30-SECOND VERTICAL AD · 9:16 · INSTAGRAM REELS, TIKTOK, WHATSAPP STATUS

Saturday Family Tray

for Ronke's Ofada Kitchen, Bodija, Ibadan · client: Mrs Ronke Adebayo · made by Dami Ogunbiyi



The seven shots, in order. In this model they are drawings made by Skillnaija: in the real job, shots 1, 3 and 4 are phone footage of the client's kitchen, shots 2 and 6 are AI b-roll, and shots 5 and 7 are graphics made in the editor.

IN THIS PACK

1. The brief and the facts the client confirmed
2. The script, voice direction and pronunciation sheet
3. The shot list and key frames in the safe zone
4. The prompt log: every AI step and what was checked
5. The captions file and caption style
6. Rights, consent and AI disclosure
7. The AI test: the one-prompt ad beside this one
8. Export settings, quality check and the delivery folder
9. The price and the terms

THE JOB AT A GLANCE

Brief agreed	16 October 2026 (facts confirmed 20 October)
Filmed	21 October, at the kitchen in Bodija
First cut	23 October; one round of changes
Approved	26 October, by WhatsApp
Delivered	30 s and 15 s MP4, captions file, this pack, cover frame
Fee	₦45,000 (page 10)

A model made by Skillnaija for the AI Video Creation course. Ronke's Ofada Kitchen, Mrs Adebayo, Dami and the job are fictional; the phone number is not real. No AI images or footage are in this pack: the frames are drawings that stand in for the footage. Study it; don't copy it.

What the ad must do

Agreed on a call with Mrs Adebayo on 16 October 2026 and confirmed by WhatsApp on 20 October. Every fact in the ad comes from this page.

Client	Mrs Ronke Adebayo, owner, Ronke's Ofada Kitchen, Bodija, Ibadan. Ofada rice and ayamase, cooked daily, ordered on WhatsApp and delivered.
The goal	Sell the new Saturday Family Tray: 40 trays a week by the end of November (her target).
The viewer	Busy parents and young families in Bodija, Agodi and the UI area, scrolling on their phones on Thursday and Friday evenings.
One action	Send a WhatsApp message to order by Friday, 6 p.m.
Where it runs	Instagram Reels, TikTok and WhatsApp Status, so 9:16, with sound off for many viewers.
Length	30 seconds, plus a 15-second cut for Status.
Feel	Warm, homely, generous, unhurried. Not loud. Not 'luxury'.
Must include	The tray's name, what is in it, that it feeds four, ₦18,500, Saturday delivery areas, the order deadline, the WhatsApp number.
Must avoid	'Best in Ibadan', 'organic', 'healthy', any claim she can't prove; AI pictures of the food; any person who hasn't agreed to appear.
Deadline	Approved cut by Monday 26 October, to post on Thursday 29 October.

FACTS CONFIRMED BY MRS ADEBAYO (WHATSAPP, 20 OCTOBER 2026)

FACT	AS CONFIRMED	WHERE IT APPEARS
What is in the tray	Ofada rice, ayamase, fried plantain, assorted meat	Voice line 3
How many it feeds	Four people	Voice line 4, shot 4
Price	₦18,500, delivery included in the three areas	Voice line 5, price card
Delivery	Saturdays only: Bodija, Agodi, around UI	Voice line 5, price card
Order deadline	Friday, 6 p.m.	Voice line 6, shot 6, end card
Cooked when	Fresh on Saturday morning	Voice line 3
WhatsApp number	Her business line (0800 000 0000 in this model)	End card

WHAT THE CLIENT GETS

The 30-second ad and the 15-second cut as MP4 files, the captions file (.srt), this pack, and the cover frame. Two rounds of changes. Delivered by Google Drive link, not as a WhatsApp video, which WhatsApp would compress.

Hook, value, call to action: 65 words in 30 seconds

TIME	VOICE (EXACTLY AS RECORDED)	PART	SHOT
0:00–0:03	Saturday lunch for four, and nobody in your house has to cook.	**Hook**	1
0:03–0:07	This is the Saturday Family Tray, from Ronke's Ofada Kitchen in Bodija.	Value	2
0:07–0:13	Ofada rice and ayamase, cooked fresh that Saturday morning, with fried plantain and assorted meat.	Value	3
0:13–0:15	One tray feeds four.	Value	4
0:15–0:21	Eighteen thousand, five hundred naira, delivered on Saturday in Bodija, Agodi and around UI.	Value	5
0:21–0:26	Order on WhatsApp by Friday, six p.m.	**Call to action**	6
0:26–0:30	The number is on the screen. See you on Saturday.	**Call to action**	7

VOICE DIRECTION

A warm Nigerian English stock voice from the tool's library: a woman's voice, smiling, unhurried. Normal speed. A short pause after "four," and after "Bodija." Same loudness on every line. No cloned voice: nobody's real voice is copied.

WHY THIS HOOK

The viewer's problem is Saturday cooking, not rice. So the first line names the relief, and the tray appears in the first second. The one-prompt AI version opened with "Craving the best ofada in Ibadan? Look no further!": a claim she can't prove, in words every food ad uses.

CLAIMS CHECK

Every claim is on page 1's fact list. Not said: best, healthy, organic, "everyone loves", or any number that isn't hers.

PRONUNCIATION SHEET

Reference: Mrs Adebayo's voice note of 20 October, reading the names. Respellings are what made the tool match her; they are approximate.

WORD	TYPED AS	NOTE
Ofada	**Oh-fah-dah**	Even beats; the tool said 'Oh-FAY-da' until respelt
ayamase	**ah-yah-mah-seh**	Last sound as in 'set', not 'say'
Bodija	**Boh-dee-jah**	
Agodi	**Ah-goh-dee**	The tool stressed the wrong beat; regenerated alone
UI	**you eye**	Letters, as people in Ibadan say it
₦18,500	**eighteen thousand, five hundred naira**	Typed as words in the voice script

Seven shots: real food, AI only for mood

#	TIME	WHAT WE SEE	SOURCE	ON-SCREEN TEXT	CHECK
1	0:00–0:03	The lid comes off a full Family Tray on the kitchen table, top-down	Phone footage, Ronke's kitchen	Captions only	Her real tray, her real food
2	0:03–0:08	Slow drift over brown zinc rooftops at sunrise	AI b-roll (mood)	Ronke's Ofada Kitchen · Bodija	No text, signs or people; not captioned as Bodija
3	0:08–0:14	Ayamase spooned beside the ofada rice, close-up	Phone footage, Ronke's kitchen	Captions only	Cook's hands only, with her OK
4	0:14–0:16	The sealed tray with the green leaf sticker	Phone footage, Ronke's kitchen	Feeds 4	Same pack as shot 1
5	0:16–0:22	Price card in the brand's green and cream	Graphic made in the editor	~~₦~~18,500 · Saturday · Bodija, Agodi, UI area	Price and areas as confirmed
6	0:22–0:27	A plain wall clock, the minute hand nearing six	AI b-roll (mood)	Order by Friday, 6 p.m.	Clock numbers not garbled
7	0:27–0:30	End card: logo, WhatsApp number, AI note	Graphic made in the editor	0800 000 0000	Number checked digit by digit

WHY EACH SOURCE

The food, the tray and the sticker are what customers will receive, so they are filmed for real in Mrs Adebayo's kitchen, on the same day, in the same light, so the pack looks the same in every shot. AI is used only where nothing has to be true to life: a sunrise over rooftops for mood, and a clock for the deadline. The rooftops are not captioned as Bodija.

FILMING NOTES

Phone held upright (9:16), 1080p, 30 frames a second, the lens wiped. Daylight from the kitchen window, no flash. Elbows on the table for steady shots. Each shot filmed three times, 8 to 10 seconds each. The cook appears only as hands, with her agreement.

KEY FRAMES IN THE SAFE ZONE

The tinted areas are where TikTok, Reels and Status put the username, the post text and the buttons. Captions and the price stay inside the dashed line.





Every AI step, and what was checked

So the client, a grader or Dami herself next month can see what AI made, how, and what a person checked. In this model no clips were generated: the drawings stand in for them. The prompts are the ones the job would use.

STEP	TOOL	PROMPT OR SETTINGS	WHY IT'S WORDED THIS WAY	CHECK BEFORE KEEPING	RESULT
Hook ideas	AI chat assistant	`You are a scriptwriter for short videos for Nigerian food businesses. Give me 8 different opening lines, each under 12 words, for a 30-second vertical ad for a family lunch tray from a small ofada rice kitchen. The viewer is a busy parent in Ibadan scrolling on a Friday. No claims about health, 'best', 'organic' or 'number one'.`	Ideas to react to, not facts. No client numbers or private details in the prompt.	Every claim; any 'best' or health promise; whether it sounds like a real person	**Ideas only. The final hook is Dami's own; no line copied.**
Shot 2, mood	Text-to-video	`Slow, steady aerial drift over rusty brown zinc rooftops of an old West African city at sunrise, warm orange light, soft haze, a few birds far away, no people, no text, no signs, documentary style, vertical 9:16, 5 seconds.`	No people or writing means fewer things to warp. It does not claim to be Bodija.	Every frame for melting roofs, ghost signs or letters; never caption it as a real place	**Kept the 3rd try; 1st and 2nd had sign-like scribbles**
Shot 6, mood	Text-to-video	`Close-up of a plain round wall clock on a pale green wall, the minute hand moving slowly towards twelve with the hour hand on six, soft afternoon light, shallow depth of field, steady camera, vertical 9:16, 4 seconds.`	A deadline shot. Plain wall, no other objects to go wrong.	The numbers on the clock face (AI often garbles them); hands moving the right way	**If the numbers garble: film a real clock instead**
Voiceover	Text-to-speech	`The script exactly as approved, with the respellings from the pronunciation sheet, one line at a time. Voice: a warm Nigerian English stock voice from the tool's library; normal speed.`	Line by line, so one bad word means regenerating one line, not thirty seconds.	Each name against Mrs Adebayo's voice note; the price; breaths and pace; the same loudness on every line	**Lines 2 and 5 regenerated twice**
Captions	Auto-captions in the editor	`(No prompt: the editor transcribed the voice.)`	Faster than typing, but it guesses at Nigerian words.	Every caption against the script, word for word	**Fixed 'ayamase', 'Bodija' and '₦18,500'**

Not made with AI: the food, the tray, the kitchen, the cook's hands, the price card, the logo and every fact. No avatar, no cloned voice, no AI people.

Tools change their names, limits and prices often, so the log records the kind of tool and the date (21–23 October 2026). Before a paid job, check that each tool's current plan allows commercial use of what it makes.

The captions file and how captions look

RONKE-OFADA_SATURDAY-TRAY_30S.SRT

```
1
00:00:00,000 --> 00:00:01,600
Saturday lunch for four,

2
00:00:01,600 --> 00:00:03,400
and nobody in your
house has to cook.

3
00:00:03,400 --> 00:00:05,400
This is the
Saturday Family Tray,

4
00:00:05,400 --> 00:00:07,600
from Ronke's Ofada
Kitchen in Bodija.

5
00:00:07,600 --> 00:00:09,600
Ofada rice and ayamase,

6
00:00:09,600 --> 00:00:11,400
cooked fresh that
Saturday morning,

7
00:00:11,400 --> 00:00:13,800
with fried plantain
and assorted meat.

8
00:00:13,800 --> 00:00:15,600
One tray feeds four.

9
00:00:15,600 --> 00:00:18,400
₦18,500,
delivered on Saturday

10
00:00:18,400 --> 00:00:21,800
in Bodija, Agodi
and around UI.

11
00:00:21,800 --> 00:00:24,200
Order on WhatsApp

12
00:00:24,200 --> 00:00:26,600
by Friday, 6 p.m.

13
00:00:26,600 --> 00:00:28,400
The number is
on the screen.

14
00:00:28,400 --> 00:00:30,000
See you on Saturday.
```

CAPTION STYLE

Lato Black, white with a thick black outline: readable on food, sky and green.

At most two lines and about 24 characters a line, so a line fits inside the safe zone.

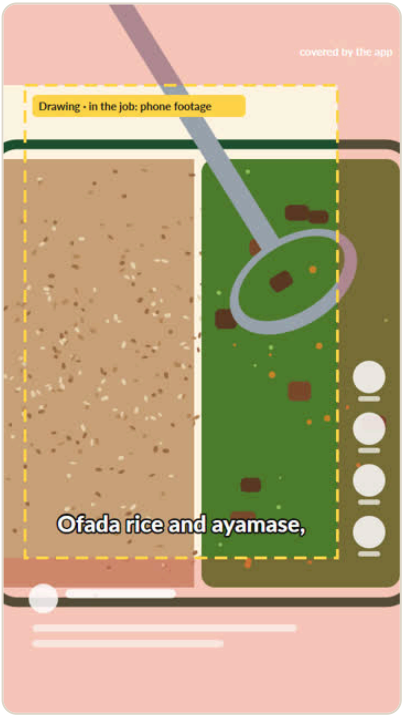
Bottom of the captions about 420 pixels above the bottom edge, clear of the post text.

Each caption on screen for at least 1.6 seconds.

Prices in figures with ₦ (₦18,500) even where the voice says the words.

PROOFREADING

Auto-captions came out with "ayamase", "Bodija" and the price wrong. Every line was read against the script, then watched once on a phone with the sound off. The .srt is supplied so the client can upload captions where a platform accepts a file.



Who agreed, what is licensed, what is labelled

Music	An instrumental guitar track from the editor's in-app library marked for commercial use. In the real job the folder holds: the track title, the library, the licence wording as seen, the date (22 October 2026) and a screenshot. Checked that the licence covers the client's own business accounts, not only Dami's.
Voice	A stock voice from the text-to-speech tool's library, on a paid plan that allows commercial use. No real person's voice was cloned.
People	Only the cook's hands appear. She agreed by WhatsApp on 18 October, after seeing what would be filmed. No customers, no children, no AI people.
Footage	All filmed by Dami for this job, in Mrs Adebayo's kitchen, with her permission. No clips taken from other people's posts.
AI shots	Shots 2 and 6, made with a text-to-video tool on a plan that allows commercial use; recorded in the prompt log.
Fonts	Lato and Fraunces, both free under the SIL Open Font License.

AI DISCLOSURE

On screen: the end card says "Voice and two scenes made with AI."

When posting: tick the platform's AI label. As of October 2026, TikTok, Instagram and YouTube each have one in their posting settings; names and places change, so look before each post.

Post text ends: "Voice and two scenes made with AI. The food is real."

Dami's AI-use line. AI use: I used an AI chat assistant for hook ideas (I wrote the final script myself), a text-to-speech tool for the voice (a stock voice, matched to the client's pronunciation), a text-to-video tool for two mood shots (2 and 6, labelled), and auto-captions, which I proofread. The food footage, the price card, the edit, the sound mix and every fact are my work or the client's.

Approved by Mrs Adebayo on WhatsApp, 26 October 2026: "Perfect. The voice says ofada like my mother. Post it Thursday."

The one-prompt ad beside this one

Before showing the client anything, Dami typed one prompt into an all-in-one AI video app: "30-second advert for Ronke's Ofada Kitchen, an ofada rice restaurant in Bodija, Ibadan." She ran it three times, kept the best result for comparison only, and scored both. The rule: show yours only if it is clearly better on every row.

TEST	ASK	ONE-PROMPT AI AD	DAMI'S CUT
1. Hook and true claims	Do the first 3 seconds stop the right viewer, and can every claim be proven?	'The best ofada in Nigeria! 100% organic!'	**'Saturday lunch for four, and nobody has to cook.' Every fact from the client**
2. The real product, consistent	Is it her actual food and pack, the same in every shot?	Rice that looks like jollof; a different bowl in each shot	**Her tray, filmed in her kitchen; one pack throughout**
3. Names, prices, pronunciation	Does the voice say every name and price right?	'Oh-FAY-da'; no price at all	**Matched to her voice note; ₦18,500 checked**
4. Captions	Proofread, readable on a small phone, inside the safe zone?	Misspelt, and under the app's buttons	**Proofread, two lines at most, tested on a phone**
5. Sound	Music licensed for an ad, and under the voice?	Unknown track, as loud as the voice	**Licensed track, ducked; licence saved**
6. Clean visuals	Any warped hands, faces, logos or text?	Merged fingers; a sign reading 'OFADDA KICHEN'	**No AI hands or text; two AI mood shots, checked frame by frame**
7. Consent and disclosure	Did everyone on screen agree? Is AI labelled where needed?	An AI 'customer' shown as real; no label	**Cook agreed; stock AI voice; AI label ticked**
8. Export and delivery	Right shape and size, checked on a phone, files named?	Watermarked, soft, the end cropped off	**1080 × 1920 MP4, phone-checked, 15 s cut and captions file**
8 tests	**Clearly better on every row, or don't show it**	**0 of 8**	**8 of 8, after fixing her cuts and sound levels**

WHERE THE AI LOOKED BETTER, AND WHAT DAMI FIXED

The AI ad's camera moved smoothly and its sound was even. Dami's first cut had a shaky shot of the tray, cuts in the middle of the ladle's movement, one voice line louder than the rest and music that stopped dead at the end. She refilmed shot 1 with her elbows on the table, cut on the movement, levelled the voice lines, and faded the music under the last line. Then she ran the test again. The AI version was never shown to the client as an option.

Before it leaves the laptop

EXPORT SETTINGS

Size	1080 × 1920 pixels (9:16)
Frame rate	30 frames a second, as filmed
File	MP4: H.264 video, AAC sound
Quality	The editor's 1080p setting; not 4K
Names	ronke-ofada_saturday-tray_30s_9x16_v2.mp4 ronke-ofada_saturday-tray_15s_9x16_v2.mp4

THE DELIVERY FOLDER

```
ronke-ofada_saturday-tray/
  read-me.txt
  01_video/     30 s and 15 s MP4s
  02_captions/  ..._30s.srt
  03_pack/      this production pack (PDF)
  04_rights/    music licence screenshot,
                consent message, AI note
  05_cover/     cover frame (PNG)
```

Shared as one Google Drive link set to "Anyone with the link", tested in a private browser window first.

QUALITY CHECK, TICKED 26 OCTOBER 2026

- ✓ 1080 × 1920 pixels, 9:16, 30 frames a second, MP4 (H.264 video, AAC sound)
- ✓ 30 seconds, plus the 15-second cut (shots 1, 4, 5, 7)
- ✓ Watched start to end on a phone: once with sound, once on mute
- ✓ Every caption matches what the voice says; names, spellings and ₦ checked
- ✓ Captions and price card inside the safe zone in the TikTok, Reels and Status previews
- ✓ Voice clearly above the music on a phone speaker; no crackle; music fades out at the end
- ✓ AI shots checked frame by frame: no warped roofs, hands, faces, letters or logos
- ✓ Facts on screen match the client's confirmation: price, day, areas, deadline, number
- ✓ The first frame works as the cover picture
- ✓ AI label ready to tick on each platform; post caption says what AI made
- ✓ Files named and in the folder; the .srt file opens and lines up
- ✓ Client's approval of the final cut saved (date and message)

₦45,000, and what it pays for

Brief call, script and shot plan	**₦10,000**
Filming at the kitchen (half a day, Dami's phone)	**₦8,000**
AI voice and b-roll (her share of monthly tool plans)	**₦6,000**
Edit, captions, sound and two rounds of changes	**₦15,000**
15-second cut and the captions file	**₦6,000**

Dami's own numbers for a fictional job. Your costs, tools and rates will differ. The AI line is her share of monthly plans paid in dollars, so it moves with the exchange rate: check it before you quote.

TERMS, AGREED IN WRITING BEFORE FILMING

Half (₦22,500) before filming; the rest when the client approves the final cut.

Two rounds of changes are included; each extra round is ₦5,000.

Delivery within five working days of filming.

The client may use the ad on her own business pages and Status, and boost it as a paid ad.

Music is licensed for her accounts as recorded on page 6; a new use (TV, radio) needs a new check.

Dami may show the ad in her portfolio, with the client's permission.

NEXT FOR THIS CLIENT

A monthly offer: four Status videos a month from one filming day, same voice, same caption style, same pack, so her customers recognise her every time.