



PHASE 1 · AI AD CAMPAIGN
2026 · WAVE ONE
RUA-BRD-BRD-DOC-0028-R01



THE EXECUTABLE PACKAGE

Final Campaign Brief & Rollout Plan

Three campaigns, three personas, one system — prompts, configuration, and deployment for the Ruach GTM Creative Engine

Locks Phase 1 of the AI ad campaign into a single executable package: the campaign architecture endorsed in DOC-0026, the doctrine guardrails that govern every generated asset, frame and motion prompts engineered for the Content Studio pipeline, and the rollout calendar that honours the one-IDEA rule.

Document	RUA-BRD-BRD-DOC-0028-R01
Category	Creative · Production · Go-to-Market
Status	ISSUED — for Breaktime Studios
Prepared for	Breaktime Studios · Production team
Date	11 June 2026
Responds to	Breaktime PPT-0002-R02 (Revised Final) · Ruach DOC-0026 (Response & Final Remarks)
System	Ruach Creative Engine · Content Studio · Kling 3.0 Pro + Hailuo video models · ElevenLabs voice · Brand Guardian QA · automated deployment

PURPOSE & STATUS

OI *What this document locks, and where it came from*

The revised Breaktime brief landed the structure. Ruach green-lit it. This document makes it executable.

The revised Production Brief (PPT-0002-R02) restructured Phase 1 to three campaigns, one persona each, mapped to the top three NOMI enquiry personas. Ruach's response (DOC-0026) endorsed the structure and green-lit progression with a short list of refinements. This brief consolidates everything into the final package: locked architecture, doctrine guardrails, generation prompts engineered for the Creative Engine's image-to-video pipeline, the engine configuration map, and the rollout plan.

Every requirement traces to an approved source: DOC_01 Master Brand Doctrine, DOC_03 GTM & Communications Strategy, DOC_05 Messaging & Tone Playbook, DOC-0025 Personas, RPT-0004 NOMI Enquiry Ranking, RPT-0003 Alignment Audit, DOC-0026 Ruach Response, and DOC-0027 Brand & Document Standard. Nothing here introduces new positioning, unapproved headlines, or unverified claims.

WHAT CHANGED SINCE THE FIRST BRIEF

- Structure. Three multi-audience briefs became three single-persona campaigns — the top three by NOMI enquiry volume.
- Audience mix. Regional Mover (#08) removed; Pragmatic Investor (#09, rank 3, previously absent) added as Campaign 03.
- Doctrine. Positioning line locked verbatim; banned word removed; authority signals mandatory and persona-specific; Coastal Contemporary and the quality-proof insert written into the mandatory requirements.
- DOC-0026 refinements folded in. Two named brand beats per hero film; persona-paired authority signals; protected distinction between the two "Everything Is Already Resolved" films; real testimonial retained for Caregiving; "real, not staged, not aspirational, not stock" applied to all AI output.
- Production reality. Prompts are now split into frame + motion pairs for the Content Studio image-to-video workflow, with an engine configuration map per campaign and a cross-engine A/B fan-out as the standard first step.

CAMPAIGN ARCHITECTURE

02 *Locked — one campaign, one persona, one idea*

Each campaign's core idea is that persona's single strongest idea affinity. This table is the canonical Phase 1 structure. No additions, no audience blending.

No.	Persona (NOMI rank)	Core idea	Idea affinity	Lead expression
01	#05 Decision-Fatigued Downsizer (rank 1) — internal name only	A Home That Asks Less Of You (IDEA 1)	95 — highest	Human POV, then Spatial
02	#04 Caregiving Family (rank 2)	Everything Is Already Resolved — Human Expression (IDEA 2)	90 — highest	Human POV
03	#09 Pragmatic Investor (rank 3)	Everything Is Already Resolved — Proof Expression (IDEA 2)	95 — highest	Proof, then Process

Note on the shared idea: Campaigns 02 and 03 deliberately carry the same core idea — it is each persona's single highest idea affinity (90 and 95) — while the three personas remain fully distinct. Per DOC-0026 this is one idea in two different registers: Campaign 02 expresses it through people (dignity, family continuity, warmth); Campaign 03 expresses it through proof (materials, process, outcome). The casting, pacing and structure differ throughout so the two films never read as the same campaign.

No.	Campaign message (headline)	Authority signal	Story structure
01	Less decisions. More living.	Installed in one day	Feeling → Authority → Proof → CTA
02	Move into what's already taken care of.	Approved on first submission	Feeling → Authority → Proof → CTA
03	The decision that settled everything.	Delivered in [X] days + Model used across [X] projects	Proof → Process → Authority → CTA

POSITIONING LINE — ALL CAMPAIGNS, VERBATIM, NO VARIANTS

"The calmest way to live independently — without construction stress."

CTA, all campaigns: start a conversation on WhatsApp. Calm, direct, no urgency. Meta button copy: "Send us a message" (alt "Learn more").

Deliverables per campaign: 1 × 60s hero film · 1 × 30s cutdown · 2 × 15s cutdowns · photography suite · Meta ad assets · website hero assets. Total: 3 hero films, 12 social cutdowns, photography library, campaign asset package.

GUARDRAILS

03

Non-negotiable rules for every generated asset

These rules govern every prompt, frame, super, copy line and voice read. The Brand Guardian checks all output before deployment; a failed asset is rejected and regenerated — never hand-patched around the gate.

Language

- One positioning line. Only the verbatim line in Section 02. No “easiest path,” no “next chapter,” no improvisation.
- Headlines: maximum 8 words. Statements, not questions. No exclamation marks anywhere. Year 10 reading level. One benefit per execution. Meta body: maximum 2 sentences.
- Banned in all retail copy and VO: prefab, modular, SIPs, NCC, QBCC, built, constructed, manufactured, unit, module, product, granny flat, innovative, cutting-edge, state-of-the-art, world-class, revolutionary, limited, hurry, act now, don't miss, best, number one, showroom, display home. Use instead: delivered, created, designed, installed, Ruach home, model, residence, resolved, proven, trusted.
- No age-based labels anywhere customer-facing: retirees, seniors, elderly, downsizers, aged care, over-55s. “Decision-Fatigued Downsizer” is an internal persona name only. The public framing is Independent Living Seekers.
- Product names: NOMI and NOMI KIN are canonical. “Cove” and “Cove Plus” are deprecated and must not appear in new content.

Claims & authority signals

- Never invent numbers. “Delivered in [X] days” and “Model used across [X] projects” ship as placeholders until verified proof points are supplied; the Brand Guardian blocks any asset that fills [X] without a verified source. The canonical delivery framing is a typical 12–16 week window from signed contract — specific dates are never promised in advertising.
- Persona-paired signals are mandatory: C01 → “Installed in one day” · C02 → “Approved on first submission” · C03 → “Delivered in [X] days” + “Model used across [X] projects.” At least one signal visibly present in every execution, including every cutdown and static.

Visual & audio

- Coastal Contemporary only. Warm White, Natural Oak, Linen, Sage, Deep Navy. Natural light from more than one direction; soft shadows; slow cinematic movement; wide architectural composition; intentional stillness.
- Two named brand beats in every hero film: a Calm Entry opening (clear sightlines, natural light, immediate orientation) and One Moment of Stillness (a deliberate pause — no motion-heavy generation, no VO, no selling).
- Quality-proof insert (3–5s) in every hero film: stone texture, premium hardware, joinery, interior finishing. No voice-over. Minimal sound design. Pure visual proof.
- Real, not staged, not aspirational, not stock. Where real project footage exists it replaces or grounds generated shots — especially the proof insert and occupant moments. AI output is graded to match real Ruach footage, not the reverse.
- No construction imagery in retail. No cranes, site mess, scaffolding, or tradespeople mid-build. C03 may show process certainty (documents, timeline graphics, a completed install) — never construction chaos.

Authenticity rule — testimonial & lip-sync



The lip-sync tool is approved for one use only: synchronising the ElevenLabs brand voice to an on-screen presenter that is clearly presentational. It is never used to fabricate a customer testimonial. The Caregiving testimonial moment uses a real occupant on real footage supplied by Ruach — this persona is Human-POV-critical and the testimonial doubles as our strongest proof. If real footage is not ready in the production window, the hero ships with the connection sequence extended and the testimonial lands in a v2 cut.

PRODUCTION SYSTEM

04

The Creative Engine — Content Studio pipeline, models, and the A/B fan-out

All assets are prompted and produced inside the Ruach GTM Creative Engine (Content Studio). The four-step studio flow — Brief → Generate → Media → Preview + Edit — is the mandatory path; nothing reaches Meta without passing the Brand Guardian gate and the Review Queue.

Stage	Where	What happens
1. Brief	Content Studio · Step 1–2	Product, platform, format, IDEA Framework, Expression Type, audience and topic selected per the Section 05 configuration map. “Generate Creative Brief” assembles the brief with Claude Sonnet 4 (copy engine), locked to approved templates.
2. Frame	Content Studio · Generate	Reference still per shot generated with an image model (Nano Banana Pro / Ideogram / FLUX Ultra Redux), or a real Ruach photograph uploaded. The frame carries palette, light and composition before any motion is spent.
3. Motion	Content Studio · Media	Frame + motion prompt sent to the video engines: Kling 3.0 Pro and/or Hailuo, generated asynchronously and persisted to the shared Library.
4. Voice	ElevenLabs	Single brand narrator across all three campaigns: warm, low, unhurried, Australian English. No VO over the proof insert or the Moment of Stillness. Lip-sync per guardrail \$03 only.
5. QA	Brand Guardian	Automated doctrine check on every frame, super and audio line — banned words, headline length, signal presence, positioning-line integrity, palette fit. Score ≥ 75 or regenerate.
6. Review & deploy	Review Queue → Schedule → Published	Human review in the queue; the system deploys per the Section 09 calendar, logs performance, pauses underperformers, feeds the weekly brand review.

Model roster & assignment

Model	Type	Assignment
Claude Sonnet 4	Copy	Creative brief assembly, copy variants, supers — always within approved templates
Kling 3.0 Pro	Video	Primary cinematic engine: architectural / spatial shots, slow camera moves, material macro, proof inserts, completed-asset reveals
Hailuo	Video	Human-performance engine: occupant moments, family interaction, natural faces and movement for the Human-POV shots in C01 and C02
Nano Banana Pro / Ideogram / FLUX Ultra Redux	Images	Reference frames for image-to-video; statics and photography-suite bases; Ideogram where typography must render in-frame
Sora 2 / Sora 2 Pro · Veo 3.1 · Seedance v1 Lite	Reserve	Reserve engines — available for fan-out comparison if a shot resists Kling/Hailuo; not the default path

Cross-engine A/B fan-out (standard first step)

For the first ad in each campaign, the same persona-targeted brief and reference frame run through both Kling 3.0 Pro and Hailuo, async, persisting side-by-side to the Library. Compare head-to-head on motion

quality, fidelity to the frame, face integrity, and cost — then commit the campaign's shot types to the winning engine. Expected split based on engine strengths: Kling for spatial and material, Hailuo for human performance; the fan-out verifies rather than assumes.

Engine readiness — must be true before Day 3

- System readiness confirmed by Ruach: the selected generation models are live end-to-end in the Creative Engine and producing to the shared Library.
- Model roster finalised in Content Studio to the selection above.
- Audience presets loaded as three distinctly named selections so no two campaigns share a preset name: "Independent Living Seekers · Own Next Home" (persona #05), "Independent Living Seekers · Family / Second Residence" (persona #04), "Investors · Completed Assets" (persona #09). "Independent Living Seekers" remains the only public-facing audience term per doctrine; the suffixes are internal selector names, never used in copy.
- Select Actors presets: consistent cast per campaign (C01 one resident; C02 family of three plus parent; C03 no recurring cast) so faces persist across shots and cutdowns.
- Select Environment presets: one NOMI interior/exterior set per campaign in Coastal Contemporary, reused across every shot for continuity.
- Reference frame source confirmed per shot: generated still vs real Ruach photography (real preferred wherever it exists).

05

ENGINE CONFIGURATION MAP

Exact Content Studio selections per campaign

Operators reproduce each campaign by selecting precisely these values. Anything not listed stays default. Topic / Direction fields receive the shot prompts from Sections 06–08.

Selection	Campaign 01	Campaign 02	Campaign 03
Product	NOMI (NOMI KIN where 2-bed shown)	NOMI KIN (second residence) / Studio	NOMI · Oasis S (asset cluster)
Platform	Facebook + Instagram	Facebook + Instagram	Facebook + Instagram (stills repurposed to LinkedIn B2B)
Format	Video (hero, cutdowns) · Ad (statics)	Video · Ad	Video · Ad
IDEA Framework	1 — A home that asks less of you	2 — Everything is already resolved	2 — Everything is already resolved
Expression Type	Human POV (lead) · Spatial (support)	Human POV (lead) · Spatial + Process (support)	Proof (lead) · Process (support)
Audience	Independent Living Seekers · Own Next Home (persona #05)	Independent Living Seekers · Family / Second Residence (persona #04)	Investors · Completed Assets (persona #09)
Actors preset	Resident — woman, later years, silver hair	Family — adult daughter, partner, mother late 70s	None (hands only where needed)
Environment preset	NOMI interior + garden, morning	NOMI KIN in family-property garden	NOMI macro details + completed block
Video engine	Hailuo (human) · Kling 3.0 Pro (spatial)	Hailuo (human) · Kling 3.0 Pro (spatial)	Kling 3.0 Pro throughout
Copy engine	Claude Sonnet 4	Claude Sonnet 4	Claude Sonnet 4

UNIVERSAL STYLE BLOCK — APPEND TO EVERY FRAME AND MOTION PROMPT

Coastal Contemporary Queensland home; warm white walls, natural oak timber, linen textiles, sage green and deep navy accents; soft natural daylight entering from two directions; soft shadows; slow cinematic camera; wide architectural composition; shallow depth of field; photorealistic, filmic grade; calm, resolved, premium atmosphere; intentional stillness.

UNIVERSAL NEGATIVE BLOCK — APPEND TO EVERY FRAME AND MOTION PROMPT

no fast cuts, no whip pans, no handheld shake, no construction site, no cranes, no scaffolding, no tools, no clutter, no harsh shadows, no neon or saturated colour, no text or watermark artifacts, no warped hands or faces, no extra fingers, no stock-photo gloss, no urgency, no people staring at camera.

06

CAMPAIGN 01

A Home That Asks Less Of You — Decision-Fatigued Downsizer (#05)

Persona	#05 — NOMI rank 1. Internal name only; never in copy.
Deep driver	Cognitive offloading. Not “move-in-ready” — relief. Someone else has made the 200 small decisions.
Expression mix	Human POV 90 · Process 75 · Spatial 70 · Proof 60 — human and lifestyle-led, light on data
Headline	Less decisions. More living. (exact-match approved template, IDEA 1)
Authority signal	Installed in one day
Hero structure	Calm Entry → daily routines → peaceful living → Authority → Proof insert → Stillness → CTA

Hero film — 60 seconds, frame + motion prompts

Seven beats. The campaign builder appends the universal style and negative blocks to every prompt. Generate 3–4 takes per shot; the first shot of each type runs the Kling/Hailuo fan-out.

Shot 1 — Calm Entry (0:00–0:08) · Kling 3.0 Pro

FRAME PROMPT (IMAGE MODEL / REAL PHOTO BRIEF)

Interior still from just inside the front door of a single-storey Coastal Contemporary home, morning. Clear sightline through the open living space to a garden beyond. Natural oak floor, warm white walls, one linen-upholstered chair. No people. Composition wide and level, light from two directions.

MOTION PROMPT (VIDEO ENGINE)

From the still: slow forward dolly at walking pace through the entry toward the garden view, settling to rest as the space reveals itself. No cuts. The feeling: you already know where everything is.

VO “Some homes ask a lot of you.”

Shot 2 — Morning routine (0:08–0:18) · Hailuo

FRAME PROMPT (IMAGE MODEL / REAL PHOTO BRIEF)

Medium still: a relaxed woman in her later years, silver hair, linen shirt, standing at a calm oak-and-stone kitchen bench with a coffee cup, morning light across the bench. Natural, unposed; she does not look at camera.

MOTION PROMPT (VIDEO ENGINE)

From the still: she pours the coffee unhurried, carries the cup a few steps to a reading corner by a large window, sits, and exhales with quiet contentment. Gentle push-in. Natural facial performance, no camera awareness.

VO “This one doesn’t. No paperwork. No planning. No two hundred decisions.”

Shot 3 — Peaceful living vignettes (0:18–0:28) · Hailuo + Kling fan-out

FRAME PROMPT (IMAGE MODEL / REAL PHOTO BRIEF)

Three stills: (a) the same woman on a sage-lined garden path beside the home; (b) afternoon light on a linen sofa, sheer curtains; (c) the woman watering one potted plant on a timber deck.

MOTION PROMPT (VIDEO ENGINE)

Three near-static clips, one gentle motion each: (a) she strolls two unhurried steps; (b) curtains breathe once in a coastal breeze, light drifts; (c) a slow tilt of the watering can. Each 3–4 seconds. The feeling: time given back.



VO “Just calm rooms, easy days, and the freedom that comes when everything has already been taken care of.”

Shot 4 — Authority signal (0:28–0:34) · Kling 3.0 Pro

FRAME PROMPT (IMAGE MODEL / REAL PHOTO BRIEF)

Exterior wide still of the completed home at golden hour, settled into landscape as if it has always been there. Clean, quiet, resolved.

MOTION PROMPT (VIDEO ENGINE)

From the still: light shifts subtly as a cloud passes; otherwise the frame holds. Six seconds of composure.

ON-SCREEN SUPER “Installed in one day.”

NOTE VO silent — the super carries it.

Shot 5 — Quality-proof insert (0:34–0:39) · Kling 3.0 Pro macro

FRAME PROMPT (IMAGE MODEL / REAL PHOTO BRIEF)

Four macro stills: honed stone benchtop grain; brushed hardware handle on oak cabinetry; a perfect joinery corner where oak meets warm white; linen weave in window light.

MOTION PROMPT (VIDEO ENGINE)

Four 1-second macro clips, near-static: light tracks slowly across the stone; slow rack focus onto the handle; focus breathes on the joinery line; linen fibres catch drifting light. No people, no VO – room tone and one soft material touch.

NOTE Replace or intercut with real project macro footage wherever it exists — this is the proof layer.

Shot 6 — One Moment of Stillness (0:39–0:46) · Kling 3.0 Pro

FRAME PROMPT (IMAGE MODEL / REAL PHOTO BRIEF)

One still: the living room at rest. A single chair by the window, natural light from two directions, soft shadows.

MOTION PROMPT (VIDEO ENGINE)

Seven seconds: nothing moves but the light – a slow shadow drift as a cloud passes. No people, no VO, no music swell. Room tone only.

Shot 7 — CTA end card (0:46–0:60) · brand template

On-screen sequence: “Less decisions. More living.” → positioning line → Ruach lockup → “Start a conversation on WhatsApp.”

VO “Ruach. The calmest way to live independently — without construction stress. Start a conversation on WhatsApp.”

Cutdowns

- 30s: Shots 1 → 2 → 4 (super) → 5 (3s) → CTA — Feeling → Authority → Proof → CTA intact.
- 15s A (Human POV): Shot 2 → authority super → CTA card.
- 15s B (Spatial): Shot 1 → Shot 6 (2s) → authority super → CTA card.

Meta ad copy (final)

Element	Primary	Alternate (approved templates)
Headline	Less decisions. More living.	A home designed for how you live. · The home that handles everything.



Element	Primary	Alternate (approved templates)
Body (max 2 sentences)	Everything in a Ruach home has already been considered, so nothing is asked of you. Installed in one day, with a fixed price and a defined timeline.	Your next home is already resolved — design, approvals, inclusions, all of it. Installed in one day.
CTA button	Send us a message	Learn more

CAMPAIGN 02

07

Everything Is Already Resolved · Human Expression — Caregiving Family (#04)

Persona	#04 — NOMI rank 2. Primary buyer caring for a parent or dependent, on land the family already owns.
Deep driver	Dignity for the person they love. The hidden fear: "Will they feel like they've been put in a shed?" Council and compliance certainty is the number one trust-builder.
Expression mix	Human POV 95 · Spatial 80 · Process 80 · Proof 70 — they need to see a family like theirs arrive at the same answer
Headline	Move into what's already taken care of. (endorsed in DOC-0026; submit for formal addition to the DOC_05 template bank)
Authority signal	Approved on first submission
Hero structure	Calm Entry → family arrives → connection → Authority → Proof insert → Testimonial (real) → CTA
Register guard	Shares IDEA 2 with C03 but must never read as the same film: human, dignity, family continuity — warm pacing, faces, touch.

Hero film — 60 seconds, frame + motion prompts

Shot 1 — Calm Entry (0:00–0:07) · Kling 3.0 Pro

FRAME PROMPT (IMAGE MODEL / REAL PHOTO BRIEF)

Still: a completed Coastal Contemporary second residence in the garden of a family property, late morning. Gentle paved path to a wide, level entry – no steps – clear sightline through the open deep-navy door into a warm, light interior. Sage landscaping, oak reveals. It reads settled, permanent, dignified – unmistakably a real home.

MOTION PROMPT (VIDEO ENGINE)

From the still: slow dolly toward the entry at walking pace, the interior warmth growing as the door nears. No cuts.

VO *"When it's for someone you love, it can't feel temporary."*

Shot 2 — Family arrives with loved one (0:07–0:17) · Hailuo

FRAME PROMPT (IMAGE MODEL / REAL PHOTO BRIEF)

Medium two-shot still: an adult daughter, her partner, and her mother in her late seventies on the garden path, the mother nearest the doorway. Natural light, natural wardrobe in linen and sage. No one looks at camera.

MOTION PROMPT (VIDEO ENGINE)

From the still: they walk the last steps together; the mother pauses at the threshold, takes the home in, and her expression softens into quiet pride; the daughter watches her, relieved. Slow push-in on the mother's face. Natural, unforced performance.

VO *"So everything is already resolved. The design. The approvals. The details that make a place feel like hers."*

Shot 3 — Moments of connection (0:17–0:27) · Hailuo

FRAME PROMPT (IMAGE MODEL / REAL PHOTO BRIEF)

Three stills inside the residence: (a) the mother placing a framed family photograph on an oak shelf; (b) mother and daughter at a small window table with tea; (c) evening – the mother reading in her own chair, lamp on, the main house lights glowing through the window behind.

MOTION PROMPT (VIDEO ENGINE)

Three warm clips, one gentle action each: (a) she sets the frame down at her own pace and straightens it; (b) they laugh softly at something unheard; (c) she turns a page, settled. Independence and closeness in the same frame.

VO *“Her own front door. Her own routine. Family, close — life, hers.”*

Shot 4 — Authority signal (0:27–0:33) · Kling 3.0 Pro**FRAME PROMPT (IMAGE MODEL / REAL PHOTO BRIEF)**

Still life: morning light across a kitchen bench where a single set of keys rests on a folded, completed document wallet. Calm, resolved — the feeling of a thing finished, nothing administrative-looking.

MOTION PROMPT (VIDEO ENGINE)

From the still: light tracks slowly across the bench; the frame otherwise holds.

ON-SCREEN SUPER *“Approved on first submission.”*

NOTE VO silent. This is the persona’s deepest practical fear, answered in four words.

Shot 5 — Quality-proof insert (0:33–0:38) · Kling 3.0 Pro macro**FRAME PROMPT (IMAGE MODEL / REAL PHOTO BRIEF)**

Four macro stills: easy-grip brushed door handle; flush, level threshold detail in oak; honed stone bathroom bench with soft-edged corner; warm linen bedding texture in window light.

MOTION PROMPT (VIDEO ENGINE)

Four 1-second near-static macro clips: the handle turns smoothly; focus breathes along the threshold; light drifts across stone; linen fibres catch the light. No people, no VO. The unspoken message: every detail considered for comfort and safety, with dignity.

NOTE Ground in real project macro footage where available.

Shot 6 — Testimonial Moment (0:38–0:50) · REAL FOOTAGE ONLY

Real occupant or caregiving family, filmed or supplied by Ruach. One sentence in their own words, seated in their own Ruach home, natural light, static frame. No script imposed; select a line on the theme of “it was all handled” or “Mum loves it.” Per guardrail §03 this moment is never AI-generated and never lip-synced. If footage is not ready, extend Shot 3 and add the testimonial in a v2 cut.

Shot 7 — CTA end card (0:50–1:00) · brand template

On-screen: *“Move into what’s already taken care of.”* → positioning line → Ruach lockup → *“Start a conversation on WhatsApp.”*

VO *“Ruach. The calmest way to live independently — without construction stress. Start a conversation on WhatsApp.”*

Cutdowns

- 30s: Shot 2 → Shot 3(b) → authority super → proof insert (3s) → CTA.
- 15s A (Human POV): Shot 2 threshold moment → authority super → CTA card.
- 15s B (Testimonial): real testimonial line → authority super → CTA card. Ships only when real footage exists.

Meta ad copy (final)



Element	Primary	Alternate (approved templates)
Headline	Move into what's already taken care of.	Already resolved. Already yours. · No surprises. No asterisks.
Body (max 2 sentences)	A complete Ruach home for the person you care for — design, approvals and inclusions already resolved. Approved on first submission.	Everything is included, and the approvals are handled before you ever worry about them. A home they'll feel proud of.
CTA button	Send us a message	Learn more

NOTE Copy caution: never "granny flat" — say "second residence" or "Ruach home." Never age labels for the parent.

08

CAMPAIGN 03

Everything Is Already Resolved · Proof Expression — Pragmatic Investor (#09)

Persona	#09 — NOMI rank 3. Outcome-driven buyers of completed residential assets; previously missing from every brief.
Deep driver	Confidence in the outcome. "Show me the outcome is already secured." They buy certainty, not lifestyle.
Expression mix	Proof 95 · Process 90 · Spatial 40 · Human POV 30 — proof leads, people barely appear. Deliberate exception to the Feeling-first sequence, approved in DOC-0026.
Headline	The decision that settled everything. (approved template)
Authority signals	Delivered in [X] days + Model used across [X] projects — placeholders until verified numbers supplied
Hero structure	Material close-ups → Proof insert → Process & compliance → Authority → Completed asset reveal → CTA
Register guard	Shares IDEA 2 with C02 but is its opposite in register: proof, outcome, certainty. Cooler pacing, no family warmth, minimal faces.

Hero film — 60 seconds, frame + motion prompts

Shot 1 — Material close-ups (0:00–0:10) · Kling 3.0 Pro macro

FRAME PROMPT (IMAGE MODEL / REAL PHOTO BRIEF)

Four macro stills in cool, precise light: honed stone surface with visible mineral grain; brushed metal hardware seated perfectly in oak; a flush shadow-gap junction between wall and ceiling, razor straight; deep navy cabinetry face with a soft reflection.

MOTION PROMPT (VIDEO ENGINE)

Slow rack focus travelling between the four details, each held two seconds. Clinical calm, premium, exact. No people; material sound only, no music yet.

VO "Some decisions you keep re-making. This one settles."

Shot 2 — Quality-proof insert (0:10–0:15) · Kling 3.0 Pro macro

FRAME PROMPT (IMAGE MODEL / REAL PHOTO BRIEF)

Four macro stills continuing the proof language: joinery corner detail; window seal line; engineered floor junction; tap ware machined edge.

MOTION PROMPT (VIDEO ENGINE)

Near-static macro clips, one second each, focus breathing only. No VO, minimal sound design.

Shot 3 — Process & compliance (0:15–0:28) · Kling 3.0 Pro + motion graphics

FRAME PROMPT (IMAGE MODEL / REAL PHOTO BRIEF)

Overhead still of an oak desk: a fixed-price agreement, a single-page inclusions list, and a delivery timeline document squared neatly beside a set of keys. Clean, uncluttered.

MOTION PROMPT (VIDEO ENGINE)

From the still: light pans slowly across the documents. Then a minimal on-screen timeline graphic animates calmly — Enquiry → Site check → Approval → Delivery → Handover — each step resolving with a quiet tick. No urgency.

VO “One fixed price. One defined timeline. Approvals, inclusions and compliance — already resolved.”

Shot 4 — Authority signals (0:28–0:36) · Kling 3.0 Pro

FRAME PROMPT (IMAGE MODEL / REAL PHOTO BRIEF)

Still: exterior detail of a completed Ruach residence – roofline against sky, precise and finished. Negative space reserved for supers.

MOTION PROMPT (VIDEO ENGINE)

Light shifts subtly across the roofline; the frame holds for two sequential supers.

ON-SCREEN SUPER “Delivered in [X] days.”

ON-SCREEN SUPER “Model used across [X] projects.”

NOTE VO silent. [X] values are a hard gate — see §03 and §11.

Shot 5 — Completed asset reveal (0:36–0:50) · Kling 3.0 Pro

FRAME PROMPT (IMAGE MODEL / REAL PHOTO BRIEF)

Aerial-style still framed on the roofline detail of the completed residence on its block – landscaped, connected, finished, warm interior light, no visible people.

MOTION PROMPT (VIDEO ENGINE)

From the still: a slow pull-back and rise revealing the whole residence settled on its block at golden hour. The reveal answers the macro opening: the details were always part of a delivered whole.

VO “A completed Ruach home. Already performing. Already resolved.”

Shot 6 — CTA end card (0:50–1:00) · brand template

On-screen: “The decision that settled everything.” → positioning line → Ruach lockup → “Start a conversation on WhatsApp.”

VO “Ruach. Start a conversation on WhatsApp.”

Cutdowns

- 30s: Shot 1 (4s) → Shot 3 timeline → supers → reveal (3s) → CTA.
- 15s A (Proof): macro proof montage → “Delivered in [X] days.” → CTA card.
- 15s B (Process): timeline graphic → “Model used across [X] projects.” → CTA card.

Meta ad copy (final)

Element	Primary	Alternate (approved templates)
Headline	The decision that settled everything.	Complete, from the start. · Everything is included. Everything.
Body (max 2 sentences)	A completed residential asset at a fixed price, on a defined timeline, with compliance already resolved. Delivered in [X] days, with the model proven across [X] projects.	No construction uncertainty, no variations, no asterisks. One fixed price and a delivery date you can plan around.
CTA button	Send us a message	Learn more

ROLLOUT PLAN

09

Production window, IDEA rotation, channels

Production window (with Breaktime)

Stage	Days	Gate
Final brief approval (this document)	1-2	Brad signs off; verified authority numbers, real footage list and engine-readiness items (\$04) confirmed
AI asset generation — Content Studio (Kling / Hailuo / ElevenLabs)	3-5	Fan-out run on first ad per campaign; all shots generated, 3-4 takes; Brand Guardian pre-screen on supers and VO
Post-production & refinement	6-7	Grade matched to real Ruach footage; real proof material intercut; testimonial placed (C02) or v2 path confirmed
Client review	8	Review Queue pass against the \$10 checklist
Revisions & final delivery	9-10	Brand Guardian final pass ≥ 75 on every asset; package scheduled for deployment

Breaktime issues the detailed Gantt once this brief is locked; the schedule above is the working frame.

Deployment calendar — IDEA rotation discipline

Doctrine permits one retail IDEA active at a time, rotating on 30-day cycles. Three campaigns across two IDEAs therefore deploy in sequence, not simultaneously.

Window	Active IDEA	Live campaigns
Days 1-30	IDEA 1 — A home that asks less of you	Campaign 01 across Meta, WhatsApp entry points, website hero
Days 31-60	IDEA 2 — Everything is already resolved	Campaigns 02 + 03 together — same IDEA, two registers, separate ad sets and audiences so the films never meet the same viewer back-to-back
Days 61-90	Per weekly review	Strongest IDEA extends or rotation advances; second wave (IDEA 3 / IDEA 4 personas) per the DOC-0026 forward look

Within each window the system deploys the expression set, pauses weak expressions automatically, and duplicates strong ones. The weekly brand review asks the only question that matters: did this IDEA reduce uncertainty?

Channel & budget frame (per DOC_03)

- Meta (retail) 40-55% — carries the active IDEA; hero, cutdowns and statics per the calendar above.
- WhatsApp 5-10% — every asset resolves here; the RAG agent answers in campaign language under doctrine conversation laws; investor enquiries route to the B2B-capable flow.
- Website 10-15% — hero assets swap with the active IDEA; authority signals on every page; WhatsApp entry point everywhere.
- LinkedIn 15-25% / Instagram (B2B) 5-10% — Campaign 03 proof stills and process graphics repurposed as proof posts: data-led, no lifestyle language.

IO PRE-FLIGHT QA CHECKLIST

Every asset, no exceptions

Check	Pass condition
Idea integrity	Reinforces the active IDEA; still makes sense without sound
Emotional quality	Feels calm within 3 seconds; reduces cognitive load
Visual discipline	One idea per frame; Coastal Contemporary palette; no aggressive movement
Language discipline	No banned words; no urgency; no exclamation marks; headline ≤ 8 words; year 10 reading level; Meta body ≤ 2 sentences
Positioning line	Verbatim or absent — never paraphrased
Authority signal	Persona-paired signal visibly present; [X] values verified, never invented
Brand beats	Hero films contain Calm Entry and One Moment of Stillness
Proof insert	3–5s, materials only, no VO, minimal sound
Authenticity	Real footage used where it exists; testimonial real; no stock gloss; AI graded to match real footage
Face & hand integrity	No warped faces, hands or fingers in any frame of any take that ships
Product naming	NOMI / NOMI KIN only; no deprecated names; no “granny flat”; no age labels
CTA	Single calm step into WhatsApp; “Send us a message” / “Learn more” only
Brand Guardian score	≥ 75; failures regenerate — never hand-patched around the gate

II RECOMMENDATIONS

Seven calls, in order

- 1 · Approve this brief as the locked Phase 1 package and issue it with the Day 1–2 inputs: verified [X] numbers with sources, real footage list, ElevenLabs narrator sign-off, lockup files, and the engine-readiness items in §04.
- 2 · Run the fan-out before committing. Same brief and frame through Kling 3.0 Pro and Hailuo for the first ad of each campaign; pick the engine per shot type on evidence, not assumption. The cost of an alternate take is trivial against an uncanny face in a dignity-led campaign.
- 3 · Hold the line on the testimonial. Campaign 02 lives or dies on authenticity; a real occupant on real footage is the strongest asset in the wave. Ship a v2 cut later rather than synthesise it.
- 4 · Sequence, don’t stack. Campaign 01 alone in the first 30-day window, then 02 + 03 together under IDEA 2 with separated audiences — honouring the one-IDEA rule and giving the weekly review clean reads per persona.
- 5 · Treat [X] as a hard gate. If verified numbers are not available by Day 2, Campaign 03 runs on “Approved on first submission” plus fixed-price certainty until they are.
- 6 · Feed everything back into the system. Approved assets, supers and VO lines are ingested into the RAG knowledge base so the WhatsApp agent speaks the same language a viewer just heard.
- 7 · Plan the second wave now, act later. IDEA 3 (“You know what happens next” — sceptical researchers) and IDEA 4 (“You can live sooner, with confidence” — regional movers) complete the idea set once these three campaigns have 30-day reads.



Prepared from: DOC_01 Master Brand Doctrine V2 · DOC_03 GTM & Communications Strategy · DOC_05 Messaging & Tone Playbook · DOC-0025 Personas · RPT-0004 NOMI Enquiry Ranking · RPT-0003 Alignment Audit · PPT-0002-R02 Revised Production Brief (Final) · DOC-0026 Ruach Response & Final Remarks · DOC-0027 Brand & Document Standard.