Drink suspended
CAMERA: Extreme close-up, stationary, shallow depth of field.
ACTION: The drink floats in slow motion, liquid spilling in an arc.
SPEED: Slow motion.
OUT: Hard cut.
DIALOGUE: None

SHOT 8 - 13.8-14.8s - Phone suspended
CAMERA: Extreme close-up, stationary, shallow depth of field.
ACTION: The phone floats in mid-air in slow motion.
SPEED: Slow motion.
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CAMERA: Medium shot, low angle, stationary.
ACTION: [PRESENTER NAME] continues falling backward in slow motion as the passerby
turns to catch the presenter.
SPEED: Slow motion.
OUT: Hard cut.
DIALOGUE: None

SHOT 11 - 17.7-20.0s - The catch
CAMERA: Medium shot, low angle, stationary.
ACTION: The passerby catches [PRESENTER NAME] in a dramatic dip pose, the spilled drink
and dropped phone visible on the ground in the foreground; the pose holds a beat longer
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SPEED: Slow motion, holding on final freeze.
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the walk, transitioning to a rhythmic electronic beat with stylized swoosh and spill
sound effects timed to each slow-motion object during shots 5 through 11.

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change or duplicate outfit pieces; do not add a second named presenter; keep the bag,
drink and phone consistent in shape and color across all suspended shots; no warped
anatomy, no extra limbs, no on-screen text, no logos or brand names, no melting or
flickering objects.
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Set it up in GrowthOS

1. Sign in to GrowthOS and open Marketing Studio.
2. Open Settings and add four keys: OpenRouter, Gemini, Apify and Kie.ai. OpenRouter writes the prompt, Gemini analyzes the reference video, Apify can download Instagram and TikTok links, and Kie.ai renders the video.
3. Go to the Assets tab. Under Avatars, type a name, upload one clear photo of yourself and click Add avatar. You can also generate an avatar with AI for about $0.04.
4. Go back to the Studio tab. Keep Mode on Recreate, paste the link of the video you want to recreate and pick your avatar.
5. Click Analyze & Prepare. The run opens in Gallery when the analysis finishes.
6. Read the script and the video prompt. Edit anything you want to change and click Save edits.
7. Choose the video engine, then click Approve & Generate. For your first run, use a reference video of 15 to 20 seconds. A good first result shows the status Awaiting approval, with the script, the video prompt and the image prompt filled in.

> 💡 **QUICK TIPS**
>
> - Add a wardrobe item in Assets if you want the outfit to match a photo you have.
> - Use Copy video prompt to take the prompt to another tool, and attach your photo there.

04

The prompts I actually run

These are the four inputs I reuse. The first two go in the Creative direction box in Marketing Studio. The last two go in Claude.

KEEP THE STRUCTURE, CHANGE THE LINE

```
Keep the shot order and the camera moves of the reference. Replace the spoken line
with: "[YOUR ONE-LINE HOOK]". Set the video in [YOUR CITY OR LOCATION].
```

FIT A PRODUCT (CHOOSE AD AS THE CONTENT TYPE AND PICK YOUR PRODUCT)

```
Keep the format of the reference. [PRESENTER NAME] is promoting [PRODUCT NAME]. Show
[PRODUCT NAME] in the closing shots.
```

ASK CLAUDE TO FILL THE TEMPLATE

```
Here is a video prompt template with [BRACKETS]. My presenter is [DESCRIBE YOURSELF].
My outfit is [OUTFIT]. My city is [CITY]. Fill in every bracket. Keep the block names
and the shot order exactly as they are, and do not add any logo or brand name.

[PASTE THE FILL-IN VERSION]
```

CHECK A FINISHED PROMPT

```
Read this video prompt. List every shot where the presenter, the outfit or the setting
is described differently from the CAST LOCK, WARDROBE LOCK or ENVIRONMENT LOCK blocks.
Fix each one and show me the corrected prompt.

[PASTE THE PROMPT]
```

When it breaks

ERROR	FIX
The avatar dropdown says "No avatars yet"	Add one in Assets, under Avatars, first.
My avatar is greyed out in the dropdown	An avatar can only be picked once its status is ready. Wait for it to finish.
A message says a provider key is missing	Open Settings and add the key it names: OpenRouter, Gemini, Apify or Kie.ai.
The Instagram or TikTok link will not download	Check your Apify key in Settings, or upload the video as an mp4 instead.
The app says a usage limit was reached	Your plan's monthly Marketing Studio video limit is used up. It resets with the calendar month.
"Price estimate unavailable" shows next to the video engine	Check Kie.ai pricing for that engine before you generate.
The face changes between shots	Try the Character sheet option under Image before the video, and check that the CAST LOCK block still describes you correctly.
I pasted the prompt into another tool and the face is wrong	Attach your photo in that tool. The prompt only names the presenter.

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