

MINTD

SPEC META ADS CAMPAIGN

Four performance-led paid social creatives built around one fictional DTC oral-care product.

**Fresh breath.
Right when you need it.**

One product. Four creative languages.

Problem / Solution · Talking Product · Narrative World · Direct Response



01 · THE BRIEF

Build ads that feel publishable tomorrow.

AI supports the production system; performance logic remains the creative priority.

PROJECT OBJECTIVE

Create a focused portfolio campaign for Meta Ads / paid social roles, proving full-stack creative production from concept through final master.

- Immediate hooks and fast problem / benefit comprehension.
- Product visibility and mobile readability from the first seconds.
- Retention-led pacing, concise captions and clean audio.
- Consistent product, characters and recurring visual elements.
- A complete AI-assisted workflow - not a standalone AI demo.

TARGET & PLATFORM

- Adults ~22-40; urban / semi-urban, social, mobile-first.
- Instagram Reels / Stories, Facebook Reels / Feed.
- Primary format: 1080 × 1920, 9:16.

BRAND & PRODUCT

MINTD ORAL SPRAY

Fresh Mint · Pocket Tile A4 · 18 ml



POSITIONING

Contemporary oral care with DTC / personal-care logic.

PROMISE

Portable freshness for moments between brushing.

VISUAL SYSTEM

Dark Mint Teal #1F5B56 + warm cream #F2EFE6.

PRODUCT RULE

Packaging stays constant while campaign worlds can vary.

Four ads. Four creative languages. One product.

Each execution answers a different paid-social problem while preserving the same MINTD product identity.



AD 01

GREAT COFFEE. BAD TIMING.

PROBLEM / SOLUTION

19 s · 3 final versions



AD 02

SMOKE BREAK? BOLD TIMING.

TALKING PRODUCT

17 s



AD 03

THE DATE IN YOUR HEAD

NARRATIVE / INTERNAL WORLD

16 s



AD 04

OPEN. SPRAY. GO.

PERFORMANCE / DIRECT RESPONSE

23 s

9:16 MOBILE-FIRST

SAME PRODUCT CONTINUITY

CLEAR BENEFIT + CTA

PERFORMANCE-FIRST

Recognition first. Character second.

AD 01 and AD 02 solve recognizable social tension through two very different creative devices.



AD 01

Great coffee. Bad timing.

Problem / Solution

19 s · 3 versions

CREATIVE IDEA

A familiar coffee moment becomes a breath-confidence problem just before a close social interaction. MINTD enters as the discreet, portable fix.

NATURALISTIC LIFESTYLE · EARLY PRODUCT REVEAL · VARIANT THINKING



AD 02

Smoke Break? Bold Timing.

Talking Product

17 s

CREATIVE IDEA

MINTD breaks the fourth wall and comments on a smoke-break situation with dry, deadpan humor - turning the product into the ad's voice.

TALKING PRODUCT · ALIVE MODE CONTINUITY · VOICE + CHARACTER TIMING

World-building vs. direct response.

The final pair stretches the campaign from narrative ambition to product-first performance.



AD 03

The Date in Your Head

Narrative / Internal World

16 s

CREATIVE IDEA

A close-range date moment triggers an imagined internal control room. A response team identifies the problem, deploys MINTD and resets the moment.

WORLD-BUILDING · MULTI-CHARACTER CONTINUITY · FAST NARRATIVE CLARITY

MINTD · SPEC AD / PORTFOLIO PROJECT



AD 04

OPEN. SPRAY. GO.

Performance / Direct Response

23 s

CREATIVE IDEA

A product-first ad built around speed, portability and physical proof: FRESH BREATH. IN YOUR POCKET. → OPEN. SPRAY. GO. → benefit stack → CTA.

MACRO PRODUCT WORK · TACTILE DEMO · CAPTION-LED DIRECT RESPONSE

A complete AI-assisted pipeline.

The value of the project is the system: concept, continuity, motion, edit and sound working together.



CONTINUITY

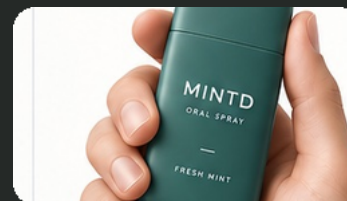
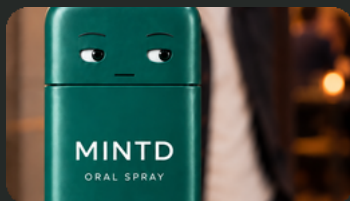
- Reference sheets anchor product, characters and recurring environments.
- First-frame / last-frame workflows reduce drift between generated shots.
- Pocket Tile silhouette, cap, diffuser, color and scale stay fixed.

MOBILE-FIRST

- 1080 × 1920 framing designed for phone viewing.
- Large subjects, readable product, concise captions and safe areas.
- Every shot must justify its role: hook, problem, product, proof or CTA.

EDITORIAL + AUDIO

- Retention-led pacing with no accidental dead time.
- Voice clarity, tactile product SFX and balanced music.
- Captions behave as ad graphics, not traditional cinematic subtitles.



REFERENCE → SHOT DESIGN → ANIMATION → EDIT → PRODUCT PROOF

A reusable system, not four isolated videos.

The finished campaign is packaged to show both creative judgment and end-to-end production capability.

DELIVERED



FINAL MASTER DURATIONS



WHAT THIS PROJECT DEMONSTRATES

- Performance thinking and hook design for paid social.
- Four distinct creative modes under one coherent product system.
- AI-assisted image, motion and character workflows with continuity control.
- Editing, captions, sound design, audio mix and final mastering.
- A recruiter-ready packaging system that can be adapted for future applications.

ROLE ACROSS THE CAMPAIGN

Creative Direction · Concept Development · Script · Visual Development · AI Visual Generation · AI Video Creation · Editing · Captions
· Sound Design · Audio Mix · Final Mastering

“Could a brand publish this tomorrow?”

That question was used as the final creative filter for every piece.

SPEC AD / PORTFOLIO PROJECT · FICTIONAL BRAND · NO MEDIA PERFORMANCE CLAIMS