

AI Video Production Process

Orvo Marketing — JSON Prompt Structure

Project & Video Direction

```
{
  "project": {
    "title": "AI Video Production Process",
    "company": "Orvo Marketing",
    "category": "AI Video Production",
    "primary_niche": "Real Estate",
    "target_markets": [
      "India",
      "USA",
      "UK",
      "Canada",
      "Dubai",
      "UAE"
    ]
  },
  "video": {
    "format": "vertical",
    "aspect_ratio": "9:16",
    "resolution": "4K",
    "duration": "45-60 seconds",
    "style": "premium cinematic commercial",
    "visual_quality": "ultra realistic",
    "camera_style": "smooth cinematic camera movement",
    "lighting": "premium cinematic lighting",
    "color_grading": "high-end commercial color grading",
    "realism": "photorealistic"
  },
  "creative_direction": {
    "objective": "Explain how AI videos are created and demonstrate Orvo Marketing's professional AI video",
    "tone": "premium, innovative, professional, futuristic",
    "visual_language": "cinematic, modern, technology-driven, high-end commercial"
  }
}
```

Production Process

1. Idea & Concept

Start with the client's idea, business objective, product, property or campaign requirement.

2. Script & Story

Transform the concept into a clear script, story structure and visual direction.

3. AI Visual Creation

Create high-quality AI-generated characters, environments, products, properties and cinematic scenes.

4. AI Video Generation

Convert AI-generated visuals into realistic moving video sequences using controlled camera motion and cinematic animation.

5. Voice & Sound

Add professional voice-over, background music and sound design according to the campaign.

6. Editing & Direction

Combine scenes, transitions, timing, sound and visual storytelling into a complete marketing video.

7. Quality Control

Review visual consistency, realism, motion, timing, audio and overall commercial quality.

8. Final Delivery

Deliver the final AI video optimized for social media, advertising, websites and digital campaigns.

Real Estate Applications

Property Marketing Videos, Luxury Real Estate Videos, Property Listing Videos, Real Estate Advertisement Videos, Developer Project Videos, Real Estate Social Media Reels, Investment Property Videos, Off-Plan Property Videos

Orvo Marketing Positioning & Services

AI video production company creating AI-powered cinematic videos for real estate, brands and businesses.

AI Video Production, AI Real Estate Videos, AI Video Ads, AI Commercial Videos, Product Videos, Brand Videos, Cinematic AI Videos, Social Media Reels

Complete JSON Structure

```
{
  "project": {
    "title": "AI Video Production Process",
    "company": "Orvo Marketing",
    "category": "AI Video Production",
    "primary_niche": "Real Estate",
    "target_markets": [
      "India",
      "USA",
      "UK",
      "Canada",
      "Dubai",
      "UAE"
    ]
  },
  "video": {
    "format": "vertical",
    "aspect_ratio": "9:16",
    "resolution": "4K",
    "duration": "45-60 seconds",
    "style": "premium cinematic commercial",
    "visual_quality": "ultra realistic",
    "camera_style": "smooth cinematic camera movement",
    "lighting": "premium cinematic lighting",
    "color_grading": "high-end commercial color grading",
    "realism": "photorealistic"
  },
  "creative_direction": {
    "objective": "Explain how AI videos are created and demonstrate Orvo Marketing's professional AI video production capabilities",
    "tone": "premium, innovative, professional, futuristic",
    "visual_language": "cinematic, modern, technology-driven, high-end commercial"
  },
  "production_process": [
    {
      "step": 1,
      "title": "Idea & Concept",
      "description": "Start with the client's idea, business objective, product, property or campaign requirements."
    },
    {
      "step": 2,
      "title": "Script & Story",
      "description": "Transform the concept into a clear script, story structure and visual direction."
    },
    {
      "step": 3,
      "title": "AI Visual Creation",
      "description": "Create high-quality AI-generated characters, environments, products, properties and assets."
    },
    {
      "step": 4,
      "title": "AI Video Generation",
      "description": "Convert AI-generated visuals into realistic moving video sequences using controlled AI prompts."
    },
    {
      "step": 5,
      "title": "Voice & Sound",
      "description": "Add professional voice-over, background music and sound design according to the campaign needs."
    },
    {
      "step": 6,
      "title": "Editing & Direction",
      "description": "Finalize the video with professional editing, color grading and sound mixing."
    }
  ]
}
```

```

        "description": "Combine scenes, transitions, timing, sound and visual storytelling into a complete m
    },
    {
        "step": 7,
        "title": "Quality Control",
        "description": "Review visual consistency, realism, motion, timing, audio and overall commercial qua
    },
    {
        "step": 8,
        "title": "Final Delivery",
        "description": "Deliver the final AI video optimized for social media, advertising, websites and dig
    }
],
"real_estate_application": {
    "use_cases": [
        "Property Marketing Videos",
        "Luxury Real Estate Videos",
        "Property Listing Videos",
        "Real Estate Advertisement Videos",
        "Developer Project Videos",
        "Real Estate Social Media Reels",
        "Investment Property Videos",
        "Off-Plan Property Videos"
    ]
},
"orvo_marketing": {
    "positioning": "AI video production company creating AI-powered cinematic videos for real estate, bran
    "services": [
        "AI Video Production",
        "AI Real Estate Videos",
        "AI Video Ads",
        "AI Commercial Videos",
        "Product Videos",
        "Brand Videos",
        "Cinematic AI Videos",
        "Social Media Reels"
    ]
},
"final_goal": "Create a premium cinematic video that visually explains how AI videos are produced and de
}

```