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FREE PROMPT PACK

GPT IMAGE CAMPAIGN PROMPTS

MAKE EVERYTHING.

A collage of four images is positioned behind the main title. From left to right: a poster for 'GOOD ART, BAD SPIRITS' featuring a screaming face, a man in a blue hoodie holding a phone, a portrait of Albert Einstein, and a tablet displaying 'AI AGENT' with a robot icon.

Turn one product photo into
a whole campaign.

Ten copy-and-paste prompts for ads, product photos, thumbnails,
and more. **Plus a complete event-branding workflow.**

PICK A PROMPT. MAKE SOMETHING GOOD.

GO BIG, MATT

START HERE

Make your first image.

Upload your product photo, fill in the brackets, and paste the whole green block into your image tool. Delete optional lines you don't need.

Easy first win: try the [product shot](#). Use your original product photo for each new image. Add your logo if you want it in the design.



ADS



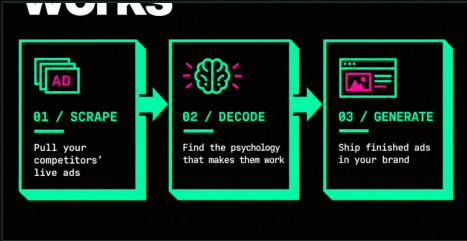
PRODUCT PHOTOS



THUMBNAILS



UGC-STYLE



EXPLAINERS



EVENT BRANDS

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Examples are unretouched test outputs. The templates have been adapted for reuse; exact originals are in the separate bonus PDF.

ADS

Three ads to try.

Show the difference, explain the benefit, or lead with your strongest proof.

The comparison ad

01

ATTACH

Your product photo and your logo. Write the comparison copy yourself and keep it accurate.

COPY THIS PROMPT

Create one square comparison ad for [PRODUCT / OFFER].

Split the canvas into two equal vertical halves.

LEFT: [YOUR PRODUCT], shown [VISUAL THAT DEMONSTRATES THE BENEFIT].

RIGHT: [ALTERNATIVE], shown [VISUAL THAT DEMONSTRATES THE FRUSTRATION].

Make the contrast understandable before anyone reads the words.

Use these exact headings:

Left: "[LEFT HEADING]"

Right: "[RIGHT HEADING]"

Use these exact bullets, kept on their assigned side:

Left: [FOUR SHORT BULLETS]

Right: [FOUR SHORT BULLETS]

Use the attached product and logo faithfully. Style: [STYLE].

Colors: [COLORS]. Make the copy readable on a phone.

Avoid: extra claims, invented statistics, extra logos, tiny text, copy crossing the center line, or changes to the product.

The kitchen whiteboard ad

02

ATTACH

Your product photo. Pick a before/after idea simple enough to draw with a marker.

COPY THIS PROMPT

Create a [RATIO] casual phone photograph of a small kitchen whiteboard.

A hand holds the exact attached product naturally in the foreground.

The board is the main thing we need to read.

On the whiteboard, draw two simple marker illustrations:

"Before": [A VISUAL MESS / PROBLEM]

"After": [THE SAME ELEMENTS ARRANGED TO SHOW THE SOLUTION]

Connect them with one hand-drawn arrow.

Underneath, write exactly: "[ONE SHORT LINE CONNECTING THE DRAWING TO THE PRODUCT]".

Real marker strokes, ordinary kitchen light, natural phone-camera detail.

The drawing should explain the idea, not decorate the board.

Avoid: glossy studio styling, printed-looking marker text, extra copy, illegible scribbles, altered product packaging, exaggerated blur.

The product surrounded by proof

03

ATTACH

Product photo and logo. Supply the exact benefits or numbers you want shown. Real ones.

COPY THIS PROMPT

Create one square ad with the attached product large in the center.

Arrange these four short callouts around it with generous spacing:

[CALLOUT 1]

[CALLOUT 2]

[CALLOUT 3]

[CALLOUT 4]

Connect each callout to the product with a clean line or small arrow.

Headline at the top: "[EXACT HEADLINE]".

Brand colors: [COLORS]. Keep the product recognizable and the callouts readable on a phone. Give each callout its own clear area.

Avoid: invented numbers, extra benefits, crossed connector lines, text covering the product, tiny footnotes, or altered packaging.

CAMPAIGN EXAMPLE

One photo. Here's the ad.



The original product photo



Generated from one product photo. The headline was supplied word for word.

CAMPAIGNS

Make the rest of the campaign match.

Got an ad you like? Keep its idea, colors, and type. Change the setting, headline, or composition.

The campaign ad

04

ATTACH

Original product photos, your logo, and an approved visual reference if you have one.

COPY THIS PROMPT

Create one [RATIO] campaign ad for [PRODUCT].

PRODUCT:

Reproduce the attached product faithfully. Preserve its shape, color, material, printed graphics, logo, proportions, and visible details. Use the photo as the source of truth. Do not relocate or redesign details.

CAMPAIGN IDEA: [ONE SENTENCE ABOUT WHY SOMEONE WOULD WANT THIS].

AUDIENCE: [WHO IS BUYING].

SETTING: [A SPECIFIC PLACE THAT SUPPORTS THE IDEA].

LIGHT: [LIGHT THAT BELONGS IN THAT PLACE].

STYLE: [PHOTOGRAPHIC AND TYPOGRAPHIC DIRECTION].

Headline, verbatim: "[HEADLINE]".

Brand mark: use the attached logo at [POSITION].

[Optional] CTA, verbatim: "[CTA]".

Make the product the hero. Make the words and image sell the same idea.

Avoid: invented branding, additional claims, changes to the product, extra slogans, decorative clutter, or styles unrelated to the brief.

For the next image, attach the original product photo and the ad you want to match.

PRODUCT PHOTOS

Product photos without the shoot.

Put your product on a model without booking a shoot.

The catalog shot

05

ATTACH

The actual side of the product you want photographed. For clothing, include fit and construction references when they matter.

COPY THIS PROMPT

Create one ecommerce product photograph showing [VIEW] of the exact product in the attached reference photos.

[For apparel] A [MODEL DESCRIPTION] wears it naturally, [POSE].
The fit should match [FIT REFERENCE / DESCRIPTION].

Background: [BACKGROUND]. Lighting: soft, even commercial lighting.
Frame the entire product clearly. Preserve its real color, construction, texture, graphics, and branding. Use the matching reference for this view.
Output ratio: [RATIO].

Avoid: invented unseen details, duplicated front graphics on the back, extra accessories, obscured product features, changed logos, or a different fit.



One flat product photo, turned into a model shot.

We gave it the front of a hoodie and asked for the back. It invented the back.

Want a back shot? Upload a back photo.

UGC-STYLE

Make it look like a phone photo.

Ordinary light, imperfect framing, and a setting your customer would actually be in.

The casual phone photo

06

ATTACH

Product photos. Add a person reference if the same person needs to show up again later.

COPY THIS PROMPT

Create one [RATIO] casual phone photo of [PERSON DESCRIPTION] using or wearing the exact attached product in [ORDINARY LOCATION].
Action: [A SIMPLE BELIEVABLE ACTION].

Use natural light from that location, ordinary phone-camera focus, slightly imperfect framing, real skin texture, and believable fabric.
Keep the product recognizable and accurate.

[Optional] Add this exact caption in simple readable white type:
"[CAPTION]". Keep it clear of the product and face.

Avoid: beauty-filter skin, excessive sharpening, dramatic studio light, artificial portrait blur, extra fingers, warped objects, added logos, or made-up customer results.

Check the mirror. Every model we tested got the lettering wrong. In a reflection, the product graphics should read backwards.



my grandfather watched him play. i just wanted the hoodie.

The caption was supplied. The reflection still needs fixing: the chest graphic should be reversed.

THUMBNAILS

Three thumbnails for your next video.

Try each treatment on the same video. See which one earns the click.

The thumbnail

07

ATTACH

A clear reference photo of the presenter. Run each treatment as its own separate generation.

COPY THIS PROMPT

Create one 16:9 YouTube thumbnail for this video:
"[VIDEO TITLE]".

Use the person in the attached photo. Keep their identity recognizable.
The main reason to click is [SURPRISE / RESULT / QUESTION].
Use this treatment: [PASTE ONE TREATMENT BELOW].
The only thumbnail text is "[EXACT TWO-TO-FOUR-WORD HEADLINE]".
Make the face, key object, and headline readable at small size.

Avoid: extra words, invented logos, unrelated props, generic UI clutter, changing the person's identity, or covering their eyes with text.

THE THREE TREATMENTS

- **Loud result.** An expressive reaction, one oversized relevant object, strong color contrast, one arrow only if it points at something that matters.
- **Quiet curiosity.** A restrained expression, one intriguing object or situation, simple background, space around the headline.
- **Product first.** The product large and central, the presenter's face smaller in a corner, clean setting, lighting that reveals the product.

Two to four words. That's it. Every extra word shrinks the type, and small type on a phone is the same as no type.



One portrait, turned into a YouTube thumbnail.

EXPLAINERS

Explain your product in three steps.

Write the three steps, then turn them into a graphic.

The three-step explainer

08

ATTACH

Your logo. Have the three steps written out first.

COPY THIS PROMPT

Create one [RATIO] product explainer for [PRODUCT].
Headline: "[EXACT HEADLINE]".

Three numbered panels, read from left to right:

01 / [LABEL]: "[ONE SHORT SENTENCE]"

02 / [LABEL]: "[ONE SHORT SENTENCE]"

03 / [LABEL]: "[ONE SHORT SENTENCE]"

Use one clear illustration per panel and arrows
from 01 to 02 to 03.

Brand colors: [HEX VALUES]. Background: [COLOR].

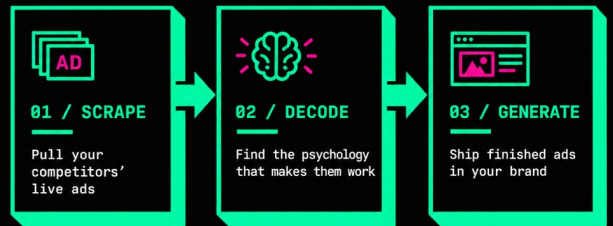
Typography and visual style: [DIRECTION].

Use the attached logo at [POSITION]. URL, verbatim:
"[URL]".

Make the explanation readable on a phone.

Avoid: extra steps, reversed arrows, invented
metrics, altered wording, extra icons, tiny labels,
or a redrawn brand name.

How StealAds works



> STEAL_ADS .AI

stealads.ai

Three steps, your exact copy, and your logo.

Making a chart? Supply the data and check every label.

CONSISTENCY

The same person, another angle.

Keep your character or spokesperson recognizable when the camera moves.

Same character, new camera

09

ATTACH

Your approved character or person reference.

COPY THIS PROMPT

Show the exact same [PERSON / CHARACTER] from the attached reference, [CAMERA POSITION], doing [ACTION] in [SETTING].

Camera direction: [DESCRIBE WHAT THE CAMERA SEES].

Keep the same face, proportions, clothing, colors, and identifying details.

Style: [MATCH THE REFERENCE / SPECIFY STYLE]. Ratio: [RATIO].

Avoid: turning the subject back toward the camera to show their face, adding facial features to the back of the head, changing costume or identity, or substituting a more familiar pose.

SAY WHAT THE CAMERA SEES

- **Overhead:** "The camera is directly above, looking vertically down."
- **From behind:** "The camera sees the back of the head and body; the face is hidden."

We asked for a mascot from behind. One model put its face on the back of its head.

Be literal: "The camera sees the back of the head. The face is hidden."

REVISIONS

Fix the image you already like.

Change the headline, swap a button, or correct a detail.

Change one thing

10

ATTACH

The approved image you want edited. Save a copy before every change.

COPY THIS PROMPT

Edit the attached image.

Change ONLY [THE EXACT ELEMENT] from "[CURRENT]" to "[NEW]".

Preserve the composition, product, person, background, logo, all other text, colors, spacing, and image dimensions. Do not redesign the image.

TARGETED REVISION PROMPTS

Copy the one that matches your note.

Change the headline

R1

COPY THIS PROMPT

Edit the attached image.

Change ONLY the headline to "[NEW HEADLINE]".

Keep its font, position, size, color, and visual weight as close as possible.

Preserve every other element, including the subhead, product, logo, and layout.

Change a button

R2

COPY THIS PROMPT

Edit the attached image.

Change ONLY the button background to [HEX] and its text to "[NEW LABEL]".

Keep the button's size, shape, position, and corner radius identical.

Keep everything else in the image unchanged.

Fix a name, a date, or old copy

R3

COPY THIS PROMPT

Edit the attached image.
Replace every instance of "[OLD TEXT]" with "[NEW EXACT TEXT]".
Remove "[PHRASE TO REMOVE]" wherever it appears.
Preserve the visual identity, palette, layout, imagery, and all other copy.
Fit the replacement naturally in the existing type style.
Do not redesign the image.

Restore the energy it lost

R4

COPY THIS PROMPT

Edit the attached design to restore the [DESCRIBE THE ENERGY]
of the attached approved reference. Keep the name, copy, and core idea.

Use [PRIMARY TREATMENT] across roughly 70–80% of the design,
with [ACCENT COLORS] as sharp accents.
Keep texture local to photographs and edges so the colors stay clean.
Carry the attitude through scale and composition.

Avoid: a muddy global filter, faded washes, and the specific colors it drifted toward. Preserve the punch of the approved reference.

If repeated edits keep breaking other parts, start again with your original references and corrected prompt.

BONUS / EVENT BRANDING

Build an event brand.

Start with the event brief. Pick a direction, then make the posters, merch, and presentation. Already have a direction? Skip to E3.



One event direction across posters, clothing, tickets, and a drinks menu.

Fill in the brief once

E1

KEEP THIS HANDY

Paste it above every prompt in this section.

COPY THIS PROMPT

EVENT NAME: [EXACT NAME / NAMES BEING CONSIDERED]
 WHAT PEOPLE ARE COMING FOR: [EXPERIENCE]
 AUDIENCE: [WHO SHOULD WANT A TICKET]
 CITY / VENUE: [EXACT DETAILS]
 DATE / TIME: [EXACT DETAILS]
 HOST / ARTIST: [NAME]
 SPONSOR: [NAME, OR OMIT]
 FEELING: [WHAT THE NIGHT SHOULD FEEL LIKE]
 REQUIRED COPY: [EXACT WORDS]
 DO NOT USE THESE WORDS: [WORDS / OLD NAMES / OLD DATES]

Attached references:

[FILE 1] is for [VISUAL STYLE / NAME / LAYOUT / ACTUAL LOGO].
 [FILE 2] is for [VISUAL STYLE / NAME / LAYOUT / ACTUAL LOGO].
 An image marked VISUAL STYLE does not approve the name printed on it.
 Omit missing event details instead of making them up.

Find three different directions

E2

TEXT CHAT FIRST

Paste the event brief above this prompt.

COPY THIS PROMPT

Using the event brief above, explore five genuinely different creative worlds. Think from five perspectives: luxury editorial, contemporary art, underground culture, experimental branding, and live entertainment.

Do not produce five treatments of the same idea. Produce five worlds. Each needs a different central idea that works beyond a poster.

For each world give me:

- A name and a one-sentence reason people would want to be there.
- A three-word description of its look.
- How the idea connects to the event name and experience.
- What we actually see: type, images, composition, materials, and lighting.
- A palette with hex codes and the role of each color.
- One signature visual device that still works without the logo.
- How it becomes a poster, venue entrance, social post, cocktail menu, T-shirt, and room installation.
- One moment guests would want to photograph.
- Three things this direction must never look like.

Compare the five. If two could share the same moodboard, push one further.

Choose the strongest three that give us meaningfully different choices.

For each finalist, write a compact visual brief I can paste into an image prompt.

Recommend one and explain why in plain English.

Avoid: vague descriptions like "bold and immersive," five palette swaps of one idea, or default category clichés. Every direction needs a specific visual idea.

Name the clichés to skip. For our Halloween party: no skulls, absinthe fairies, or Victorian type.

See the brand across six designs

E3

ATTACH

Style references and your actual logos. Paste one finalist's visual brief. Generate one route at a time, using the same application list for all three.

COPY THIS PROMPT

Create one landscape 16:9 visual identity board for this event.

Use the event brief above and this selected direction:

[PASTE THE VISUAL BRIEF]

Make this feel like one complete event brand.

Put the exact event name "[EVENT NAME]" prominently in the center, styled as the event's wordmark. Do not substitute the creative route name.

Arrange these six applications around it in a composed editorial layout:

1. A large hero poster.
2. The venue entrance with event signage.
3. A social announcement.
4. A cocktail menu.
5. A T-shirt someone would actually wear.
6. A room installation that brings the central idea to life.

Give the poster the most space. Use smaller supporting applications with clear separation. Carry the same typography, palette, signature device, and image style across all six. Adapt the design to each object.

Use only the supplied event copy. Keep secondary text minimal.

Avoid: six unrelated designs, equal-sized postage-stamp mockups, extra names or sponsors, filler paragraphs, illegible tiny copy, and generic mockups that lose the direction's personality.

Turn the winner into individual assets

E4

ATTACH

The winning board, your logo, and original references. Generate one asset at a time.

COPY THIS PROMPT

Create one [ASSET: POSTER / SOCIAL POST / INVITATION / TICKET / WRISTBAND / COASTER / TOTE / T-SHIRT / COCKTAIL MENU / VENUE SIGN].

Output ratio: [RATIO].

Output type: [FLAT ARTWORK / PHOTOREALISTIC MOCKUP].

Use the attached approved identity board as the design system.

Keep its exact event name, typography behavior, palette, image style, and signature device. Adapt the composition to this asset's shape.

Exact copy for this asset:

[PASTE ONLY THE COPY IT NEEDS]

Make [MOST IMPORTANT ELEMENT] the first thing people notice.

For flat artwork, fill the canvas with the design, without a room or object mockup.

For a mockup, apply it naturally to [OBJECT / LOCATION].

Avoid: redesigning the identity, importing names from old references, adding filler copy, fading the colors, or shrinking a whole poster onto an object that needs a simpler treatment.

EVENT CONCEPTS

NEW ORLEANS, LA

ART
ABSINTHE
MUSIC
PEOPLE
NEW ORLEANS
ALWAYS A
GOOD IDEA

Decision Lens

How the three directions differ

CONCEPT 01

Dead Artists Drink Free

- * Most bold + unforgettable
- ☹ Signals nightlife, edge, and poster impact
- 🏆 Best for a high-recognition annual identity

CONCEPT 02

Paint & Poison

- 👁 Most immersive + premium
- 🌈 Signals sensory experience and visual spectacle
- 💎 Best for a highly photogenic art-world atmosphere

CONCEPT 03

Good Art, Bad Spirits

- ✖ Most punk + personality-driven
- ⚡ Signals raw culture, humor, and downtown attitude
- 🗣 Best for a rebellious, social-native voice

DISCUSSION PROMPTS

01 Which naming direction feels strongest for long-term event equity?

02 Which visual world best reflects Art by Crystale?

03 Which route best fits the venue and sponsor partnership?

Next step: choose one direction to refine into the final event flyer, social assets, and branded collateral.

Three event directions, presented side by side for a client to choose.

Put the choices into a pitch deck

E5

TEXT CHAT FIRST, WITH THE THREE BOARDS ATTACHED

Then generate each slide separately, attaching its board plus your first approved slide as the layout reference.

COPY THIS PROMPT (TEXT CHAT)

Plan a six-slide presentation that helps a client choose an event direction.
Use the attached boards and the exact event facts above.

1. Event name, essential details, and a strong visual introduction.
2. The three directions side by side at comparable scale, with a one-sentence idea under each.
- 3-5. One direction per slide: large hero visual, three supporting applications, and a short sentence explaining the experience.
6. A decision lens: compare the central idea, how it feels in the room, what guests would share, and what makes the merch desirable.
Recommend a direction with a concrete reason.

Write exact slide copy and an image-generation brief for each slide.
Prioritize a clear idea and readable presentation over showing every mockup.
Do not invent event facts or change the approved names.

THEN, PER SLIDE (IMAGE PROMPT)

Create one finished 16:9 presentation slide using this slide brief:
[PASTE ONE SLIDE'S BRIEF AND EXACT COPY]

Use the attached concept board for the event's visual identity.
Use the attached approved slide, if supplied, for presentation typography, margins, and label styling. Keep these roles separate.

Recompose the visuals for the slide. Give the hero enough space to judge.
Keep the exact copy large and readable. Preserve the concept's colors, name, and signature device. Use only the requested applications.

Avoid: shrinking an entire board into a small box, giant empty margins, tiny paragraphs, changed dates, invented slogans, or mixing the visual identities of different event concepts.

REFERENCE

Extra instructions for your own prompts.

Use the block that fits what you're making. The templates already include their own.

BRAND

No invented logos, brand names, URLs, prices, badges, certifications, or additional copy. Use only the supplied assets and exact words.

PRODUCT

No changed materials, colors, shape, fit, construction, graphics, or logo placement. No invented hidden surfaces. Do not beautify the product into a different product.

PHONE REALISM

No waxy skin, excessive sharpening, artificial bokeh, glossy studio polish, warped hands, or lighting that disagrees with the room.

LAYOUTS

No tiny text, crowded margins, decorative panels, unrelated icons, or competing focal points. Preserve a clear reading order.

EDITS

No layout redesign, changed crop, relocated logo, rewritten copy, new objects, or changes outside the requested element.

BEFORE YOU SHIP

Before you post.

Check the product, the words, and anything that looks off.

☐**Would I stop for it?**

Shrink it to phone size. Is the idea clear?

☐**Is that my product?**

Compare it with the original photo. Check the shape, color, graphics, and fit.

☐**Are those my words?**

Read the headline, logo, URL, numbers, and button.

☐**Does the scene make sense?**

Look at hands, reflections, shadows, and object placement.

☐**Does it belong with the campaign?**

Compare the colors, type, and product across the set.

☐**Did the edit break something?**

Recheck the parts you didn't ask to change.

WORK WITH MY TEAM

EMERALD DIGITAL

Let's make your next campaign pay.

You've got the prompts. Want my team building the ads, landing pages, and campaigns for you?

That's what we do at Emerald Digital. We develop the offer, make the creative, and run the campaigns. Then we keep testing to find what brings in customers.

Tell us what you sell and where you want to grow. **Let's build your next campaign.**

BUILD MY CAMPAIGN →

[See what we've made for other businesses →](#)

Go big,
Matt

Images in this pack are unretouched outputs from our image-model tests, not paid-campaign results or client case studies. The reusable prompts were adapted from that run. For the exact originals, open **original-test-prompts.pdf**, included separately.