

SeenYa — Cinematic UGC Promo (One-Pager Brief)

45s master + 15s cut | Two voiceovers (female + male) | No on-camera presenter | 1080x1920 (9:16)

Overview

Concept: SeenYa is a map-based app for real-life reconnections (missed connections, lost & found, familiar faces). We need a cinematic, emotional vertical video that feels human and believable, told through two warm, alternating voiceovers over B-roll/stock/AI inserts (no selfie presenter).

Deliverables

- 45s master (1080x1920, H.264) with burned-in captions plus .srt - 15s cut with matching grade and music - End card with SeenYa logo, tagline, and URL - Full worldwide, perpetual commercial usage rights for all assets (stock, music, voiceover)

Story & Tone

Core beats (choose best stock or AI shots): Subway glance (hook) -> Park pass-by -> Festival crowd glance -> Camping/bush missed connection. Optional tasteful vignette: missing elderly parent or lost dog (poster, empty leash, or bowl). Micro-resolution: SeenYa post -> notification -> quick wave or smile; dog back on leash. Look and feel: Natural/cinematic grade (avoid heavy teal), soft light, subtle transitions, gentle piano/synth score; add light SFX (subway doors, festival cheer, crickets, notification ping).

Script — 45s

F (0-4s): "Ever lock eyes with someone on the subway... and say nothing?" M (4-8s): "Or pass in a park and wonder what if?" F (8-12s): "Maybe in a festival crowd — there for a second... gone." M (12-16s): "Out by a camping spot in the bush — just a glance, then gone." F (16-22s): "Sometimes it's more — a missing person or a lost dog." M (22-26s): "With SeenYa, you can pin the moment — place, time, a few words." F (26-31s): "So the right people can find you." Both (31-37s): "A message appears... a meeting spot set... a dog's leash back in hand." Both (37-45s): "SeenYa. Real-life reconnections start here." (M, soft tag) "Pin your moment. Get found."

Script — 15s

F (0-3s): "Ever lock eyes with someone on the subway... and say nothing?" M (3-6s): "Out by a camping spot in the bush — just a glance... gone." F (6-10s): "With SeenYa, pin the moment — place, time, a few words." M (10-13s): "So the right people can find you." Both (13-15s): "SeenYa. Real-life reconnections start here."

Captions & Licensing

Captions: full thoughts, 1-2 lines, about 26-32 characters per line, bottom-center; highlight keywords (missed connections, lost & found, pin the moment, find you). Licensing: confirm worldwide, perpetual commercial rights for all assets (stock, music, voiceover). Provide source list (e.g., Artgrid, Envato, Storyblocks, Runway, Pika, Luma).

Timeline & Submission

Timeline: Treatment in 2-3 days -> First cut in 5-7 days -> Final in 10 days (1-2 revisions). Submission: MP4 (H.264), 1080x1920; include .srt file and end card with logo, tagline, and URL.