

SHARKNINJA

# INNOVATION SERIES

*Making Innovation  
Feel Essential*

The scripts, shot decisions and revisions  
behind five product families.

SCRIPT DEVELOPMENT

CREATOR DIRECTION

REVISION STRATEGY



COMFORT / CLEANING / FROZEN TREATS / COOKING

# Five product families. Different reasons to care.

01

## TurboBlade

Comfort that  
belongs  
in the room.

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Fan + Cool & Heat

02

## StainStriker

Visible extraction  
without a  
voiceover.

---

ASMR-led cleaning

03

## CarpetXpert

A home reset  
with tangible  
proof.

---

Repeat execution

04

## Ninja Swirl

An ice cream  
shop  
at home.

---

Hosting + family

05

## Ninja CRISPi

Less dish friction.  
More kitchen  
value.

---

Portable + Pro

# My contribution sat between the brief and the camera.

## MY ROLE

### **Translate, develop, coordinate.**

Draft shot list, script, and refine voiceover; turn product priorities into scene logic; make feedback actionable; coordinate captions, revisions and delivery.

## CREATOR

### **Perform and capture.**

Rochelle brought her delivery, lived experience, filming and editing to the work.

## BRAND / AGENCY

### **Set and review.**

Supply product positioning, required messaging, creative guidance and campaign approvals.

# The feature is not the opening. The reason to care is.

01

## Recognizable tension

A fan that looks out of place. A chair that only seems clean. Dishes that keep piling up.

02

## Product doing the job

Show the airflow, extraction, dispense or glass-container use at the moment it matters.

03

## Human payoff

A comfortable room, a fresher space, a night together or dinner with fewer steps.

SCENE FIRST → PROOF SECOND → PERSONALITY THROUGHOUT

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# Air aesthetics not just a fan demonstration.

*“If your fan isn’t doubling as home decor, what are you doing??”*

The room provides the relevance.  
The movement provides the proof.

AESTHETIC HOOK + ASMR + MOTION

|        |                  |                                                |
|--------|------------------|------------------------------------------------|
| 0–5S   | <b>Open</b>      | Unbox through sound and movement.              |
| 5–15S  | <b>Design</b>    | Close-ups make the finish and form readable.   |
| 15–30S | <b>Function</b>  | Pivot / oscillate; show airflow moving fabric. |
| 30–40S | <b>Lifestyle</b> | Show remote use and comfort in the room.       |
| 40–45S | <b>Close</b>     | Room-wide product shot and shopping cue.       |

# A different model needed a different story.



*“When I moved away from Florida, these cold winters really took some getting used to...”*

## **Name the model**

Use the full Cool + Heat name on first mention.

## **Replace repetition**

Fewer spinning shots; add room-wide product context.

## **Show the heat**

Temperature display, remote use and heating coverage.

**WHY:** the winter story only works when the visuals prove heating not just cooling.

# Sometimes the strongest script is no voiceover.

ORIGINAL DIRECTION

**ASMR.  
NO VO.**

On-screen task label: “Dining Chair Clean”

Caption: *“Not me thinking my chairs were clean until that dirty water looked like iced coffee...”*

Why this direction makes sense

**Let the extraction be the event.**

Sound and close-up action carry the demonstration. The caption gives the result a relatable, creator-specific reaction.

# Self-care for the home. A concrete reason to clean.

*“Besties, real talk, life gets messy,  
and sometimes your carpets just  
need that extra love.”*

**Familiar voice → household tension →  
product proof → emotional reset**

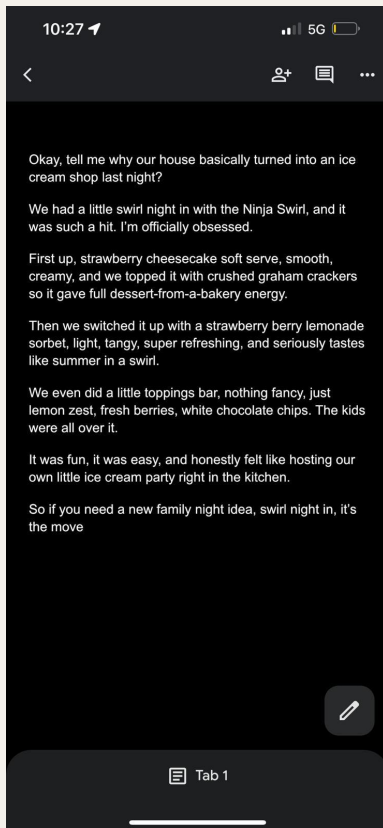
## THE LATER CREATIVE CHOICE

### **Make the mess specific.**

The creator selected CarpetXpert for another execution because she was using it around a new puppy. The later voiceover added pet mess and muddy paw prints.

**WHY: a real household situation is a stronger setup than a generic list of cleaning features.**

# Sell the night in. Not only the machine.



*“It felt like we turned our kitchen into our own little ice cream shop.”*

The machine enables the occasion: flavors, a toppings bar and a shared family activity. That gives the recipe sequence an emotional destination.

FLAVORS → TOPPINGS → SHARED MOMENT



# Keep the warmth. Make the process truthful.

## EARLIER DRAFT

*“Okay, tell me why our house basically turned into an ice cream shop last night?”*

The emotional invitation was strong. The edit still needed to separate preparation from the next day’s payoff.

## REVISED VOICEOVER

*“...the hard part? Waiting 24 whole hours for them to freeze.”*

The new line preserves the family voice while making the required wait explicit.

## FINAL CAPTION DIRECTION

**“Swirl night with my mini” • berry lemonade sorbet • “our own little ice cream shop”**

# Start with dishes. End with less friction.

*“The Ninja CRISPi? It said: ‘clear the counter, I got this.’”*

The script gives the product a job before explaining it: reduce the dishes and steps around a meal.



|    |                  |                                   |
|----|------------------|-----------------------------------|
| 01 | Clutter          | Establish the kitchen friction.   |
| 02 | Prep             | Season directly in the glass.     |
| 03 | Cook             | Show texture and food progress.   |
| 04 | Store / re-crisp | Extend the value into leftovers.  |
| 05 | Take along       | Give portability an everyday use. |
| 06 | Put away         | Resolve the opening clutter.      |

# New product. New brief. New visual priority.



## THE PRO BRIEF

# Make it a countertop centerpiece.

The portable concept ended with putting it away. The Pro story needed the opposite: a product with a permanent, visible place in the kitchen.

**Same creator voice. Different visual argument.**

# Two meals turned features into lived experience.

## START WITH USE

**“I made a spatchcock chicken with sweet potatoes...”**

A concrete meal introduces the product through experience, not a specification list.

## MAKE GLASS FUNCTIONAL

**“I just prepped everything right in the glass bowl...”**

The container is part of the action; it is not only a styling prop.

## SHOW REPEAT UTILITY

**“Then the next day, I did salmon with garlic butter red potatoes.”**

A second meal broadens the use case without inventing a new campaign premise.

## RETURN TO AESTHETICS

**“Plus, she’s cute. Like actually cute enough to leave out on the counter.”**

A natural creator line connects daily usefulness back to the brief’s design priority.

# Every promise needs a corresponding shot.

| PRODUCT / MESSAGE      | THE SHOT THAT SUPPORTS IT                     | WHAT TO AVOID                        |
|------------------------|-----------------------------------------------|--------------------------------------|
| TurboBlade Cool + Heat | Temperature display + remote + room context   | Only beauty / spinning shots         |
| StainStriker           | Extraction close-up + recovered water         | Narration replacing the action       |
| CarpetXpert            | Surface treatment + dirty-water reveal        | A “clean” room with no proof         |
| Ninja Swirl            | Dispense first + prep gap + toppings          | A same-night freeze implication      |
| CRISPi / CRISPi Pro    | Prep in glass + food output + correct setting | One model’s story reused for another |

A beauty shot builds appeal. A proof shot explains why the product deserves the attention.

# What I would measure and test next.

| NEXT CREATIVE QUESTION                                                         | EVIDENCE TO REVIEW                                          |
|--------------------------------------------------------------------------------|-------------------------------------------------------------|
| Does product-in-action beat a slower setup?                                    | Opening retention and average watch time.                   |
| Does the proof shot keep people watching?                                      | Retention before / after the reveal; saves and shares.      |
| Does the hosting idea earn more interest?                                      | Watch time, comment themes and qualified product questions. |
| Does the stronger product context earn action?                                 | Post-attributed profile activity and tracked link clicks.   |
| Compare one variable at a time, within the same platform and reporting window. |                                                             |

**MAKE THE BENEFIT  
VISIBLE.**

**KEEP THE PERSON  
BELIEVABLE.**

The strongest revision makes the idea clearer not just the brand more visible.

CONCEPT / SCRIPT / SHOT LOGIC / REVISION

**05**

PRODUCT  
FAMILIES

ONE  
CREATIVE  
DISCIPLINE