MUGAM MOTION

BMW M5 AI Commercial

Step-by-step guide: Blender previz → Seedance → final edit

30 s · 750 frames | 16:9 | 25 fps | BMW M5 F90 | Baku, Azerbaijan

Overview

This guide breaks down how the 30-second BMW M5 F90 commercial set in Baku was made: Blender previz first, AI generation in Higgsfield Seedance second, a classic edit last.

It is written for editors and motion designers who want AI shots that cut together like a real car commercial.

Length	30 s (750 frames)
Format	16:9
Frame rate	25 fps
Car	BMW M5 F90
Location	Baku, Azerbaijan
Reference	Range Rover Sport "Velocity Blue" commercial (pacing and camera language)

Reference ad → Shot list → Blender previz → Reference images → Seedance generation → Upscale → Edit, color, sound → Export

The previz is the backbone: it locks every camera move and every cut before a single AI credit is spent.

Tools

Four tools cover the whole pipeline; each one does a single job.

Tool	Used for
Blender	Greybox previz: car path, camera moves, cut timing
Higgsfield Seedance	Generating each shot from the previz clip + reference images
Topaz Video AI	Upscaling the generated clips without changing their look
After Effects / Premiere Pro	Edit, color grade, titles, sound design, export

01 Reference and concept

Pick one reference ad and borrow its rhythm, not its shots.

Here the reference was the Range Rover Sport "Velocity Blue" commercial, rebuilt as a Baku story with a BMW M5 F90.

1. Watch the reference frame by frame and count the shots.
2. For each shot, write down its length, framing (wide / mid / detail) and camera move.
3. Mark where the energy rises: the fastest cuts usually sit in the middle third.
4. Swap every location for a local one. For Baku that can mean the seaside boulevard, Flame Towers, Old City walls or open roads outside the city.
5. Write the idea in one sentence before touching any software. If it doesn't fit in one sentence, the ad is too busy.

02 Shot list

At 25 fps, 30 seconds is exactly 750 frames, so plan every shot in frames, not seconds.

Below is an example 10-shot structure for a car ad of this length; adjust it to your own cut.

#	Time	Frames	Shot	Camera move
1	0:00–0:03	0–75	Baku skyline at dusk, car small in frame	Slow drone push-in
2	0:03–0:05	75–125	Headlight detail	Slow lateral slide
3	0:05–0:08	125–200	Car on the seaside road	Side tracking at car speed
4	0:08–0:10	200–250	Wheel and brake caliper	Low follow, close to the ground
5	0:10–0:13	250–325	Front 3/4, car passes camera	Static low angle, pan with the car
6	0:13–0:16	325–400	Interior, hands on the wheel	Subtle handheld
7	0:16–0:20	400–500	Top-down through city streets	Drone follow
8	0:20–0:23	500–575	Rear 3/4, acceleration	Chase camera
9	0:23–0:27	575–675	Hero shot, car stops at a landmark	Slow orbit
10	0:27–0:30	675–750	End card: logo and tagline	Static

> Keep shots between 2 and 4 seconds. Shorter shots hide AI artifacts; longer ones give the eye time to find them.

03 Blender greybox previz

The previz stays simple in look but exact in motion: grey boxes are fine, unrealistic camera moves are not.

Scene setup

- Output Properties: 16:9 resolution, 25 fps, frame end 750.
- Car proxy: a box or low-poly car at real M5 F90 size, about 4.97 m long, 1.90 m wide, 1.47 m tall.
- Color-code the blockout: one color for the car, one for the road, one for buildings, so Seedance reads the layout clearly.

Car motion

- Draw the road as a Bezier curve and put the car on it with a Follow Path constraint.

- Constant speed = linear keys; acceleration and stops = eased keys.

Cameras

- One camera per shot, with real focal lengths: 24–35 mm for wides, 50 mm for mids, 85–135 mm for details.
- Every move eases in and out. Open the Graph Editor and check the curves have no sudden spikes.
- Car-mounted and chase cameras are parented to the car, so they move with it.
- Drone moves stay slow and never change direction abruptly.
- For handheld, add a small Noise modifier to the camera's rotation curves.

Cuts and render

- Add a timeline marker at every cut, select the shot's camera and use Marker → Bind Camera to Markers (Ctrl+B).
- Render with View → Viewport Render Animation to MP4.
- Export each shot as its own clip, with about 10 frames of handle on both ends for trimming later.

04 Reference images

The car must look identical in every shot, so collect one consistent reference set before generating anything.

- **Car:** clean photos of a real M5 F90 from front 3/4, side, rear 3/4, plus wheel and interior close-ups. Same paint color and trim in every photo.
- **Locations:** photos of each Baku spot at the time of day the shot needs.
- **Look sheet:** one short text note with paint color, time of day, weather and lens style. Paste the same wording into every prompt.

05 Seedance generation

Generate one shot at a time: previz clip as the motion reference, car and location photos as image references, and an English prompt.

1. Open Seedance in Higgsfield and set 16:9.
2. Upload the shot's previz clip as the video reference for camera and car motion.
3. Add the car photos and the location photo for that shot.
4. Paste the prompt, generate 3–4 takes, keep the best one.

Prompt template

```
Cinematic car commercial, [SHOT TYPE]. A [COLOR] BMW M5 F90 sedan [ACTION] in [LOCATION], Baku, Azerbaijan. [TIME OF DAY], [LIGHTING]. Camera: [MOVE], following the reference video exactly, [LENS] mm lens, smooth and stable. Photorealistic, shallow depth of field, natural motion blur. Keep the car's shape, badges, wheels and paint identical to the reference images.
```

Filled examples

```
Cinematic car commercial, side tracking shot. A deep blue BMW M5 F90 sedan drives along the Caspian seaside boulevard, Baku, Azerbaijan. Golden hour, warm low sun reflecting on the paint. Camera: tracks alongside at the same speed, following the reference video exactly, 35 mm lens, smooth and stable. Photorealistic, shallow depth of field, natural motion blur. Keep the car's shape, badges, wheels and paint identical to the reference images.
```

```
Cinematic car commercial, hero shot. A deep blue BMW M5 F90 sedan parked in front of the Flame Towers, Baku, Azerbaijan. Blue hour, city lights turning on, wet asphalt reflections. Camera: slow orbit around the car, following the reference video exactly, 50 mm lens, smooth and stable. Photorealistic, shallow depth of field. Keep the car's shape, badges, wheels and paint identical to the reference images.
```

Check every take for: warped wheels, changing badges or grille, extra doors or mirrors, garbled text on plates and signs, and a camera move that drifts from the previz. Any of these → regenerate, don't fix in post.

06 Upscale, edit, sound, export

The previz timeline is your edit: drop each generated shot onto the same frames and the cut is already done.

- **Upscale:** run clips through Topaz Video AI to 1080p or 4K. Keep sharpening low so the AI footage doesn't turn plastic, and keep 25 fps.
- **Edit:** import the previz render as a guide track, then replace it shot by shot with the generated clips.
- **Color:** one grade over the whole ad. Match black levels and white balance first, then add light film grain to glue the AI shots together.
- **Sound:** engine and tyre sounds under every car shot, whooshes and impacts on the cuts, music on top. Use only music you have a license for.
- **End card:** logo and tagline for the last 2–3 seconds.
- **Export:** H.264 MP4, 25 fps, 1080p or 4K. Make a separate 9:16 reframe for TikTok and Reels.

Common mistakes

Most AI car ads fail on consistency and camera motion, not on image quality.

Mistake	Result	Fix
Skipping the previz	Random camera moves, shots that don't cut together	Block every shot in Blender first
Changing the car description between shots	The car morphs from shot to shot	Reuse the exact same car wording and photos
Linear camera keyframes	Robotic, CG-looking moves	Ease in and out, check the Graph Editor
Too many actions in one prompt	Seedance ignores half of them	One shot, one action, one camera move
Heavy sharpening when upscaling	Plastic, over-processed look	Low sharpening, keep original grain
Shots longer than 4 seconds	Artifacts become visible	Cut earlier, let rhythm carry the energy

Made by Mugam Motion

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