From A to Z

An Amazon spec ad, built entirely in code

THE PROMPT · 21 s · 16:9 + 9:16 · 60 fps



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How to use it

Paste the prompt below into Claude Code (or any coding agent that can run Python) in an empty project folder. Fill in the **[brackets]**. Work in phases and approve each one before the next: brief, assets, voice, first preview, fixes, final formats. Everything on screen is rendered by code: no AI video generation.

What you need

- Python 3 with numpy, Pillow and OpenCV, plus ffmpeg. SF Pro Display and SF Pro Text (free from Apple).
- An ElevenLabs account for the voice-over.
- An SFX library of your own (whooshes, swipes, ticks, clicks, soft impacts, cardboard foley).
- Optional: DaVinci Resolve for a layered, editable project at the end.

The prompt

GOAL

Make a spec ad for **Amazon**, built entirely in code (a Python 2.5D renderer with numpy / Pillow / OpenCV), 19.2 s + a 2 s end card, 60 fps, in 16:9 (1920×1080) and a real 9:16 re-layout (1080×1920, not a crop: bigger phone, tighter card fan, type re-wrapped). One continuous shot, zero hard cuts. Premium, readable on a phone.

IDEA

"From A to Z." The Amazon smile is an arrow from a to z. Make it **one continuous orange line of light that does every job**: it slams in under the wordmark, becomes the search field's focus line, the Buy Now fill, the delivery route through a night city, the smile printed on the box at your door, the arrow that runs from A to Z under the words, and finally slots back into the logo on the last hit.

LOOK

A near-black stage (#070707) with a dim, warm amber glow that drifts and breathes, a faint Squid Ink corner (#232F3E), fine grain. One accent: Amazon orange #FF9900 (the line, at most one word per line). The Amazon app in dark mode rebuilt by eye: background #0F1111, cards #212426, Buy Now #FFA41C, Add to Cart #FFD814. SF Pro Display Bold for type. Heavy motion blur, shallow depth of field, a camera that always drifts, long eases. Dark stage, bright heroes: the phone, the box and the type are big and well lit.

Beat sheet (seconds, 60 fps)

	Seconds	What happens
S1	0.00–1.60	**The slam.** Frame 0 is already moving: the smile rushes at the camera from deep space as a streak of light with orange strands, and SLAMS into place under the wordmark at 0.17 (shake, light shards, sub hit). Its light runs a → z just under it and reveals the official logo (0.23–0.67). Logo rest.
S2	1.60–4.80	**Search.** The logo rises away and a light copy peels off. A titanium iPhone rises and lands on the beat (2.40); the line slots in as the search field's focus line. "wireless headphones" types itself with live autocomplete rows (2.50–3.30). Six result cards lift off the screen into real 3D depth, fan out and settle (3.40–4.37); the line traces card 1 and the camera pushes in.
S3	4.80–7.20	**One tap.** The product page lands (photo, stars, $129^{99}, FREE delivery Today). The camera glides to Buy Now, the line becomes its fill, its hot head the leading edge (5.50–5.97). TAP (6.03), "Order placed, thank you." Then the line shoots out and the camera flies through the screen.
S4	7.20–10.00	**The route.** Drop (7.20): the screen becomes a night city seen from above, blocks rise, the camera swoops to a 3/4 view. The line draws the route itself through the streets to an orange home pin (9.60) while a glass card reads "Arriving today" with a 4-step tracker. Dive into defocus.
S5	10.00–13.30	**The door.** A doorstep at night, a kraft box hovering. The line runs along the boards, wraps the box once and lands on its face as the smile (10.83), cooling from light into printed ink. The box touches down on the word "door" (12.00). An iOS notification: "Delivered".

	Seconds	What happens
S6	13.30–16.50	**A to Z.** "Everything you love." with the letters filled by product photos, settling to white, "love" in orange. It re-forms as "From A to Z." and the arrow runs from under the A to under the Z, hooking up like the smile (15.20–16.00).
S7	16.50–19.20	**Hero.** A short breath (music out). On the hit (16.80) the arrow slots into the official smile and the wordmark reveals a → z again. The logo holds alive, a slow light passing beneath it. "Amazon." The logo defocuses and the arrowhead's light becomes a single dot.
S8	19.20–21.20	End card: [your signature]. Small: "Spec ad · not affiliated with Amazon".

VOICE-OVER
ElevenLabs, a warm, friendly female narrator at natural speed (never sped up), the whole script in one call with short pauses, 2 takes; keep the word-perfect one. Each line placed at its own start time:
"Anything you can think of…" (0.50) / "…is one search away." (2.67) / "One tap…" (5.40) / "and it's already on its way." (6.60) / "Right to your door." (11.20) / "Everything you love…" (13.50) / "from A to Z." (15.10) / "Amazon." (17.50)

MUSIC
Original, made in code: warm, optimistic, modern, 100 BPM (one bar = 2.4 s), F major. Felt keys, plucks, soft sub and pad from frame 0; kick, claps and hats from the drop (7.20); a lift when the box lands (12.00); a breath before the hero (16.50, only a reversed swell); a full warm chord and a low hit on 16.80, ringing under the end card.

SOUND
About 90 cues from [your SFX library], every visible move has a sound: the slam, one tick per typed character, soft swipes on the cards, a click on the tap with a small success chime, whooshes on the fly-through and the route, a cardboard thud on "door", a notification pop, a swipe for the A → Z arrow. Nothing but the hero hit within 60 ms of 16.80. Mix: voice about –16 LUFS, music always ≥ 12 dB under every word, master –14 LUFS / –1.25 dBTP.

BRAND
Official Amazon logo (the reversed version on dark: white wordmark, orange smile); only move, scale, fade or mask it, never redraw or recolour it, pixel-exact whenever it rests, nothing drawn over it. The light line is your own drawing of an arrow. Fictional product and store, unbranded product photos from Unsplash; never real listings, never other brands' logos.

PROCESS
1. Research brand assets, the current app UI, photos, SFX. 2. Brief with frame-exact timings. 3. Voice first, then lock the timeline to it. 4. Build in parallel parts (light + logo + type / phone / map + box / sound) that all draw the line through ONE shared function. 5. Preview, contact sheet and a frame-by-frame motion check, one fix round. 6. 9:16, finals, stems and, on request, a layered DaVinci Resolve project.

What made the difference

- **The logo's own idea is the story.** The smile already means a to z, so one line carrying the whole purchase (search, buy, route, box, A → Z) reads as Amazon without saying it.
- **One line, one function.** Every scene hands the same light to the next, so 19 s feel like one shot, and drawing it through one shared function keeps it identical everywhere.
- **The hook is one big slam on the first beat,** readable in a fraction of a second, not a burst of effects.
- **Make objects real:** bevelled edges, tape, soft dents and a shadow that grows as the box lands; real autocomplete rows instead of placeholder bars. Flat cubes and skeleton screens read as fake instantly.
- **Check it frame by frame and on a phone** before anyone sees it: hand-overs, pops, stepped motion blur, clipped text in 9:16.