

Instructions: Make a video storyboard of the below advertisement using AI. You can use any AI-video-generation tool (Kling, Higgsfield, etc.) to complete the task. We will assess your real world filmmaking abilities from your portfolio; this is to understand your taste, and your ability to improvise-and-execute something that looks good.

Concept: Endearing advertisement in which a dad is getting hotter and hotter from scene to scene, his family is growing increasingly suspicious, and at the end it is revealed that he is a client of Qoves.

Brief: In the first scene, he is getting in the car with his wife, and she asks, “Did you do something to your hair?” but he denies it. Then, we jump cut to the next scene in the house, where he’s with his daughter and his brows aren’t grey anymore, they’re dark brown. She’s asking, “Dad have you seen my brow pen?” and he says, “Yes sorry,” and she asks, “Why do you have this?” and he says, “I thought it was a regular pen.” Then, jump cut to the next scene he’s with his wife on the couch and she’s looking at him intently, admiringly, while he’s watching the movie, and his hair is styled perfectly and darker she says, “You definitely did something with your hair,” and he says “It’s my new barber,” but he’s not making eye contact. And then, the scene after that, he’s got perfectly manicured stubble at breakfast and the daughter’s vibe is querical, “Dad why didn’t you shave?” he makes an excuse, but you can see the wife loves the look. Then, jump cut again, they’re having family dinner, and he has a tan, and the wife is asking, “Were you outside today?” and he denies it, and she says, “You look tan.” And he says, “Oh, sorry, yes I was outside,” and then she says, “Looks good...” You can tell there’s a moment of attraction. Finally, jump cut to the last scene, in which he puts everyone to bed, tip toes downstairs, and opens up his laptop, you see the typing “qoves.com” and it says “QOVES” across the whole screen.