

25 Short Videos Sample

Industry : Food & Beverage
Product : Nasi Lemak
Date Generated : 01/01/2024
Client : AZ Company

Marketing Strategy Short Video Ideas

1. Journey of Nasi Lemak

💡 Caption

"Step into the kitchen and smell the magic of nasi lemak. Fresh, fragrant, and absolutely irresistible. 🌿 #NasiLemakJourney #FoodLove"

🎥 Shooting Steps

Scene 1

Close-up of fresh ingredients laid out on a wooden table.
Text overlay: "Fresh ingredients, the heart of every nasi lemak."

Scene 2

Medium shots of pandan leaves being tied, coconut milk being poured, and rice cooking (capture steam rising).
Text overlay: "Fragrance in every grain."

Scene 3

Fast cuts of anchovies frying, sambal simmering, and eggs being sliced.
Text overlay: "Every element, made with love."

Scene 4

Overhead shot of the plated nasi lemak with a drizzle of sambal.
Text overlay: "This is nasi lemak: Malaysia on a plate."

2. Nasi Lemak Around the World

💡 Caption

"No matter where you are in the world, nasi lemak feels like home. 🌍❤️ Where's your favorite spot to enjoy this Malaysian classic? #NasiLemakGlobal"

🎥 Shooting Steps

Scene 1

Establishing shots of landmarks like the Eiffel Tower, Times Square, or a Malaysian beach.
Text overlay: "From Paris to Penang..."

Scene 2

Close-ups of people from different backgrounds taking a bite of nasi lemak.
Text overlay: "...nasi lemak feels like home everywhere."

Scene 3

End with a Malaysian family enjoying nasi lemak together.
Final text: "Where do you enjoy your nasi lemak?"

3. Battle of the Toppings

💡 Caption

"Team Fried Chicken or Team Rendang? Comment below! 🍗🔥 #NasiLemakToppings #FoodieDebate"

🎥 Shooting Steps

Scene 1

Split-screen of toppings (fried chicken, rendang, squid sambal, vegetarian options) being placed on nasi lemak.
Text overlay: "Which topping is your favorite?"

Scene 2

Close-ups of friends choosing their toppings and digging in.
Text overlay: "Every topping tells a story."

Scene 3

Wide shot of everyone laughing, holding up their plates.
Final text: "Vote below: Team Fried Chicken or Team Rendang?"

4. Street Food Vibes

💡 Caption

"Street food, soul food. Dive into the authentic flavors of nasi lemak—straight from the streets of Malaysia. 🇲🇾 #StreetFoodLove #NasiLemak"

🎥 Shooting Steps

Scene 1

Wide shot of a busy street food stall, vendors wrapping nasi lemak in banana leaves.
Text overlay: "Street food magic starts here."

Scene 2

Close-up of unwrapping a banana leaf to reveal steaming nasi lemak.
Text overlay: "Unwrap the taste of Malaysia."

Scene 3

End with someone taking a bite and smiling.
Final text: "Street food, soul food. Have you tried it?"

5. Nasi Lemak Life Hacks

💡 Caption

"Nasi lemak made easy! Try these hacks and enjoy the ultimate Malaysian dish your way. 🍴🥥 #FoodHacks #NasiLemakTips"

🎥 Shooting Steps

Scene 1

Close-up of sambal being stirred with lime juice squeezed in.
Text overlay: "Hack 1: Add lime for that extra zest!"

Scene 2

Hands neatly wrapping nasi lemak in banana leaves.
Text overlay: "Hack 2: Wrap it like a pro!"

Scene 3

Quick cuts of pairings (iced tea, coffee).
Final text: "Hack 3: The perfect drink pairing!"

Scene 4

End with a plate of nasi lemak.
Final text: "Nasi lemak made easy—try these hacks today!"

Full documentation will be provide upon purchase.