

AI PRODUCT VIDEO PRODUCTION

International Service & Pricing Guide

Amazon · Shopify · DTC stores · Global ecommerce brands | August 2026

AI-generated + human-directed + stage-by-stage approval

No sample shipping for most standard products | English and multilingual delivery | 1080P standard | Script and keyframes approved before full production

01. Production packages

PACKAGE	STARTING PRICE	TYPICAL RANGE	CORE DELIVERY	REVISION / TIMING
Essential	US\$99	Up to 30 sec From 2 business days	4 core shots; basic edit, subtitles and music	2 consolidated minor revision rounds; 2 simple shot redraws
Listing Growth MOST SELECTED	US\$179	Up to 45 sec 3–5 business days	6–8 core shots; selling-point script; scene, lighting, music and voice	4 simple shot redraws
Brand Story	US\$299	Up to 60 sec 5–7 business days	8–12 core shots; multi-scene narrative; director-level storyboard	3 consolidated revisions; 6 simple shot redraws
Custom / TVC	From US\$499	60–90 sec Project schedule	Brand story, paid advertising or enterprise/TVC scope; advanced sound and post	Quoted after creative and production review

Public prices are starting points for standard-complexity projects. Duration is not the sole pricing factor. Final scope is confirmed after product and motion review.

02. How to select a package

IF YOUR PRIORITY IS...	START HERE	SCOPE CHECK
A clear product showcase or first AI-video pilot	Essential	Best for simple product appearance, material and one-scene use
A conversion-focused listing or social-commerce video	Listing Growth	Best when script structure and more selling-point coverage are needed
A premium multi-scene brand narrative	Brand Story	Best when visual continuity, direction and more shots matter
Advanced actions, campaigns or TVC-level control	Custom / TVC	Required for specialist production, hybrid methods or approval-heavy work

03. Optional services and scope additions

These items are quoted after reviewing the approved script, product references and delivery requirements.

ITEM	WHEN IT APPLIES	PRICING TREATMENT
Additional simple shot redraw	The approved script and action remain unchanged; one ordinary shot is regenerated	Quoted per shot after the included allowance
Complex person / product structure control	Hands, character continuity, precise parts, mechanisms or complex physical motion	Complexity add-on or custom scope after assessment
New shot or changed approved action	A new selling point, action, background, character or shot is introduced after approval	Scope change; quoted as new production work
Advertising hook variants	Same product body with 3–8 second alternative openings for testing	Quoted by number and complexity of variants
Additional aspect ratio	A separate 9:16, 1:1 or 16:9 version requiring reframing or regeneration	Quoted after compatibility review
AI-enhanced 4K	Upscaled delivery in addition to the standard 1080P master	Quoted separately; not native 4K filming
Additional language or voice	Extra subtitles, translation, voiceover or professional language review	Quoted by language and review requirement
Rush scheduling	A compressed production window requested before kickoff	Subject to current capacity; not guaranteed
Licensed assets	Paid music, footage, fonts, voices or other third-party materials	Passed through only after customer approval

04. Revisions and acceptance

Production deviations do not consume the package allowance

If the video clearly differs from the correct, approved product materials, we correct that production deviation. Other feedback should be consolidated once per revision round.

TYPE	DEFINITION	TREATMENT
Production deviation	Product output clearly conflicts with the correct approved materials	Corrected without using a revision round or redraw allowance
Consolidated minor revision	Subtitles, music, edit order, voice volume or speed that does not require new AI imagery	Completed within the package revision allowance
Simple shot redraw	The script, scene purpose and action stay fixed while one ordinary shot is regenerated	Uses the included redraw allowance; additional redraws are quoted
Scope change	Selling point, product image, background, action, person or shot count changes after approval	Quoted as additional work
Full restart	The approved script or overall creative direction is replaced	Treated as a new project and re-quoted

05. Complexity pricing standard

Two videos of equal duration can require very different production effort. Complexity reflects expected AI-generation attempts, compute, manual selection, repair and consistency control.

LEVEL	TYPICAL REQUIREMENTS	QUOTATION RULE
L0 — Standard	Static showcase, material detail, simple rotation, single scene or simple use	Use the public package starting price
L1 — Moderate	One functional action, ordinary unboxing, simple hand interaction or a small precision-detail requirement	Package base × 1.2–1.4, or a complexity add-on; not both for the same work
L2 — High	Continuous function, multi-step unboxing, installation / assembly, complex hands or multiple precision parts	Package base × 1.5–2.0, or upgrade to custom project pricing; management approval required
L3 — Specialist	Precision mechanics, teaching assembly, medical / efficacy demonstration, or extreme structure fidelity	Custom / TVC quote; AI + live action, 3D or hybrid production may be recommended

Quotation formula

Final quote = applicable package base × complexity factor + complex-shot / specialist-control fees + confirmed language, aspect-ratio, rush and licensed-asset additions.

06. Standard production workflow

1. Fit check — Review product images, selling points, target platform, reference videos and desired delivery date.
2. Script approval — We provide a client-facing script; production direction begins only after approval.
3. Keyframe approval — Confirm product appearance, scene direction and principal actions to reduce downstream rework.
4. Video production — Generate the approved content, edit the sequence and complete internal quality review.
5. Watermarked review — Customer returns one consolidated set of comments for each included revision round.
6. Final delivery — After acceptance and payment conditions are met, deliver the agreed 1080P unwatermarked master and any purchased variants.

07. What increases complexity

Functional operation · continuous unboxing · installation / assembly · hands and human interaction · fine labels and small parts · transparent or reflective materials · product fidelity across multiple shots

08. Production boundaries and customer responsibilities

Materials: Provide high-resolution product images from multiple angles, accurate specifications, logo, approved selling points, target platform, reference videos and delivery requirements.

Product consistency: Generative video may introduce minor texture, reflection or proportion variation during continuous motion. Projects requiring extreme fidelity should be scoped with specialist control before quoting.

Claims and compliance: The customer must provide support for performance, certification, patent, comparison and regulated claims. We do not invent reports, data, testimonials or platform results.

Platform outcomes: We produce to the confirmed platform use, but do not guarantee approval, ranking, CTR, CVR, ROAS or sales. Account, rights-holder and policy issues are outside production-deviation correction.

Schedule: The production clock starts after materials, script / keyframe approval and agreed payment conditions are complete. Customer review and missing-material time are excluded.

09. Payment, review and delivery

STAGE	STANDARD RULE
Quote and currency	Package, complexity, deliverables, USD amount, taxes or fees, validity and schedule are stated in the approved written quote or contract.
Project start	Single-video pilots normally begin after full payment. Larger or custom projects may use agreed initial and balance-payment milestones.
Payment verification	Production begins only after funds are verified. A payment screenshot is not automatic proof of receipt.
Review	Acceptance uses a watermarked review copy. Feedback must be consolidated by revision round.
Final delivery	The agreed 1080P unwatermarked master is released after acceptance and payment conditions are met. AI-enhanced 4K is optional, not native 4K filming.

10. Request a project assessment

Website: <https://lumegrowthai.com/> | **WhatsApp:** +86 189 2575 1191

Send your product URL, target platform, three priority selling points, desired duration, delivery deadline and available product images. We usually reply within one business day with fit, recommended tier, required materials and next step.

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This guide takes effect in August 2026. Final scope, complexity level, price, schedule, usage rights and legal terms are governed by the approved written quote, brief or contract for each project.