

30-SECOND VERTICAL · SNEAKER LAUNCH

PULSE-9 NIGHT CHARGE

A **0:30 kinetic reel** for the fictional VÖLT PULSE-9 drop — neon-on-black, beat-cut editing, and a hook built to stop the scroll in the first three seconds. This deck carries the timed two-column script, an 8-panel storyboard, and the full export spec.

PLATFORM

REELS

+ TikTok / Shorts

DURATION

0:30

30 fps

ASPECT

9:16

1080×1920

OBJECTIVE

DROP

Awareness → Cop

TAP TO COP →

CTA STICKER + LINK IN BIO
DROP LIVE 07 · 20 · 00:00 CET

● REC · 9:16

00:03 / 00:30

▶ 0:00 - 0:03

THE HOOK · FIRST 3 SECONDS

DON'T BLINK.

Cut to black → a single spark. The PULSE-9 **slams into frame** on the bass hit, neon sole-glow ignites. Zero logo, zero context — pure motion. If they don't scroll in 3s, they stay for 30.

HOOK

RETENTION TARGET · 78%

● SOUND ON · DESIGNED FOR MUTED
AUTOPLAY ●

TWO-COLUMN SCRIPT

ACT 1 · 0:00 – 0:14

VISUAL / AUDIO · BEAT-TIMED

4 BEATS

TIME / BEAT	VISUAL	AUDIO
0:00–0:03 3.0s · Beat 01 HOOK	MACRO · SLAM CUT Black. One spark flares centre-frame. The PULSE-9 smashes in on the downbeat; the sole's neon channel ignites cyan. Frame shakes, chromatic-aberration flash. ON-SCREEN TEXT DON'T BLINK.	SFX Sub-bass impact + riser , tape-stop into silence. MUSIC Track drops — 128 BPM synth-wave, kick locked to the slam.
0:03–0:07 4.0s · Beat 02 REVEAL	MACRO PAN · L→R Slow glide across the sole and midsole. Neon underglow pulses in time; light rakes the knit upper revealing the PULSE-9 texture and colour channels. ON-SCREEN TEXT ENGINEERED IN THE DARK	MUSIC Bassline enters; soft arpeggio shimmer. SFX Electric hum swells with each glow pulse.
0:07–0:10 3.0s · Beat 03 SPIN	360° TURNTABLE · STROBE Shoe rotates on a black turntable under strobe cuts — 4 hard cuts synced to the hi-hats. Colour grade flickers cyan → magenta on each cut. ON-SCREEN TEXT PULSE-9	SFX Glitch stutters on every cut; riser tail. MUSIC Snare build — tension into the run.
0:10–0:14 4.0s · Beat 04 MOTION	LOW ANGLE · LACE-UP → RUN Cut to feet on wet neon-lit asphalt. Quick lace-up insert, then a push-off — first stride kicks up spray, camera whips to follow. ON-SCREEN TEXT LACE IN.	SFX Lace zip + footstep synced to the kick. VO Whispered: “Charge up.”

TWO-COLUMN SCRIPT

ACT 2 · 0:14 – 0:30

VISUAL / AUDIO · BEAT-TIMED

4 BEATS

TIME / BEAT	VISUAL	AUDIO
0:14–0:18 4.0s · Beat 05 SPEED	SPEED-RAMP · TRACKING Runner blurs past neon signage; a mid-stride speed-ramp snaps from slow-mo to real-time. Motion-blur streaks trail the sole glow. ON-SCREEN TEXT BUILT TO OUTFRAN	MUSIC Full drop — chorus energy, wide synth stabs. SFX Whoosh on the ramp; doppler pass-by.
0:18–0:22 4.0s · Beat 06 COLOURWAYS	SPLIT-SCREEN · 3-UP FLASH Screen splits into three verticals — Cyan Bolt / Magenta Surge / Lime Volt colourways flash-cut one per beat, product spinning in each. ON-SCREEN TEXT THREE CHARGES	SFX Triple glitch stutter, one per panel. MUSIC Beat chops to match the 3 flashes.
0:22–0:26 4.0s · Beat 07 HERO	HERO PRODUCT · LIGHT SWEEP PULSE-9 on a black pedestal; a single light sweeps across. Logo lockup forms from the sole-glow tracer. Clean, premium, still. ON-SCREEN TEXT VOLT	MUSIC Breakdown — reverb tail, single held pad. VO Full voice: “PULSE-9. Night Charge.”
0:26–0:30 4.0s · Beat 08 CTA	END CARD · CTA STICKER Drop date punches in; “TAP TO COP” sticker pulses. Sole-glow logo holds; subtle particle drift. End on the bolt mark. ON-SCREEN TEXT 07·20 · TAP TO COP	VO Tagline: “Charge up. 07·20.” MUSIC Final stab + sub drop to silence.

STORYBOARD · 8 FRAMES

FRAME GRID · 4 × 2 · VERTICAL 9:16 SLOTS
■ IMAGE SLOTS (AS-IS) · ■ FRAME SKETCH PLACEHOLDERS

1

0:00



DON'T BLINK.

Slam-cut hook: sneaker crashes into frame, sole-glow ignites on the bass hit.

MACRO

SLAM / SHAKE

3.0S

2

0:03



FRAME SKETCH

IN THE DARK

Macro pan L → R across sole & knit; neon underglow pulses, light rakes the upper.

MACRO PAN

SLIDER L→R

4.0S

3

0:07



FRAME SKETCH

PULSE·9

360° turntable under strobe; 4 hard cuts on the hats, grade flickers cyan ↔ magenta.

360° SPIN

STROBE CUT

3.0S

4

0:10



LACE IN.

Low angle on wet neon asphalt: lace-up insert, push-off, spray, whip-follow.

LOW ANGLE

WHIP PAN

4.0S

5

0:14



FRAME SKETCH

OUTRUN

Speed-ramp tracking past neon signage; motion-blur streaks trail the sole glow.

SPEED-RAMP

TRACK

4.0S

6

0:18



FRAME SKETCH

3 CHARGES

Split-screen 3-up: Cyan / Magenta / Lime colourways flash-cut, one per beat.

SPLIT 3-UP

FLASH CUT

4.0S

7

0:22



FRAME SKETCH

VÖLT

Hero product on pedestal; single light sweep; logo forms from sole-glow tracer.

HERO STILL

LIGHT SWEEP

4.0S

8

0:26



FRAME SKETCH

TAP TO COP

End card: drop date punches in, CTA sticker pulses, bolt mark holds to black.

END CARD

PUNCH-IN

4.0S

SHOT LIST & EXPORT SPEC

DELIVERY · ASPECT · SAFE ZONES

SHOT LIST · 8 BEATS · 0:30 TOTAL

#	TIME	SHOT TYPE	FRAME / CAMERA MOVE
1	0:00-0:03	MACRO	Slam-cut hook · handheld shake + flash
2	0:03-0:07	MACRO PAN	Slider L → R across sole & upper
3	0:07-0:10	360° SPIN	Turntable · 4 strobe cuts on hats
4	0:10-0:14	LOW ANGLE	Lace-up → push-off · whip pan follow
5	0:14-0:18	SPEED-RAMP	Tracking past signage · motion blur
6	0:18-0:22	SPLIT 3-UP	Colourway flash-cuts · 1 per beat
7	0:22-0:26	HERO STILL	Pedestal · single light sweep
8	0:26-0:30	END CARD	CTA punch-in · logo hold to black

TOTAL RUNTIME	0:30.0 · 8 shots · avg 3.75s
EDIT TEMPO	128 BPM · cuts on the kick
COLOUR	Neon cyan / magenta / lime on black

ASPECT RATIOS · DELIVERY

9:16 REELS · TIKTOK · SHORTS	3:4 FEED · EXPLORE	1:1 GRID · CUTDOWN
MASTER	1080 × 1920 · H.264 · 30 fps	
BITRATE	≥ 12 Mbps · Rec.709	
AUDIO	AAC 48 kHz · -14 LUFS	

SAFE ZONES · 9:16

Keep type inside the dashed zone. Top 250 px = handle / caption; bottom 420 px = UI, CTA sticker & audio tag. Magenta bands = platform-UI keep-out.

CAPTIONS	Burned-in + .SRT
SUBTITLES	EN · auto-gen QA'd

UI · HANDLE / CAPTION

