100 Product Video Prompt Shortcuts

For Google Flow and Gemini | Product marketing, branding and commercial video creation

How to use: These are custom prompt shortcuts, not official built-in slash commands. Add one or more to your prompt, then describe the product, scene, camera movement, lighting, duration and what must remain unchanged.

Product preservation tip: With a reference image, ask the model to preserve the product's exact shape, colors, materials, packaging, logo, label and proportions.

1. Product video styles

/productvideo	Creates a professional commercial video featuring the product.
/productpremium	Gives the product video a premium, high-end advertising look.
/cinematicproduct	Creates a cinematic product video with dramatic lighting and camera movement.
/luxuryproduct	Creates an elegant luxury-brand product commercial.
/producthero	Makes the product the main visual focus.
/producteditorial	Creates a sophisticated editorial-style product video.
/productcommercial	Creates a polished commercial advertisement.
/productrealistic	Creates a natural-looking, photorealistic product video.
/productminimal	Creates a clean, simple video with minimal distractions.
/productmaster	Combines premium lighting, movement, composition and commercial styling.

2. Product reveals

/productreveal	Reveals the product gradually in a dramatic way.
/luxuryreveal	Creates a sophisticated luxury product reveal.
/slowreveal	Slowly reveals the product through controlled camera movement.
/dramaticreveal	Reveals the product with dramatic lighting and shadows.
/lightreveal	Reveals the product as light gradually illuminates it.
/shadowreveal	Reveals the product from behind shadows.
/smokereveal	Reveals the product through atmospheric smoke.
/360reveal	Reveals the product through a smooth 360-degree rotation.
/boxreveal	Shows the product emerging from its packaging.
/floatingreveal	Makes the product appear to float into view.

3. Camera movements

/slowpushin	Moves the camera slowly toward the product.
/slowpullout	Moves the camera backward to reveal more of the scene.
/orbitshot	Moves the camera around the product in a circular motion.
/360orbit	Creates a complete circular camera movement around the product.
/dollyshot	Creates smooth cinematic movement past or toward the product.
/craneup	Moves the camera upward to reveal the product.
/cranedown	Moves the camera downward toward the product.
/tracking	Tracks the product as it moves through the scene.
/macrozoom	Moves closer to show small product details.
/topdownmotion	Creates a moving overhead product shot.

4. Product movement

/floatingproduct	Makes the product appear to float.
/productrotation	Rotates the product smoothly.
/slowrotation	Creates a slow, elegant product rotation.
/levitation	Creates a levitating product commercial.
/productspin	Makes the product spin dynamically.
/productglide	Makes the product glide smoothly across the scene.
/productdrop	Shows the product dropping into a dramatic composition.
/productrise	Makes the product rise into the frame.
/productslide	Moves the product smoothly across the scene.
/dynamicmotion	Adds energetic, controlled product movement.

5. Lighting and atmosphere

/softlight	Creates soft, flattering product lighting.
/dramaticlight	Uses dramatic lighting and shadows.
/goldenhour	Creates a warm golden-hour product commercial.
/rimlight	Adds edge lighting around the product.
/neonlight	Creates a modern neon-lit product video.
/moodylight	Creates a dark, atmospheric product commercial.
/studiolight	Uses professional studio lighting.
/spotlight	Focuses a beam of light on the product.
/backlight	Creates a dramatic backlit product shot.
/lighttransition	Uses changing light to transition between product shots.

6. Creative visual effects

/splashproduct	Adds a controlled water or liquid splash around the product.
/particles	Adds floating particles for a cinematic atmosphere.
/smokeeffect	Creates atmospheric smoke around the product.
/dusteffect	Adds subtle floating dust particles.
/liquidtransition	Uses a liquid effect to transition between scenes.
/lightstreaks	Adds cinematic light streaks around the product.
/gloweffect	Adds a subtle luminous glow.
/explodereveal	Creates a reveal with elements separating around the product.
/morphtransition	Transitions between scenes through a visual transformation.
/seamlessloop	Creates a video that loops smoothly from end to beginning.

7. Product-specific styles

/perfumecommercial	Creates a luxury perfume advertisement.
/skincarecommercial	Creates a premium skincare commercial.
/cosmeticvideo	Creates a polished cosmetics advertisement.
/fashionproduct	Creates a stylish fashion product video.
/sneakercampaign	Creates a cinematic sneaker commercial.
/jewelrycommercial	Creates an elegant jewelry advertisement.

/watchcommercial	Creates a luxury watch commercial.
/foodcommercial	Creates an appetizing food product video.
/beveragecommercial	Creates a refreshing beverage advertisement.
/electronicscommercial	Creates a modern electronics commercial.

8. Marketing and advertising

/productlaunch	Creates a product launch video.
/newarrival	Presents the product as a new arrival.
/salevideo	Creates a promotional video for a sale.
/discountad	Creates a video for a discount campaign.
/brandcampaign	Creates a product video matching a brand campaign.
/socialpromo	Creates a promotional video for social media.
/scrollstopper	Creates an attention-grabbing opening to stop scrolling.
/viralproduct	Creates an engaging product video for social media.
/calltoaction	Leaves a clear ending area for a call-to-action.
/productstory	Tells a short visual story about the product.

9. Transitions and scene changes

/smoothtransition	Creates smooth transitions between product shots.
/whiptransition	Uses a fast camera whip to transition scenes.
/matchcut	Transitions between shots using matching visual elements.
/zoomtransition	Uses a zoom movement to transition between scenes.
/producttransition	Creates a transition centered around the product.
/backgroundtransition	Changes the background while preserving product consistency.
/lighttransition	Uses light changes to connect scenes.
/360transition	Uses rotating camera movement to transition between shots.
/cinematiccut	Creates a cinematic cut between product scenes.
/scenecontinuity	Maintains visual consistency between connected scenes.

10. Professional production

/8klook	Gives the video a high-resolution, detailed appearance.
/shallowdof	Creates shallow depth of field with a blurred background.
/macroproduct	Creates an extreme close-up highlighting product details.
/slowmotion	Creates a slow-motion product shot.
/timelapse	Creates a time-lapse sequence featuring the product.
/handheldcinematic	Creates a controlled handheld camera look.
/steadicam	Creates smooth, stabilized camera movement.
/productconsistency	Emphasizes preserving the product appearance across shots.
/commercialgrade	Gives the video a polished commercial production style.
/viralproductmaster	Combines a striking opening, cinematic movement, premium lighting and marketing-focused ending.

Example: Luxury Perfume Advertisement

/perfumecommercial /luxuryreveal /slowpushin /rimlight /floatingproduct /productconsistency

Create an 8-second luxury perfume advertisement using the uploaded product image as the exact reference. Preserve the perfume bottle's original shape, color, label, logo, cap and proportions.

Scene: A dark luxury studio with a reflective black surface. The bottle floats gently while warm golden light reveals its details.
Camera: Slow cinematic push-in with a subtle orbit.
Lighting: Dramatic rim lighting, soft reflections and realistic shadows.
Motion: Smooth, elegant and believable. End with a clean hero shot. No product redesign, extra logos, distorted text or sudden camera movements.

Example: Fashion Product Video

/fashionproduct /productpremium /slowmotion /goldenhour /producthero

Create a premium 8-second commercial featuring the exact clothing item in the uploaded image. Preserve its fabric, color, pattern, stitching and design. Show it moving gently in a warm, luxurious environment, with slow cinematic camera movement, realistic fabric motion and soft golden-hour lighting. End with a close-up of the fabric texture.

Reminder: These shortcuts guide the prompt; they do not activate hidden features. Clear, specific instructions usually produce more dependable results.