

PRODUCTION BRIEF

Burger Time Brand Voice

Burger Time

Generated August 30, 2026

VIDEO TYPE	Product promo / ad
ASPECT RATIO	16:9
PLATFORM	YouTube
TO NE	Friendly & approachable, Bold & energetic
AVATAR REPRESENTS	Other
KEY TAKEAWAY	Burger Time delivers restaurant-quality burgers in under 60 seconds.

REFERENCE IMAGES (1)



Other

CREATIVE READ

Production brief for 'Burger Time Brand Voice' — a 16:9 YouTube product promo ad featuring the existing Burger Time Burger Mascot: a 3D anthropomorphic burger character with oversized expressive eyes, golden-brown bun, and chunky brown boots. The character reference sheet (Pixel Painter Creative Studio) confirms this avatar already exists as a rendered 3D asset. The brief directs performance and motion only — no redesign, no appearance narration. The emotional contract is high-energy animated explainer with photorealistic food elements: bold, fast, punchy, warm but never soft. Brand palette (golden-yellow, tomato-red, lettuce-green, warm brown) carries through background and supporting assets. Target is busy 25–45 lunch-break scrollers who need to be convinced in under 90 seconds that speed and quality are not a trade-off.

HeyGen — Avatar & Scene

VO	[excited] You're hungry. We get it. [pause] And you don't have time to wait.
MOTION	Mascot faces camera directly, both hands open and raised at chest height in a 'I hear you' shrug, eyebrows raised high, big sympathetic grin. On 'we get it' he nods twice, slowly and deliberately. Freeze pose on 'wait.' Do not alter wardrobe or add any props.
VO	[confidently] That's why we built Burger Time. Every burger — every SINGLE one — is flame-grilled fresh.
MOTION	Mascot plants both fists on hips, chest out, chin up — hero pose. On 'every SINGLE one' he raises one index finger and jabs it forward toward camera for emphasis, eyes wide and locked on lens. Hold the jab. Do not alter wardrobe or add any props.
VO	[excited] Assembled in under 60 seconds.
MOTION	Mascot snaps both hands together in a fast clap, then spreads arms wide with a massive grin — pure showman energy. Eyes go wide, bun-top bobs slightly with the clap impact. Do not alter wardrobe or add any props.
VO	[confidently] No shortcuts. [pause] No frozen patties. [pause] No excuses.
MOTION	Mascot delivers each line with a single chopping hand gesture — right hand cuts down on 'shortcuts,' left hand cuts down on 'frozen patties,' both hands push forward together on 'excuses.' Face stays dead-serious between each beat, then breaks into a tiny smirk after the third chop. Do not alter wardrobe or add any props.
VO	[warmly] We engineered the kitchen. Trained the crew. Obsessed over every detail.
MOTION	Mascot taps one finger to temple on 'engineered,' sweeps an open hand outward on 'trained the crew,' then brings both hands together in front of chest and squeezes them slightly on 'every detail' — like he's holding something precious. Expression shifts from knowing nod to genuine pride. Do not alter wardrobe or add any props.
VO	[excited] So you get restaurant-quality taste... at fast-food speed.
MOTION	Mascot opens arms wide in a generous, welcoming gesture on 'restaurant-quality taste,' then pulls both hands back fast and punches one fist toward camera on 'fast-food speed.' Big beaming smile, eyes crinkled with delight. Do not alter wardrobe or add any props.
VO	[warmly] Visit your nearest Burger Time today. [pause] Burger Time. Built for speed.
MOTION	Mascot raises one hand in a friendly wave, leaning slightly forward on 'visit your nearest Burger Time today.' On 'Built for speed' he snaps into the double-fist-on-hips hero pose and holds it — confident, still, locked on camera. This is the final freeze frame. Do not alter wardrobe or add any props.
AVATAR	Use the existing Burger Time Burger Mascot exactly as rendered in the Pixel Painter character reference sheet — this avatar is already built and owned. Performance target: high-energy, punchy delivery with snappy gesture timing; expressions should cycle between warm empathy (scenes 1–2), showman bravado (scenes 3–4), genuine pride (scene 5), and triumphant payoff (scenes 6–7).
WARDROBE	Use the wardrobe shown in the supplied avatar references. Do not alter unless requested.
BACKGROUND	

Render the mascot against a clean, solid warm-golden-yellow background (#F5B800 or nearest brand match) consistent across all scenes for clean keying in post. Do not introduce studio sets, environments, or gradients in the avatar layer — B-roll and motion graphics environments are handled in post-production. Keep the solid background uniform across all 7 scenes.

ASPECT RATIO	16:9
SCENE FRAMING	Medium shot — mascot centered, roughly waist-to-top-of-bun, with enough horizontal breathing room on both sides for lower-third text overlays and motion graphic inserts in post. Keep mascot slightly left-of-center in scenes 2 and 6 to allow copy lockups on the right side of the frame.
NOTES	This is a single-avatar promo. The mascot's 3D render already has strong expression range (reference sheet shows neutral, open-mouth, walking, waving poses) — leverage that full range across the 7 scenes. HeyGen motion prompts are written to match the gesture vocabulary visible in the reference sheet. Post-production team should composite the avatar over food B-roll and motion graphic backgrounds; the solid-color HeyGen render is the avatar layer only. Lower thirds and kinetic type for the 'No shortcuts / No frozen patties / No excuses' triple-punch (Scene 4) should be handled in the editing layer.

VO Script

MARKED-UP SCRIPT

Bold = emphasis · [brackets] = pause/breath/inflection cues

[excited] You're hungry. We get it. *[pause]* And you don't have time to wait. *[confidently]* That's why we built Burger Time. Every burger — every **SINGLE** one — is flame-grilled fresh. *[excited]* Assembled in under 60 seconds. *[confidently]* No shortcuts. *[pause]* No frozen patties. *[pause]* No excuses. *[warmly]* We engineered the kitchen. Trained the crew. Obsessed over every detail. *[excited]* So you get restaurant-quality taste... at fast-food speed. *[warmly]* Visit your nearest Burger Time today. *[pause]* Burger Time. Built for speed.

Pacing & Beats

TOTAL DURATION 0:38

TRANSITIONS Cut-on-action between scenes — no dissolves, no wipes. Each scene transition syncs to a gesture landing point in the mascot's motion. Scene 4 (triple punch) may use quick snap-cuts between each 'No' line if the editor wants to punch the staccato rhythm further. Final scene holds on logo lockup for 2 full seconds before end card.

BEAT-BY-BEAT

0:00–0:06 · Hook — Hunger Strike

Open warm and fast. 'You're hungry. We get it.' lands like the mascot already knows the viewer — zero wind-up. Hard pause after 'we get it' before 'you don't have time to wait.' Mascot energy: empathetic best friend, not pitchman.

0:06–0:14 · Brand Intro + Speed Claim

'That's why we built Burger Time' should feel like a reveal — slight slowdown on 'Burger Time' for brand punch. Then 'every SINGLE one' accelerates with real emphasis on SINGLE. '60 seconds' lands like a showstopper fact — mascot physical reaction amplifies it.

0:14–0:20 · Triple Punch — No Shortcuts

Staccato. Each 'No' line is its own breath. Dead silence between them. This is the most percussive moment in the spot — the mascot's chop gestures should sync exactly to each line. Do not rush this sequence. The pauses sell the confidence.

0:20–0:28 · Obsession — The Engineering

Slight warm-down from the staccato energy — this is the 'behind the promise' beat. 'Engineered... Trained... Obsessed' builds back up rhythmically. Mascot expression shifts to genuine pride. Voice stays conversational, not boastful.

0:28–0:33 · Payoff — Quality at Speed

'Restaurant-quality taste' gets a breath before 'at fast-food speed' — the ellipsis is real. This is the core value proposition. Mascot arm-open + fist-punch lands on 'speed.' Kinetic type overlay recommended here.

0:33–0:38 · CTA + Tagline Button

'Visit your nearest Burger Time today' is warm and direct — a friend's recommendation. Then a clear 1-second pause before 'Burger Time. Built for speed.' The tagline is slower, more deliberate than the rest of the spot. Mascot freezes in hero pose. Logo lockup drops on 'Built for speed.' Hold for 2 seconds.

Supporting Assets

MUSIC (SUNO)

Upbeat, percussive, fast-food-energy instrumental — think snappy brass hits, tight drum loops, and a driving 4/4 groove at 120–128 BPM. Music should duck under dialogue and swell on the 'Built for speed' tagline button. Suno prompt suggestion: 'upbeat fast food commercial jingle, brass punches, tight snare, energetic and fun, 120bpm, no lyrics, short 40-second loop.'

SFX

Grill sizzle sfx under Scene 2 VO (low in mix, textural only). Whoosh/snap sfx synced to mascot chop gestures in Scene 4. Cash register 'ding' or timer ping on '60 seconds' in Scene 3. Crowd ambience or kitchen energy sound bed very low under Scenes 5–6. Hard silence (no sfx, music only) on the final tagline 'Built for speed.' to let the button land clean.

B-ROLL IDEAS

- Extreme close-up slow-motion shot of a flame-grilled patty hitting a hot grill — fire flare, char marks forming, steam rising
- Overhead exploded burger assembly sequence: bun base! lettuce! tomato! each layer dropping in from above with a satisfying thud
- Stop-motion or fast-cut sequence of hands assembling a complete burger in under 3 seconds of screen time
- Close-up of a golden sesame-seed bun surface matching the mascot's bun texture — bridges animation and photorealism
- Wristwatch or phone clock face showing 0:00 counting up to 0:58, then cutting to a completed burger
- Overhead bird's-eye of a busy kitchen — crew moving fast, trays sliding, burgers plated — shot in warm golden light
- Cheese-pull macro shot: melted yellow cheese stretching between bun and patty in slow motion

LOWER THIRDS

- Scene 3 — Kinetic type: '60 SECONDS.' (large, bold, yellow on dark background — slams in sync with mascot clap)
- Scene 4 — Three sequential lower-third text cards: 'NO SHORTCUTS.' / 'NO FROZEN PATTIES.' / 'NO EXCUSES.' (each appears and holds for its beat, disappears before the next)
- Scene 6 — Split lower third: 'RESTAURANT QUALITY' (left, warm gold) + 'FAST-FOOD SPEED' (right, bold red) — separated by a vertical divider
- Scene 7 — Full-frame end card: Burger Time logo centered, tagline 'Built for Speed.' beneath, website or location CTA below that

PRO TIP

The Burger Time Mascot's character sheet shows four distinct poses (neutral stand, profile stand, mid-stride walk, full wave) — record each as a separate 15-second Avatar V base clip so your editor has gesture variety to cut between. Composite the mascot avatar layer (solid yellow background, keyed out) over your photorealistic food B-roll in post: the contrast between the cartoon character and hyper-real food visuals is your sharpest brand differentiator and should be leaned into hard. For the triple-punch Scene 4, consider asking HeyGen to render three separate micro-clips (one per 'No' line) so you can snap-cut between them in edit and perfectly sync each chop gesture to the ElevenLabs audio beat. Finally, export your ElevenLabs VO at 44.1kHz WAV

before ingesting into HeyGen — this prevents compression artifacts on the mascot's higher-pitched voice when HeyGen re-encodes the final render.

Appendix — Original VO Script

As submitted, unedited.

You're hungry. We get it.
And you don't have time to wait.

That's why we built Burger Time.
Every burger—every single one—is flame-grilled fresh.
Assembled in under 60 seconds.

No shortcuts.
No frozen patties.
No excuses.

We engineered the kitchen.
Trained the crew.
Obsessed over every detail.

So you get restaurant-quality taste at fast-food speed.

Visit your nearest Burger Time today.
Burger Time. Built for speed.