

A short B2B film on one canvas: the PlentyLabs workflow

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I made a fifteen-frame short film with dialogue in PlentyLabs in August 2026: seven characters, a 1980s Scandinavian golf setting, one canvas. Bror at PlentyLabs gave me free credits to test the platform. Nobody paid me for this write-up. This is the process, in the order I did it, with the prompts I actually used.

STEP 1 · CONCEPT AND SCRIPT

Write the whole story in plain language first, like a short director's treatment: who the character is, what he says, what the point is. Then cut it into short beats of one or two lines each. Video models hold a scene for only a few seconds, so each beat becomes one frame. Mine came to fourteen beats plus a closing frame.

STEP 2 · CAST SHEET

One reference portrait per character, seven in total. Generate the main character first and iterate until the face and the outfit are locked, because every later frame reuses his description word for word and the outfit is the consistency anchor. Give side characters different hair, faces and builds so the model does not copy the first one. Sample character prompt:

Portrait of a 15-year-old Norwegian teenage boy, sun-lightened dark blond hair in a loose 1980s side-swept cut slightly grown out over the ears, fair skin with light freckles across the nose and cheekbones, natural summer tan, faint sun flush on the cheeks, clear blue-grey eyes with pale lashes, soft rounded jaw, small gap between front teeth visible when he grins, relaxed friendly expression. Wearing a white knitted short-sleeve polo with a thin navy collar stripe, powder-blue pleated golf trousers with a white canvas belt, white leather golf glove on the left hand, white tube socks, white leather saddle golf shoes. Standing on a golf fairway, relaxed neutral pose, looking at camera, natural soft daylight, eye-level medium shot. [style block]

STEP 3 · STYLE BLOCK

One paragraph that describes the look, the colour discipline and what to leave out. Paste it at the end of every prompt, characters and frames, so all fifteen frames read as one film.

Style: 1980s analog film photography, Kodak Ektachrome grade, vivid teal-shifted greens, deep blue sky, soft warm sunlight, gentle film grain, slight halation on highlights, shallow depth of field, 35mm cinematic look, nostalgic summer atmosphere. Matte natural skin with visible pores, no glossy skin, no beauty filter. Color discipline: saturated green grass, clear blue sky and water, crisp white and powder-blue wardrobe, no other strong colors in frame. No text, no logos, no modern objects, no phones, no neon colors, no plastic water bottles, no contemporary sportswear branding.

STEP 4 · GENERATE THE STILLS

One still per beat, fifteen in total, in 21:9. Attach only the characters who appear in that frame as references; extra references confuse the model. Label everything on the canvas so the whole production stays visible in one place, like a storyboard wall. Sample frame prompt:

A 15-year-old Norwegian teenage boy with dark blond 1980s hair, freckles, matte natural skin, white knitted polo with navy collar stripe and powder-blue golf trousers, peeking over the lip of a golf green bunker, hands gripping the grass edge, wide curious eyes looking straight into camera, playful expression. Behind him two teenage friends in white and powder-blue golf clothes stand mid-putt, out of focus. Rolling green fairway, dark pine trees, bright blue sky. Low camera angle at grass level, close-up on his face. [style block]

STEP 5 · ANIMATE EACH STILL WITH DIALOGUE

Each locked still goes back in as the start frame of a video generation, with the end frame empty and no character references attached. The video prompt describes only movement and speech, never the character's appearance, because the still is the identity source and re-describing the person makes the model redraw him. Dialogue goes in quotes with a voice description, and every prompt ends with a guard line. Use the built-in camera and lighting presets instead of writing the camera move in the text; saying it twice makes the model overshoot. Only the frames with long lines get the longer clip length, because longer clips cost more and drift more. Sample video prompt:

He looks into camera, lifts his eyebrows, and says in the bright, casual voice of a 15-year-old Norwegian boy speaking English with a light Scandinavian accent: "Did you know?" Then breaks into a small grin. Light wind moves his hair, the two friends behind make one small slow putting motion. Ambient sound: light wind, distant birds, no music. Maintain the exact 1980s film look, colors, grain, and framing of the input image. Slow, gentle, minimal motion. Face, hair, and clothing remain exactly as in the image, no morphing, no extra limbs. No subtitles, no captions, no text on screen.

STEP 6 · ASSEMBLE

Hard cuts on the script beats, about two seconds per clip. White text overlays with one accent colour for the key words. The voiceover runs across the cuts, and a light pass of grain makes the clips feel like one film stock. The canvas can trim, sequence and sync to sound, with voiceover and licensed music built in. I did my final cut in CapCut.

WHAT I LEARNED ABOUT CREDITS

Generate two samples per prompt, not four; the alternatives are good enough that four is a luxury. Spend most of the budget on the main character's reference sheet, because every later frame depends on it, and accept good-enough for side characters who only appear in the background. Generate the hero frames first, while the retry budget is full.

WHAT I WOULD DO DIFFERENTLY

Pick one voice at the start. I described the voice in each video prompt, so every clip generated its own version and they do not match across cuts. PlentyLabs has Google TTS and ElevenLabs voices built in; next time I would choose one ElevenLabs voice sample on day one and use it for every line.

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