

Stills and static ads for four concept brands

Skincare, cold brew, earplugs and menswear, with the prompts, references and selection notes behind the stills, and the rules and checks that turned them into ads.

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HOW TO USE THIS PDF

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Campaigns shown are self-initiated concepts made at Mira Content Studio, my studio. No clients, results or metrics are claimed.

METHOD

One prompt, part by part

A real prompt from the Pip talent shoot, split into the parts I write every time. Each part answers a question a photographer would ask on set.

SUBJECT AND REFERENCES	Close portrait of the exact braided model from ref 1 holding the exact yellow matte-plastic cleanser tube from ref 2
POSE AND PRODUCT VISIBILITY	against her right cheek, soft fingertips clear of the front artwork; chin lifted, direct gaze, relaxed lips,
WARDROBE AND SET	orange ribbed top and powder-blue seamless from ref 3.
REALISM	Keep real pores, peach fuzz, tonal variation, natural lip texture, baby hairs and braid flyaways; no smoothing or filter finish.
LIGHT: SOURCE, DIRECTION, RATIO	Large softbox camera-left at 45°, white-card fill 1.5:1 and faint hair rim;
LENS AND FOCUS	100mm f/5.6, lashes and pack sharp,
FILM STOCK	Fuji Pro 400H,
PHOTOGRAPHER REFERENCE	Demarchelier classical beauty restraint.

Run pip-model-shoot-2k, version 3, scene 2. Gemini 3 Pro Image at 4K; the four-image run was recorded at \$0.96.



Output

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How products and people stay consistent

PIP

Locked product references

One engine project per product, and exactly two references per scene: that product's label sheet and its own pack. The seed mark must be large in the reference, or the model redraws it as a water droplet.

CONTENT STUDIO ENGINE

Winners anchor, versions inherit

A picked scene 1 winner can anchor later scenes. A new version re-rolls only the scenes being fixed and inherits the rest.

JACI SS26

One job per reference

"Ref 2 alone locks exact identity... Ref 3 locks fit; refs 4-7 lock construction." Each reference is named for what it controls, so the model has nothing to average.

NULA

New angles, new colourways

A new angle uses the hero plate as its only reference. A new colourway starts from the already approved angle and changes colour only; asking for both at once snaps back to the hero pose.

PIP

Targeted edit passes

The final blue trio came from a literal 4K edit of the approved ad. The prompt asked to keep every product pixel, remove only the background graphics, and spell the PRESS label exactly, adding "never write tune" to guard against a misreading.

PIP

Selection from versions

Winners are chosen by hand with a reason: "Only front take with the seed mark as the pointed oval and WASH inside the citron band. Takes 1 and 2 rendered a water droplet and dropped the name out of the band."

Models and recorded costs

CAMPAIGN	IMAGES	MODELS	RUNS	RECORDED COST
Pip	Packshots, line-ups, talent	Gemini 3 Pro Image; GPT Image 2 for two edits	28	\$13.51
LIDO	Cans, caps, lifestyle, mosaic, macro	GPT Image 2 (1024 × 1536 masters); Gemini 3 Pro Image at 4K	24	\$8.84
Nula	Product set, fit, scale, sleep	Gemini 3 Pro Image at 2K and 4K	39	\$9.03
JACISS26	Seventeen street and detail frames	Gemini 3 Pro Image at 4K	69	\$13.92

Costs are the estimates each run writes at listed prices, not invoices. Two Pip edits made with GPT Image 2 have no cost record.

Pip

Colour-block skincare with three deliberately different packs. The label system came first, built in code, so every packshot, line-up, talent image and ad could be checked against it.

ROLE

Brand concept, label design, art direction, prompting and selection.

TOOLS

Python (label artwork)

Content Studio Engine

Gemini 3 Pro Image

GPT Image 2

OUTCOMES

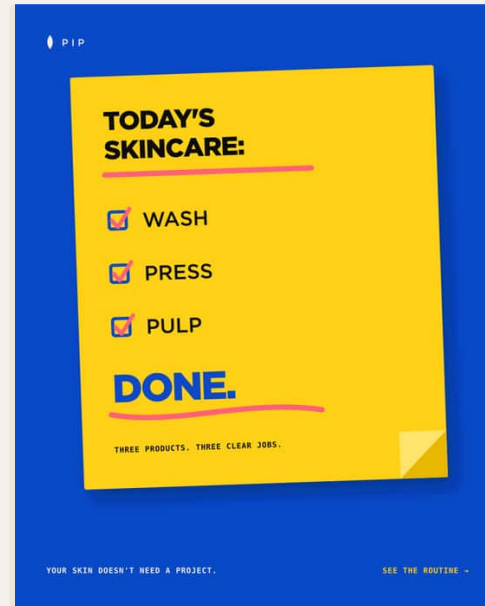
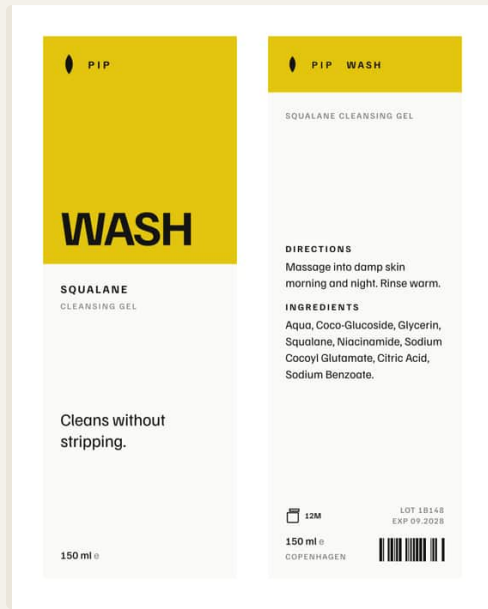
- Packshots that match the label artwork, including back-of-pack ingredients and lot codes.
- One model, lighting set-up and palette held across three talent images.
- Stills carried into eight ads and an 8-second film.



[Case page](#) ↗

▶ [Watch the PIP film](#)





LIDO cold brew

A three-flavour cold brew concept. One can system is carried through packshots, can-on-cap portraits, seaside lifestyle images, a mosaic, seven ads and a 12-second film, with the cans, light and coastline kept consistent.

ROLE

Art direction, prompting and selection; ads and film.

TOOLS

Content Studio Engine (CLI)

GPT Image 2

Gemini 3 Pro Image

SVG ad renderer

OUTCOMES

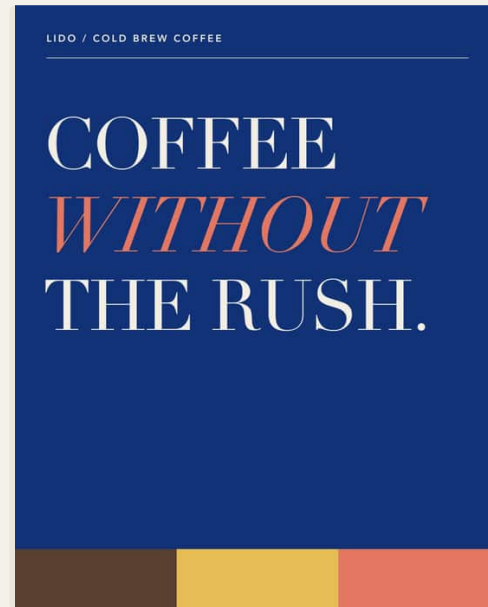
- Three flavours shot with the same pose, light and framing, so the range reads as one system.
- Seven 4:5 ads composed from approved stills; the product hero uses the exact pack shot, cut out without repainting.
- The same world carried into a 12-second film made with Blender previs and Wan 3.0 Prime.



[Case page](#) ↗

▶ [Watch the LIDO film](#)





Nula earplugs

Skin-tone earplugs in two colourways. The set needed matched angles in both colours, believable fit on real ears, and a written method for adding angles without the product drifting.

ROLE

Art direction, prompting and selection. Wrote the consistency method and the product rules.

TOOLS

Content Studio Engine (CLI)

Gemini 3 Pro Image

Gemini Omni Flash (film)

HTML ad templates

OUTCOMES

- Matched product angles in both colourways, made by changing colour only on approved angles.
- Fit and scale images checked against written product rules, such as the ring sitting coaxial with the ear canal.
- Eleven ads across feed, story and square formats, and an 8-second film.

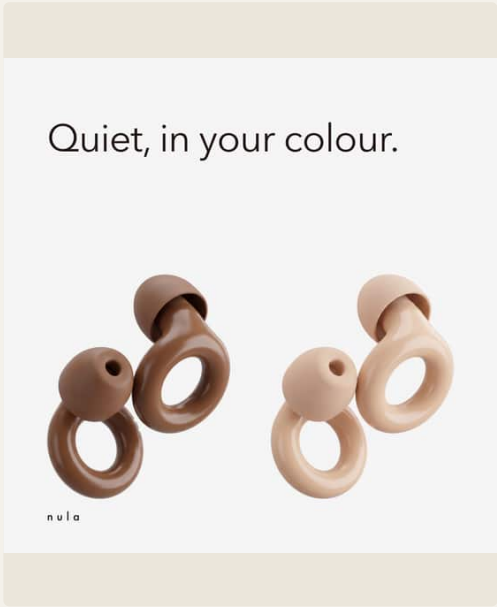


[Case page](#) ↗

▶ [Watch the Nula film](#)



All images on the case page ↗



JACI SS26

A menswear concept shot on city streets. Seventeen approved frames keep the same model, floral check shirt, crystal-seam trousers and suede clogs, from wide shots to macro detail.

ROLE

Art direction, prompting and selection; ads and film.

TOOLS

Content Studio Engine (CLI)

Gemini 3 Pro Image

Gemini Omni Flash (film)

SVG ad renderer

OUTCOMES

- Identity and garments held across corners, crossings, walls and detail crops.
- Each reference given one job in the prompt: identity, fit or construction.
- Eight 4:5 ads with one masthead system, and a 6.4-second walking film.

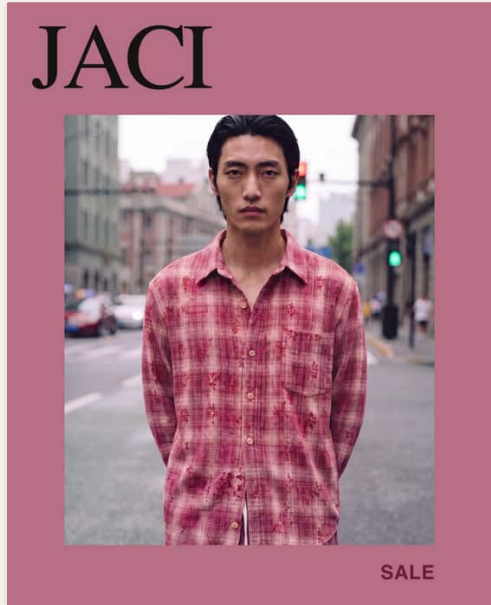


[Case page](#) ↗

▶ [Watch the JACI film](#)



All images on the case page ↗



Static ads

Thirty-four ads for Pip, LIDO, Nula and JACI, made from approved stills. Each set starts from a brief, with one idea per frame. In all but one ad, the type is set in code rather than drawn by an image model, and the product photography is placed, not regenerated.

ROLE

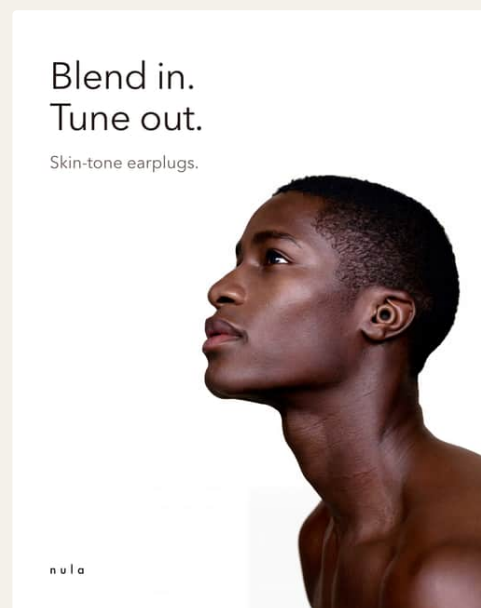
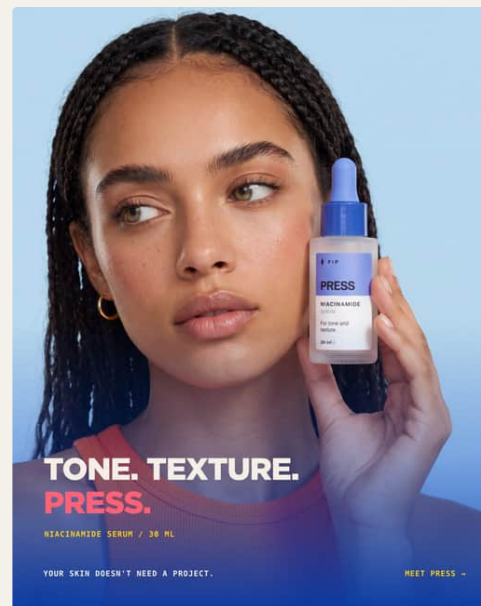
Art direction, concepts, copy and final selection. Built the ad renderers and checks with Claude Code and Codex.

TOOLS

Node.js SVG sharp Python OpenCV Playwright

OUTCOMES

- Thirty-four ads across four campaigns, in 4:5, 1:1 and 9:16.
- Copy sticks to confirmed product facts. LIDO's "3 for \$10" sticker is marked as a placeholder, and JACI's Sale versions are only for use during a real sale.
- Masters stay editable as SVG or HTML, and the LIDO notes record a repeat render matching its SVG and PNG checksums exactly.



One ad from each set: Pip, LIDO, Nula and JACI, all at 1080 × 1350.

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How a set is made

01 Brief

Placement, format, the product facts that can be used and the claims that cannot. LIDO and JACI were briefed for the Meta feed at 1080 × 1350.

03 Copy against the facts

Headlines are checked against the confirmed product facts before layout. For LIDO and JACI, several lines per ad were compared and the reason for each choice written down.

05 Render in code

Layouts are SVG or HTML, rendered to exact-size PNGs. Photographs are placed, scaled and cropped, never repainted.

07 Checks

Pixel sizes read back from the files, type kept clear of faces and packaging, and for Nula, a script that measures contrast on the pixels behind every line of text.

02 One idea per frame

Each ad gives a different reason to look. The first five LIDO ads test taste, an occasion, the brand voice, a café ticket and the range.

04 Source stills

Chosen from approved finals. No new photography was generated for the LIDO or JACI sets.

06 Feed-size review

LIDO and JACI were reviewed on contact sheets at feed-preview size. On LIDO this removed small support lines and a receipt footer, and enlarged the range CTA.

08 Editable masters

SVG or HTML masters are kept beside the PNG exports, so any ad can be corrected and rendered again.

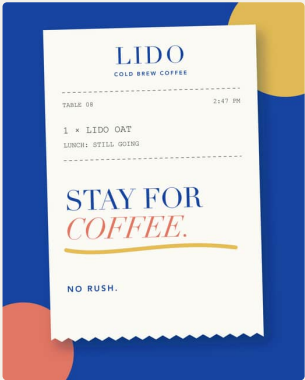
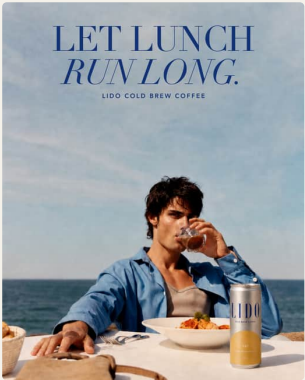
Five ideas for LIDO

AD	WHAT IT TESTS	HEADLINE
BLACK product hero	Taste	Deep cocoa. Clean finish.
Long lunch	The occasion	Let lunch run long.
Type only	Brand voice	Coffee without the rush.
Café ticket	A native social format	Stay for coffee.
The range	Choice	Three ways to take it cold.

Choosing a headline

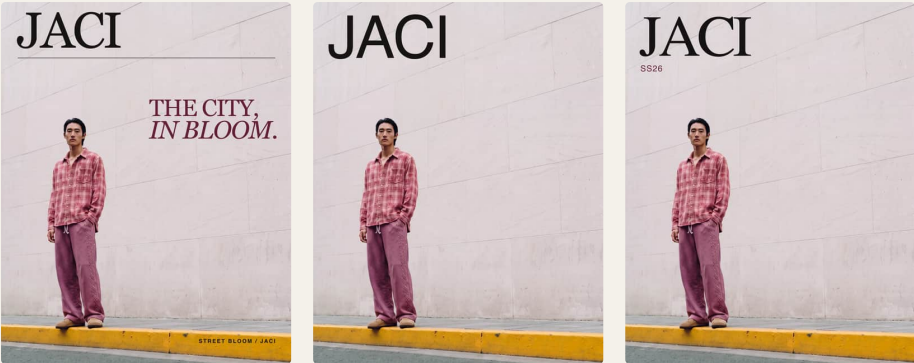
OPTION	SCORES	DECISION
Deep cocoa. Clean finish.	5 · 5 · 5	Selected. Exact product language and a two-beat hierarchy.
Cold brew, cut clean.	4 · 4 · 4	Strong, but "cut clean" is less natural customer language.
Black. Slow-steeped.	4 · 5 · 3	Accurate, but reads like the label and is less distinctive.

Scores out of 5 for comprehension, product connection and pull: directional creative judgement, not performance predictions.



The first five LIDO ads, in the order of the table. The ads set their headlines in capitals. Two more lifestyle ads were added later from the same stills.

One photograph, three versions



Version 1 Version 1 carried a campaign line, an editorial serif and decorative rules. Version 2 removed every rule, panel, caption and micro-label, leaving one image and at most two text elements. Version 3 added SS26 and Sale markers and a pink frame for dense images, across 13 assets.

The rules each set followed

PIP

No text over packaging

One dominant idea per frame, generous negative space, and only approved product facts: no medical, clinical, review or dermatologist claims. Production labels such as "01 / WASH" never appear on finished ads.

LIDO

Readable at thumbnail size

Headlines of three to seven words at 86–132 px on the 1080 × 1350 canvas, a 64 px safe edge, and a hierarchy that still reads at 324 × 405.

JACI SS26

Few words, all factual

Only the brand and SS26 or Sale. Dense portraits, movement and detail shots sit in a pink frame so the type stays off the photograph; frames with open wall, sky or road run full bleed.

NULA

Quiet in a loud category

Avenir Next for copy and a Futura wordmark that matches the mark on the case lid. Colours sampled from the product, and no shadows on cut-outs, no badges and no buttons.

Every set

CAMPAIGN	ADS	FORMATS	RENDERED WITH	CHECKS
Pip	8	4:5	SVG masters, rendered with sharp	Hierarchy, mobile readability, brand cohesion, unsupported claims and product accuracy
LIDO	7	4:5	SVG masters with embedded fonts, rendered with sharp	Exact dimensions, a 288 × 360 contact sheet, text clear of labels, matching checksums on a repeat render
Nula	11	4:5, 1:1, 9:16	HTML rendered in Chromium with Playwright; one Notes-style ad generated with GPT Image	A contrast script run against the pixels behind each line of text
JACI SS26	8	4:5	SVG masters, rendered with sharp	PNG dimensions, a contact sheet of every asset, headlines clear of faces and garment details

JACI's third version rendered 13 assets; eight made the final set. [Code excerpts and the full write-up are on the case page ↗](#)

CONTACT

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