LEONARDO LAMON · SIDEHUSTLE

50 naredbi za Gemini: AI reklame za tvoj proizvod

Ubaciš sliku proizvoda, zalijepiš naredbu i dobiješ video reklamu. Radi s bilo kojim proizvodom, a za usluge ubaciš logo ili fotku prostora.

Kako se koristi

1. Otvori **gemini.google.com**, klikni **+** i odaberi **Create video**.
2. Opet klikni **+** i ubaci sliku svog proizvoda (najbolje na bijeloj pozadini).
3. Dolje odaberi **Portrait (9:16)** za Instagram i TikTok.
4. Kopiraj naredbu, zalijepi i pošalji. Video je gotov za minutu ili dvije.
5. Gdje u naredbi piše rečenica na hrvatskom, promijeni je u ono što želiš da lik kaže.

Naredbe su na engleskom jer Gemini tako daje najbolje kadrove; govor u videu je na hrvatskom. Besplatni i jeftiniji Gemini planovi daju samo nekoliko videa dnevno. Koristi svoj proizvod ili proizvod klijenta koji ti je to dopustio.

UGC reklame

Izgleda kao da je kupac snimio mobitelom. Najbolje radi na Instagramu i TikToku, jer ne izgleda kao reklama.

1 Iskrena preporuka

Kad želiš da proizvod preporuči „običan" čovjek.

```
UGC-style selfie video ad for the product in the attached image. A friendly person in their late twenties films themselves handheld at home in warm daylight, holds the exact product to the camera and speaks Croatian, natural and casual: "Ovo mi je stvarno promijenilo dan. Probaj i ti." Realistic skin, phone camera look, no subtitles. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

2 Tri razloga

Kad proizvod ima jasne prednosti koje se mogu nabrojati.

```
UGC-style video ad for the product in the attached image. A person sits in a car or kitchen, holds the product and counts on fingers, speaking Croatian: "Tri razloga zašto ovo kupujem stalno: brzo je, praktično i stvarno radi." Handheld phone look, natural light, no subtitles. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

3 Problem pa rješenje

Kad proizvod rješava neku svakodnevnu muku.

```
UGC-style video ad. First shot: a tired person sighs, frustrated with an everyday problem. Second shot: they pick up the product from the attached image and smile, speaking Croatian: "Ovo mi je riješilo problem. Ne znam kako sam bez toga." Handheld, realistic, no subtitles. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

4 Prva reakcija

Za nove proizvode i lansiranja.

```
UGC-style video ad. A person opens and tries the product from the attached image for the first time on camera, genuine surprised reaction, speaking Croatian: "Okej, ovo nisam očekivao. Stvarno je dobro." Close handheld selfie framing, natural light, no subtitles. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

5 Dan s proizvodom

Kad se proizvod koristi više puta dnevno.

```
UGC-style montage of one day with the product from the attached image: morning at home, at work, in the evening. Quick handheld clips, the product always clearly visible, upbeat feel, no talking, no subtitles. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

Studijski photoshoot

Premium izgled kao skupa reklama snimljena u studiju. Dobro za web, oglase i naslovne slike.

6 Crna pozadina

Klasika za skupe i ozbiljne proizvode.

```
Cinematic studio product commercial for the product in the attached image: slow rotation on a glossy black pedestal, soft rim light, dramatic shadows, final hero shot centered. No people, no text overlays. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

7 Prskanje

Za pića, kozmetiku i sve što ima svježinu.

```
High-end studio commercial: the product from the attached image with water and fresh ingredients splashing around it in slow motion, droplets frozen in the air, final hero shot. No people, no text overlays. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

8 Lebdenje

Kad želiš „wow" efekt u prve dvije sekunde.

```
Studio commercial: the product from the attached image floats and slowly rotates in the air with small elements orbiting around it, soft gradient background, smooth camera push-in. No people, no text overlays. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

9 360 okret

Kad je bitno pokazati proizvod sa svih strana.

```
Clean studio 360-degree turntable shot of the product from the attached image on a white seamless background, soft even lighting, crisp detail, slow smooth rotation. No people, no text overlays. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

10 Pastelni minimalizam

Za mlađu publiku i nježne brendove.

```
Minimalist studio commercial: the product from the attached image on pastel geometric shapes, soft shadows, gentle camera slide, playful and clean mood. No people, no text overlays. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

Put proizvoda

Pokazuje kako proizvod nastaje. Gradi povjerenje i izgleda kao dokumentarac.

11 Od sirovine do police

Za hranu, piće i prirodne proizvode.

```
"Product journey" commercial for the product in the attached image: raw ingredients in nature, processing in a clean modern facility, filling and packing, final hero shot on a store shelf. Fast smooth cinematic transitions, no talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

12 Tvornica

Kad je proizvodnja impresivna.

```
Industrial "how it is made" commercial for the product in the attached image: robotic arms, conveyor belts, precise close-ups of production, final shot of the finished product. Cinematic lighting, no talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

13 Ručna izrada

Za obrte, radionice i domaće proizvode.

```
Craft commercial for the product in the attached image: skilled hands making it step by step in a warm workshop, close-ups of tools and materials, final hero shot of the finished product on a wooden table. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

14 Do kupčevih vrata

Za web trgovine i dostavu.

```
Commercial following the product from the attached image from the warehouse shelf, into a box, onto a delivery van, to a smiling customer opening the door. Fast cinematic transitions, no talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

15 Iza kulisa

Za male firme koje žele pokazati ekipu.

```
Behind-the-scenes commercial for the product in the attached image: a small team working together, laughing, preparing and checking the product, final hero shot. Warm documentary look, no talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

Lifestyle

Proizvod u stvarnom životu. Ljudi se vide u njemu, pa lakše kupe.

16 Jutarnja rutina

Za sve što se koristi ujutro.

```
Lifestyle commercial: a calm morning routine in a bright apartment, the product from the attached image is part of it, soft sunlight, slow elegant camera moves. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

17 Teretana

Za sport, energiju i zdravlje.

```
Lifestyle commercial: an athletic person in a modern gym uses the product from the attached image between sets, energetic cuts, sweat and motion, final hero shot. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

18 Ured

Za produktivnost i poslovne ljude.

```
Lifestyle commercial: a focused professional in a modern office, the product from the attached image on the desk, a short break, a satisfied smile, clean daylight. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

19 Ljeto i plaža

Za ljetnu sezonu i turiste.

```
Summer lifestyle commercial on an Adriatic beach: friends laughing, sea and sun, the product from the attached image in the shade on a towel, golden hour light. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

20 Obitelj za stolom

Za proizvode za cijelu obitelj.

```
Warm family lifestyle commercial: a family around a dinner table, the product from the attached image shared and enjoyed, genuine smiles, cozy evening light. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

Prije i poslije

Najjači dokaz da nešto radi. Mozak voli usporedbu.

21 Podijeljen ekran

Kad je razlika vidljiva odmah.

```
Before and after commercial for the product in the attached image: split screen, left side the problem looks dull and messy, right side bright and solved after using the product, smooth wipe transition. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

22 Ubrzano vrijeme

Za proizvode koji rade kroz vrijeme.

```
Time-lapse commercial: the same scene changing over days while the product from the attached image is used, clear visible improvement, final hero shot. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

23 Prostor

Za usluge uređenja, čišćenja i opremanja.

```
Before and after commercial: an untidy room transforms into a clean, beautiful space in a smooth camera move, the product from the attached image shown at the end. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

24 Osmijeh

Za dentalne klinike i estetiku.

```
Before and after commercial: a person hides their smile, then smiles confidently after treatment, warm natural light, respectful and realistic, the logo or product from the attached image at the end. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

25 Auto

Za autoservise, pranje i detailing.

```
Before and after commercial: a dirty car transforms into a shiny clean car in one smooth sweep, reflections and water beads, the product or logo from the attached image at the end. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

Unboxing i detalji

Za proizvode čije pakiranje i detalji prodaju sami.

26 Unboxing

Za poklone i premium pakiranja.

```
Satisfying unboxing commercial: hands open a box and reveal the product from the attached image, tissue paper, soft light, close-ups. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

27 ASMR makro

Za teksture, kreme, hranu.

```
ASMR macro commercial: extreme close-ups of the product from the attached image, textures, slow pours or touches, crisp detail, calm pace. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

28 Poklon

Za blagdane i posebne prigode.

```
Gift commercial: the product from the attached image wrapped as a present, a person receives it and smiles, warm festive lights. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

29 Sastojci

Kad su sastojci prednost.

```
Flat lay commercial: fresh ingredients arranged around the product from the attached image on a clean surface, top-down camera, ingredients appear one by one. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

30 Tekstura

Za kozmetiku i hranu.

```
Close-up commercial showing the texture of the product from the attached image: smooth swipe, slow motion, soft studio light, final hero shot. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

Lokalne usluge

Za firme bez proizvoda u kutiji. Umjesto proizvoda ubaci logo ili fotku prostora.

31 Klinika

Dentalne i estetske klinike.

```
Commercial for a private clinic using the logo or interior from the attached image: a welcoming reception, a calm patient, a friendly doctor, modern equipment, bright clean light. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

32 Frizerski salon

Saloni, barberi, kozmetičari.

```
Commercial for a hair salon using the logo or interior from the attached image: styling in progress, a confident client looking in the mirror, stylish warm interior. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

33 Autoservis

Servisi, vulkanizeri, limari.

```
Commercial for a car service using the logo or workshop from the attached image: mechanics at work, tools, a car on a lift, a happy customer picking up the keys. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

34 Restoran

Restorani, kafići, pekare.

```
Commercial for a restaurant using the logo or interior from the attached image: dishes being plated, steam, happy guests, warm evening atmosphere. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

35 Teretana

Teretane i treneri.

```
Commercial for a gym using the logo or interior from the attached image: people training hard, a coach motivating, energetic cuts, final shot of the logo. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

Zaustavi scroll

Prve dvije sekunde odlučuju. Ove su napravljene da ljudi stanu.

36 Pad u vodu

Za svježe i hladne proizvode.

```
Scroll-stopping commercial: the product from the attached image drops into crystal clear water in slow motion, big splash, bubbles, final hero shot. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

37 Eksplozija boja

Za mlade i zaigrane brendove.

```
Scroll-stopping commercial: a burst of colorful powder explodes around the product from the attached image in slow motion, vibrant colors, bold energy. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

38 Divovski proizvod

Za maksimalni „wow“.

```
Surreal commercial: a giant version of the product from the attached image stands in the middle of a city square, people look up amazed, cinematic wide shot. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

39 Minijaturni svijet

Za igrivo i kreativno.

```
Miniature world commercial: tiny people build and celebrate around the product from the attached image as if it were a monument, tilt-shift look. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

40 Glitch

Za tehnologiju i moderne brendove.

```
Futuristic commercial: the product from the attached image appears through a digital glitch effect, neon reflections, fast cuts, final clean hero shot. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

Akcije i sezone

Za ponude, popuste i blagdane. Tekst akcije dodaj poslije u montaži, AI ga zna iskriviti.

41 Ograničeno vrijeme

Za akcije koje traju kratko.

```
Urgent promo commercial for the product from the attached image: a ticking clock motif, fast cuts, energetic lighting, leave empty space at the top for a text overlay. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

42 Black Friday

Za studeni i velike popuste.

```
Black Friday commercial: the product from the attached image on a dark stage with golden spotlights and falling confetti, bold premium mood, empty space for a text overlay. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

43 Ljeto

Za ljetnu ponudu.

```
Summer promo commercial: the product from the attached image with sun, sea, ice and fresh fruit, bright saturated colors, empty space for a text overlay. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

44 Božić

Za prosinac i poklone.

```
Christmas commercial: the product from the attached image under a decorated tree, warm lights, snow outside the window, cozy mood. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

45 Novo u ponudi

Za lansiranje novog proizvoda.

```
Launch reveal commercial: a curtain or cloth is pulled away to reveal the product from the attached image, spotlight, sparkles, dramatic music feel. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

Priča i povjerenje

Za proizvode koje ljudi kupuju zbog osjećaja, ne zbog cijene.

46 Kupac priča

Kad želiš osjećaj stvarnog iskustva.

```
Testimonial-style commercial: a middle-aged customer sits in a cozy living room, holds the product from the attached image and speaks Croatian, warmly: "Probala sam puno toga, ali ovo je jedino što stvarno koristim." Natural light, realistic, no subtitles. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

47 Vlasnik priča

Za male firme s osobnom pričom.

```
Founder story commercial: an owner stands in their small shop or workshop, holds the product from the attached image and speaks Croatian: "Ovo radimo s puno ljubavi, za ljude koje znamo." Warm documentary look, no subtitles. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

48 Mini film u tri scene

Za emotivne kampanje.

```
Three-scene mini film: a problem, a moment of discovering the product from the attached image, a happy ending. Cinematic color grade, emotional pacing. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

49 POV kupca

Kad se gledatelj treba zamisliti u ulozi kupca.

```
First-person POV commercial: the viewer's hands pick up the product from the attached image, use it and enjoy it in a real home setting. Smooth handheld camera. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

50 Dan u životu proizvoda

Za zabavnu i drugačiju reklamu.

```
Playful commercial from the point of view of the product from the attached image: it travels through a day with its owner, fun camera angles, light humor. No talking, no text. Keep the packaging, logo, text and colors exactly identical to the image. Vertical 9:16, 8 seconds.
```

Hoćeš od ovoga napraviti posao? Firme plaćaju za reklame svaki mjesec. U SideHustle 2.0 grupi pokazujem kako ovakve usluge prodati firmama i doći do prvog klijenta.