30-Second Product Video Plan: Script, Shots & Budget

This is an authored planning example for a fictional reusable-cup brand, North Cup. It is not a client campaign, a published advertisement or a claim about results. Use its decisions and replace the product, claims, rates and permissions with those of your own job.

1. Timed picture and audio plan

The rows total 30 seconds. Rehearse the words and review the actual action; timings are planning targets.

Time / shot	Picture	Audio / words
0:00-0:04 / 1A	Wide tabletop: a hand places the same reusable cup beside a bag.	Natural tabletop sound. On-screen: "Make room for a daily ritual."
0:04-0:09 / 1B	Close detail: open the lid and show the cup rim.	Soft click; no performance claim.
0:09-0:14 / 1C	Pour a drink into the cup; retain the established screen direction.	Pouring sound. On-screen: "Fill."
0:14-0:19 / 1D	A hand closes the lid in the same position.	Lid click. On-screen: "Close." Do not imply leakproof certification.
0:19-0:25 / 1E	Medium: pick up the cup and place it beside the bag, upright.	Fabric sound. On-screen: "Take your ritual with you."
0:25-0:30 / 1F	Locked product frame with space for the approved brand name and CTA.	On-screen: "Meet North Cup." Use an approved destination at delivery.

Editable workflow: mooiev.com/features/av-script-editor

2. Give each setup a clear job

Shot	Setup	Purpose	Continuity check
1A	Wide / locked	Introduce the surface, cup and hand.	Mark cup and bag positions.
1B	Close / locked	Show the lid and rim clearly.	Keep the same lid and hand.
1C	Close / locked	Capture the pour without obscuring the cup.	Match fill level for later shots.
1D	Close / locked	Record the closure.	Do not reverse hand ownership.
1E	Medium / locked	Connect the product to a daily routine.	Keep product upright and wardrobe unchanged.
1F	Product / locked	Leave legible copy space.	Check brand orientation and the approved CTA.

3. Count the work as well as the cash

Illustrative USD assumptions only; not market rates, a quote or a recommendation about what to charge. Existing equipment is assumed. Confirm job-specific rentals, tax, insurance and rights separately.

Item	Quantity x rate	Amount
Creator: prep, shoot and edit	8 x $35.00	$280.00
Assistant for tabletop setup	3 x $25.00	$75.00
Props and consumables	1 x $30.00	$30.00
Local transport	1 x $15.00	$15.00
Subtotal		$400.00
Contingency	10%	$40.00
Illustrative total		$440.00

Creator time values the work and is not automatically an external cash payment. Client price and usage terms are separate decisions.

4. Sequence the work

When	Milestone	Decision or work
Day 1	Agree the brief	Audience, product claims, 30-second runtime, 9:16 delivery and CTA.
Day 2	Lock the plan	Approve six shots, product position, surface, lighting and copy.
Day 3	Shoot and assemble	Capture the six setups and clean sound; back up the media.
Day 4	Review and deliver	Resolve the agreed review round and verify the final export.

5. Review the whole plan

- Agree one master 9:16 delivery and whether other sizes are additional work.

- Approve the cup, surface, wardrobe and screen direction before shooting.

- Check product claims and use only music, logos and footage you may distribute.

- Name the client approver and define a review deadline; this plan does not create a contract.

- Read the finished export on a phone, including copy size, safe areas and final CTA.

When a collaborator joins, explain the project, role, dates and responsibilities. Keep private client material within its intended access.

Read the complete example and related editable tools:

https://mooiev.com/guides/30-second-product-video-plan