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The Product Image Prompts Pack

Turn one ordinary product photo into a full professional shoot — hero shots, angles, lifestyle scenes and campaign concepts — using AI image tools. Copy, paste, swap the brackets.

One photo. A whole campaign.

You don't always need a studio, a set and a photographer to get scroll-stopping product visuals. With the right prompt, AI image tools can take a single reference photo and generate a full range of professional shots.

How to use this pack

- ✦ **Tools:** works with image models like Nano Banana / Gemini, Midjourney, DALL-E, Higgsfield, Flux and similar.
- ✦ Upload or attach your **[product photo]** as a reference, then paste the prompt.
- ✦ Replace everything in **[brackets]** with your product, colors and vibe.
- ✦ Iterate: "keep the product identical, change the background," "more dramatic light," "give me 4 variations."

GOLDEN RULE

Protect the product, restyle everything else.

Always tell the AI to keep your product's shape, label and proportions exactly as the reference — and only change lighting, angle, background and mood. That's how you keep it believable.

From a plain can to a full shoot

Say you have one flat phone photo of a **soda can**. Here's the exact sequence to build a complete set of pro shots from it — run each step, keep the product locked, and you'll have a campaign in minutes.

Step 1 — Clean hero shot.

Using the attached photo of **[the soda can]**, create a premium studio product shot. Keep the can's shape, label and colors exactly identical. Place it on a **[seamless warm beige]** backdrop, soft directional studio lighting from the left, gentle reflection beneath, shallow depth of field, ultra-sharp, commercial product photography, 4k.

Step 2 — Angle variations.

Same can, same lighting and background. Give me **[4]** angle variations: straight-on hero, 3/4 view, top-down flat lay, and a low dramatic hero angle. Keep the product identical in each.

Step 3 — Splash / concept.

Same can. Add a dynamic **[ice and water splash]** frozen in motion around it, condensation droplets on the can, cold blue-meets-warm lighting, energetic beverage advertising style. Keep the label readable and undistorted.

Swap "soda can" for any product — a candle, a serum bottle, a coffee bag, a sneaker.

Hero & studio shots

1 Clean catalog hero

Studio product shot of **[product]** from the reference, identical shape and label. Seamless **[crema/white]** background, soft even lighting, subtle shadow, centered, e-commerce ready, ultra-sharp, 4k.

Use for: website, Amazon, catalog.

2 Editorial luxury

Elevate **[product]** into a luxury editorial still life. Warm terracotta and cream palette, dramatic single-source light, long elegant shadow, premium minimalist composition, fashion-magazine product photography.

Use for: brand feed, premium positioning.

3 On a surface with props

Place **[product]** on a **[textured stone / linen]** surface with tasteful complementary props (**[dried flowers, fabric]**), natural window light, warm tones, shallow depth of field. Product stays the clear hero and identical to the reference.

Use for: lifestyle-leaning hero shots.

Angles & detail

4 The angle set

From the reference **[product]**, generate a consistent set of 4 angles — front, 3/4, side profile, top-down — same lighting and background in all, product identical. Lay them out as a clean 2x2 grid.

Use for: PDPs, carousels, "every angle" posts.

5 Macro detail

Extreme close-up macro of **[product]** highlighting **[texture / label / material]**. Crisp focus on the detail, soft background blur, premium tactile feel, commercial macro photography.

Use for: showing quality and craftsmanship.

6 Floating / levitation

Make **[product]** float weightlessly against a **[soft mauve gradient]** background, subtle shadow below, clean modern product advertising, balanced and elegant. Keep the product identical to the reference.

Use for: eye-catching ads and banners.

Lifestyle & in-context

7 In real hands

Show **[product]** held naturally in a person's hand, **[warm skin tone, cozy sweater]**, soft natural light, blurred lifestyle background, authentic and aspirational. Product identical to the reference, label visible.

Use for: relatability, "in use" content.

8 In its world

Place **[product]** in a realistic **[kitchen counter / bathroom shelf / café table]** scene that fits its use, natural morning light, lived-in but tidy, warm palette. The product is the focal point and stays identical.

Use for: context, ads, website banners.

9 Flat lay

Top-down flat lay featuring **[product]** surrounded by curated complementary items (**[ingredients, accessories]**) on a **[crema linen]** surface, balanced negative space, warm editorial styling. Product identical to reference.

Use for: feed posts, blog headers.

Concept & campaign

10 Seasonal concept

Reimagine **[product]** for a **[holiday / summer]** campaign: themed set, **[seasonal props and colors]**, festive but premium mood, advertising-grade composition. Keep the product identical; restyle the world around it.

Use for: launches, promos, seasonal pushes.

11 Bold color story

Place **[product]** against a bold monochrome **[terracotta]** set, product and background in harmonized tones, single dramatic light, modern advertising, lots of negative space for copy.

Use for: ads with text overlay space.

12 Surreal hero

Create a surreal, attention-grabbing concept for **[product]**: **[giant scale in a desert / floating in clouds]**, dramatic light, hyperreal, premium brand campaign feel. Product remains accurate to the reference.

Use for: standout launch creative.

Fix & transform existing photos

13 Background swap

Keep **[product]** from the attached photo exactly as-is. Replace only the background with **[a clean crema studio sweep]**, match the lighting and shadows so it looks naturally shot there.

Use for: rescuing messy phone photos.

14 Relight

Relight the attached product photo with **[soft warm directional studio light]**, add a gentle reflection and natural shadow, keep the product identical. Make it look professionally lit.

Use for: flat, badly-lit originals.

15 Upscale & polish

Enhance the attached product photo to high resolution: sharpen details, clean up noise and dust, keep colors and label accurate, commercial-quality finish. No changes to product shape.

Use for: making old shots usable again.

Great visuals sell. Want us to make yours?

These prompts get you far — but mixing AI with real direction, brand consistency and a trained eye is what makes visuals actually convert. That's our craft.

Studio T Creative's **Campaign Production Studio** turns your products into premium visual campaigns — AI-assisted or fully shot — built around your brand and ready to post.

FREE BRAND CHECK

Send us your product. We'll show you what's possible.

Book a free Brand Check and we'll mock up a direction for your next visual campaign — no cost, no pressure.

BOOK YOUR FREE BRAND CHECK →

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