AI campaign direction

A worked example, the actual prompts and a template for your next brief.

THE BRIEF

Everyday skincare with a playful fashion edge. An ordinary towel becomes sculptural styling.



01 PERSONALITY + CARE GESTURE



02 PRODUCT TAKES THE LEAD

CHOOSE THE RELATIONSHIP

The towel belongs to everyday care. Its open fold adds a fashion gesture; the relaxed expression keeps the portrait approachable.

Vermilion cotton, pale blue and a smooth white bottle make a clear material contrast. Directional light helps the texture read.

CARRY THE IDEA INTO A NEW SHOT

Use the neutral bottle for product design. Use the repaired portrait for the campaign look. In the still, change the composition so the bottle becomes the main subject.

The reference order is deliberate: bottle first, repaired portrait second. The fold connects the images without repeating the portrait composition.

WHAT THE TEST TAUGHT ME

The first portrait needed a hand repair. The edit improved the overlap, but fine details changed. The portrait bottle still has softer shading than the scene; the product still has stronger lighting integration.

Start with the worksheet on page 2. Full copyable prompts, input order and images are in the download. This is one fictional study, not a promise of identical results.

Give the next image a job

Fill this page in a PDF reader. Keep answers short; use the text template for longer notes. Start with what the work should communicate, then choose how it should look.

01 PROJECT AND VIEWER

What is it for, who is it for, and where will it appear?

02 INTENDED RESPONSE

What should someone feel, understand or notice?

03 WHAT MUST STAY TRUE

Design, marks, materials or other identifying details.

04 THE VISUAL IDEA

Name the object, gesture or relationship that expresses the brief.

05 THE CHOICES THAT CARRY IT

Composition, light, material, colour, expression or recurring shape.

06 GIVE EACH REFERENCE A ROLE

Which input controls identity? Which supplies style? What may change?

07 FIRST IMAGE

What is its job and main subject?

08 SECOND IMAGE

What changes, and what connects it to the first?

BEFORE YOU KEEP A RESULT

Does it express the brief? Is the main subject clear? Do light and materials belong together? Are important details intact? Does the next image extend the idea?

If something fails, name the visible problem and protect what already works. Review the whole image after an edit. Use the text template to record your decisions and actual attempts.