



the one-photo ad brief

The fill-in-the-blanks brief that turns a single product photo into fifty ads.

You commented **FIFTY** on the reel. This is the exact brief we used to turn one Sigi Skin Kaleanser photo into a month of ad creative, generated for about four dollars. Fill the six lines in first. This is the part everyone skips, and it is why most AI ads look generic. The model can make a hundred images. The brief is what makes them look like **your** brand.

STEP ONE · THE BRIEF

Six lines. Fill them before you generate anything.

Brand who it is	Sigi Skin · gentle, sensitive-skin skincare, "your skin's happy place"
Product one line	Kaleanser , a jelly cleanser, white tube with a mint flip cap
Palette 2 to 3 colours	mint / teal + bone white , clean and airy
Mood three words	calm, clinical, warm
Audience who it's for	sensitive skin, no-fuss, 20s to 30s
The one rule never changes	the product label, shape and colours stay identical in every single shot

STEP TWO · THE PRODUCT-LOCK LINE

Paste this at the end of every image prompt.

This one sentence is what keeps the exact product across ten scenes. Miss it once and the model redraws your packaging and invents new text.

Keep the product identical to the reference image: same shape and proportions, same label text, same logo, same colours. Do not redesign the packaging or alter any text.

Six prompts, one product.

Attach your product photo as the reference on **every** generation. Swap the [brackets] using your six-line brief, and append the product-lock line to each. Generate the stills, then animate.

01 · SEAMLESS HERO

[Product] standing upright, centred on a smooth [palette] seamless studio background. Soft diffused light, a single fresh water droplet on the surface, a subtle reflection beneath, lots of negative space.

02 · IN CONTEXT

[Product] on a clean minimalist [setting] shelf, warm morning light casting soft plant-leaf shadows, [a small prop] nearby, spa-like calm, shallow depth of field.

03 · TEXTURE MACRO

Extreme close-up of [the product's texture, e.g. clear jelly] on clean fingertips, glistening and catching soft daylight, the [product] soft-focus in the background.

04 · REAL PERSON

A [audience] person with clear healthy bare skin, natural window light, gently holding the [product] near their cheek, calm relaxed half-smile, authentic UGC feel, clean neutral background.

05 · INGREDIENT STORY

[Product] surrounded by [key ingredient] with a dynamic splash of clean water frozen mid-air, bright [palette] background, fresh and energetic.

06 · AIRY FLATLAY

Top-down flatlay of [product] on a folded towel beside [two simple props] on a clean [surface], lots of negative space, bright airy minimal beauty flatlay.

Then, in the edit: animate each still (4 seconds, image-to-video, cut to ~3 in the edit), hard cuts only (crossfades read as a slideshow), one word at a time captions, upscale to 1080 x 1920, add music natively so the licence stays clean.

Run a brand?

Skip the brief. Send us your product photo and we will send back the ad, done for you, at volume.

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