



# GPT Image 2.0

# For Creative Work

12 use cases. One brand. Built and tested on Pencil.

## The Ultimate Test

We built a fake brand (Plaque Slayer) with a full brand system, three products, and a character universe. Then we ran it through 12 production-relevant use cases in GPT Image 2.0. This is what we found...



# Meet Plaque Slayer

A punk-rock oral care brand with three flavours, a villain, a hero, and absolutely zero interest in being polite about bad breath. We used it as our test brand because it demanded a lot: strong characters, distinctive products, a bold visual identity, and a tone that couldn't be faked.

If the model could handle Plaque Slayer, it could handle anything.



# plaque slayer



# Use Case - #1

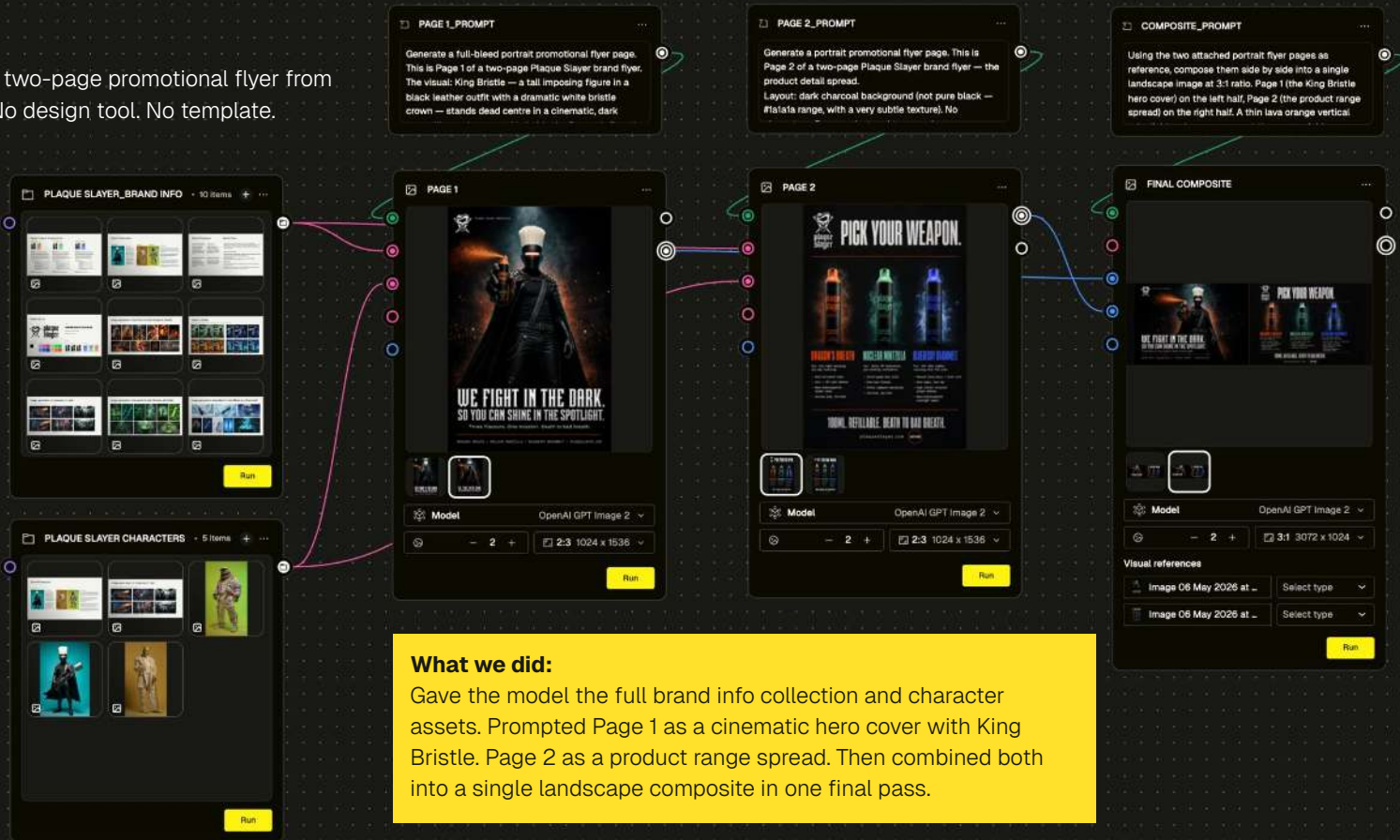
2-Page Flyer Layout



# 2-Page Flyer Layout

## The Test:

Generate a complete two-page promotional flyer from brand assets alone. No design tool. No template.



# Flyer Page 1

## Prompt:

Generate a full-bleed portrait promotional flyer page. This is Page 1 of a two-page Plaque Slayer brand flyer.  
The visual: King Bristle – a tall imposing figure in a black leather outfit with a dramatic white bristle crown – stands dead centre in a cinematic, dark arena-like environment. He holds the Dragon's Breath mouth spray bottle in one outstretched hand, aimed forward, with a subtle lava orange mist trailing from the nozzle. Hard dramatic lighting from above and behind – deep shadows, orange and teal rim light on his silhouette. The background is near-black with a faint smoky haze and the suggestion of a crowd in deep darkness beyond.

Layout elements overlaid on the image:

**TOP:** Plaque Slayer skull logo (white)

**CENTRE:** No text – King Bristle and the product own this space.

**BOTTOM THIRD:** Large bold condensed white gothic type reading

**BOTTOM:** In small monospace type across the full width: "DRAGONS BREATH / NUCLEAR MINTZILLA / BLUEBERRY BRAINMELT – PLAQUESLAYER.COM"

**Colour palette:** near-black, deep charcoal, lava orange (#FF4500 range), teal accent. White type only. No additional colours. Print-quality composition, photorealistic character and product, typographic elements clean and sharp.



PLAQUE SLAYER INDUSTRIES



DRAGONS BREATH / NUCLEAR MINTZILLA / BLUEBERRY BRAINMELT – PLAQUESLAYER.COM

# Flyer Page 2

## Prompt:

Generate a portrait promotional flyer page. This is Page 2 of a two-page Plaque Slayer brand flyer – the product detail spread.

**Layout:** dark charcoal background (not pure black – #1a1a1a range, with a very subtle texture). No characters. Pure product and typography.

### TOP SECTION:

Plaque Slayer skull logo top-left (white). In bold condensed white type centred across the top: "PICK YOUR WEAPON."

A thin lava orange horizontal rule below the headline.

**CENTRE SECTION** – three product columns side by side, equal width:

#### Column 1 – Dragon's Breath:

Product bottle render (orange accent, tall black aluminum pump) centred above its column. Below it in bold condensed orange type: "DRAGON'S BREATH". Below in small geometric sans white: "For: All-night partying, all-day hustling." Below in monospace small white type, 4 bullet points:

- Heat-activated clean
- Zinc + CPC odor defense
- Nano-hydroxyapatite enamel armor
- Alcohol-free, SLS-free

#### Column 2 – Nuclear Mintzilla:

Product bottle render (teal/green accent) centred above. "NUCLEAR MINTZILLA" in bold condensed teal type. "For: Daily AM domination, pre-meeting confidence." Same monospace bullet structure:

- Arctic-grade mint chill
- Zero-burn formula
- Sulfur compound neutralizer
- SLS-free, dye-free

#### Column 3 – Blueberry Brainmelt:

Product bottle render (blue/violet accent) centred above. "BLUEBERRY BRAINMELT" in bold condensed blue type. "For: Hot date nights, cruising with the crew." Bullets:

- Dessert-level berry + frost mint
- Zero sugar, zero dye
- High xylitol nocturnal plaque defense
- Nano-hydroxyapatite overnight repair

A thin lava orange rule separates the product section from the bottom.

### BOTTOM:

Centred in bold condensed white: "100ML. REFILLABLE. DEATH TO BAD BREATH."

Below in small geometric sans: "plaqueslayer.com"

Small lava orange circle with "SHOP NOW" in white to the right of the URL.

Colour palette: #1a1a1a background, white type, lava orange (#FF4500) accents, each flavour column uses its signature accent colour (orange, teal, electric blue) only on its flavour name. Everything else white or charcoal. Clean, editorial, dark luxury print aesthetic.



# PICK YOUR WEAPON.



## DRAGON'S BREATH

For: All-night partying, all-day hustling.

- Heat-activated clean
- Zinc + CPC odor defense
- Nano-hydroxyapatite enamel armor
- Alcohol-free, SLS-free

## NUCLEAR MINTZILLA

For: Daily AM domination, pre-meeting confidence.

- Arctic-grade mint chill
- Zero-burn formula
- Sulfur compound neutralizer
- SLS-free, dye-free

## BLUEBERRY BRAINMELT

For: Hot date nights, cruising with the crew.

- Dessert-level berry + frost mint
- Zero sugar, zero dye
- High xylitol nocturnal plaque defense
- Nano-hydroxyapatite overnight repair

# 100ML. REFILLABLE. DEATH TO BAD BREATH.

plaqueslayer.com

SHOP NOW

# Final Composite



## Prompt:

Using the two attached portrait flyer pages as reference, compose them side by side into a single landscape image. Page 1 (the King Bristle hero cover) on the left half, Page 2 (the product range spread) on the right half. A thin lava orange vertical rule divides the two pages at the centre. Add a very subtle dark charcoal margin/shadow on the outer left and right edges – as if the two pages are lying flat and being photographed from above, like an open brochure.

The overall background behind the pages is near-black (#0d0d0d). Do not crop or alter either page's content – both pages must be fully visible and legible. Keep all typography, logos, product renders, and imagery exactly as they appear in the originals. The final image should feel like a professional two-page spread laid out flat, viewed from directly above.



PLAQUE SLAYER INDUSTRIES

## Our Findings

The model handled layout, hierarchy, type, product detail, and brand colour across both pages without any design work on our end. The composite spread reads like a finished print piece. Two things to flag: the headline font is interpreted as gothic/blackletter rather than the brand's condensed bold grotesk, and the aspect ratio of the final composite couldn't be set to our exact spec - that's a current model/platform constraint rather than a failure. Both are fixable in post. What wasn't possible two weeks ago is now, so who knows, the font issue probably won't be a limitation for long.

**Creative Approval Rating: 6/10**





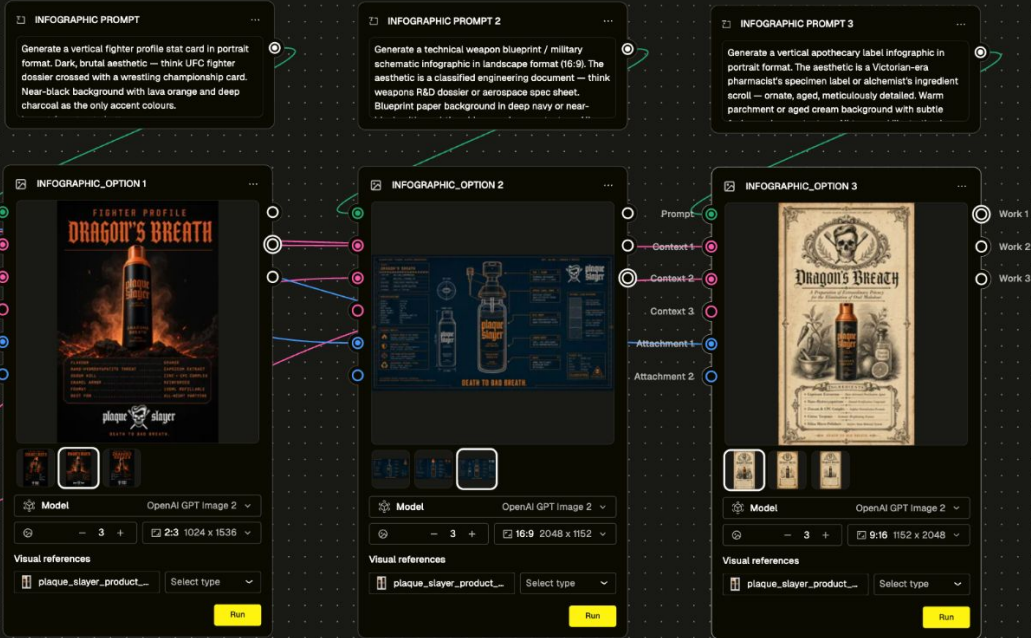
# Use Case - #2

Product Spec Infographic

# Product Spec Infographic

## The Test:

Turn a product ingredient list into three completely different designed infographics.



**What we did:** Same product (Dragons Breath), three different briefs. Fighter profile stat card. Military weapons blueprint with callout lines. Victorian apothecary specimen label. All generated from the same product reference image and brand assets.

# Battle Card Style

## Prompt:

Generate a vertical fighter profile stat card in portrait format. Dark, brutal aesthetic – think UFC fighter dossier crossed with a wrestling championship card. Near-black background with lava orange and deep charcoal as the only accent colours.

### Layout from top to bottom:

**Top section:** large bold condensed header text reading "FIGHTER PROFILE" in orange monospace or stencil type. Below it, the fighter name in massive gothic blackletter: "DRAGON'S BREATH". Thin orange divider line beneath.

**Middle section:** the Plaque Slayer Dragon's Breath product bottle – black anodized aluminum, orange gothic label clearly legible – positioned slightly off-centre, dramatic low-angle shot with lava orange rim lighting and hot smoke curling up from below. The product is the fighter.

**Stat block below the product** – laid out like a fighter's official stats panel, monospace type, left-aligned labels with right-aligned values:

FLAVOUR .....	ORANGE .....
NANO-HYDROXYAPATITE THREAT .....	CAPSICUM EXTRACT
ODOUR KILL .....	ZINC + CPC COMPLEX
ENAMEL ARMOR .....	REINFORCED
FORMAT .....	100ML REFILLABLE
BEST FOR .....	ALL-NIGHT PARTYING

**Bottom section:** the Plaque Slayer skull logo centred in white. Below it in small caps orange type: "DEATH TO BAD BREATH."

**Typography:** condensed bold gothic for headers, monospace for stats. No decorative elements – raw, functional, brutal. Feels like a real fight night programme insert. Photorealistic card design, not illustrated.

# FIGHTER PROFILE DRAGON'S BREATH



FLAVOUR .....	ORANGE
NANO-HYDROXYAPATITE THREAT .....	CAPSICUM EXTRACT
ODOUR KILL .....	ZINC + CPC COMPLEX
ENAMEL ARMOR .....	REINFORCED
FORMAT .....	100ML REFILLABLE
BEST FOR .....	ALL-NIGHT PARTYING



DEATH TO BAD BREATH.



# Old School Apothecary Style

## Prompt:

Generate a vertical apothecary label infographic in portrait format. The aesthetic is a Victorian-era pharmacist's specimen label or alchemist's ingredient scroll – ornate, aged, meticulously detailed. Warm parchment or aged cream background with subtle foxing and paper texture. All type and illustration in deep sepia, black ink, and burnt orange as the only accent colour.

Overall composition feels like a framed botanical or medicinal specimen card – the kind you'd find in a 19th century apothecary cabinet or natural history museum.

### Layout from top to bottom:

**Top:** an ornate oval crest or cartouche frame in fine engraved linework. Inside the crest, the Plaque Slayer skull rendered as a Victorian memento mori illustration – detailed, elegant, slightly unsettling. Above the crest in small engraved serif caps: "PLAQUE SLAYER INDUSTRIES EST. MMXXIV".

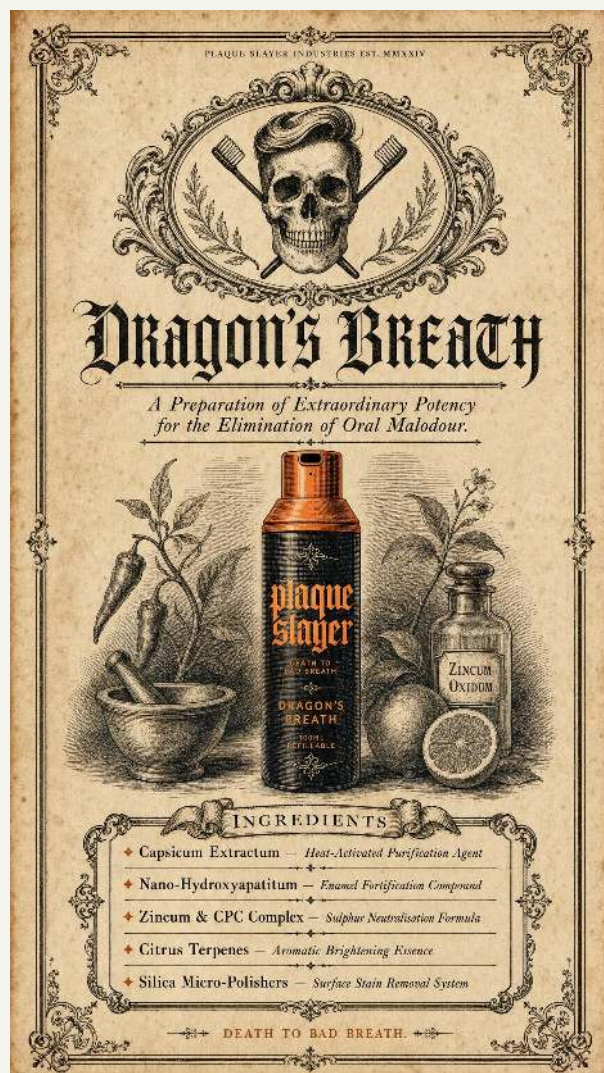
**Title block below the crest:** "DRAGON'S BREATH" in large ornate blackletter, centred. Below it in italic serif: "A Preparation of Extraordinary Potency for the Elimination of Oral Malodour." Thin decorative rule lines above and below.

**Centre:** the Dragon's Breath bottle illustrated in the style of a Victorian botanical engraving – fine cross-hatched ink lines, rendered as if it is a scientific specimen being documented. The bottle is upright, detailed, label legible.

**Ingredient scroll below the bottle – styled as a formal apothecary ingredients list with ornate bullet dividers:**

- ◆ Capsicum Extractum – Heat-Activated Purification Agent
- ◆ Nano-Hydroxyapatitum – Enamel Fortification Compound
- ◆ Zincum & CPC Complex – Sulphur Neutralisation Formula
- ◆ Citrus Terpenes – Aromatic Brightening Essence
- ◆ Silica Micro-Polishers – Surface Stain Removal System

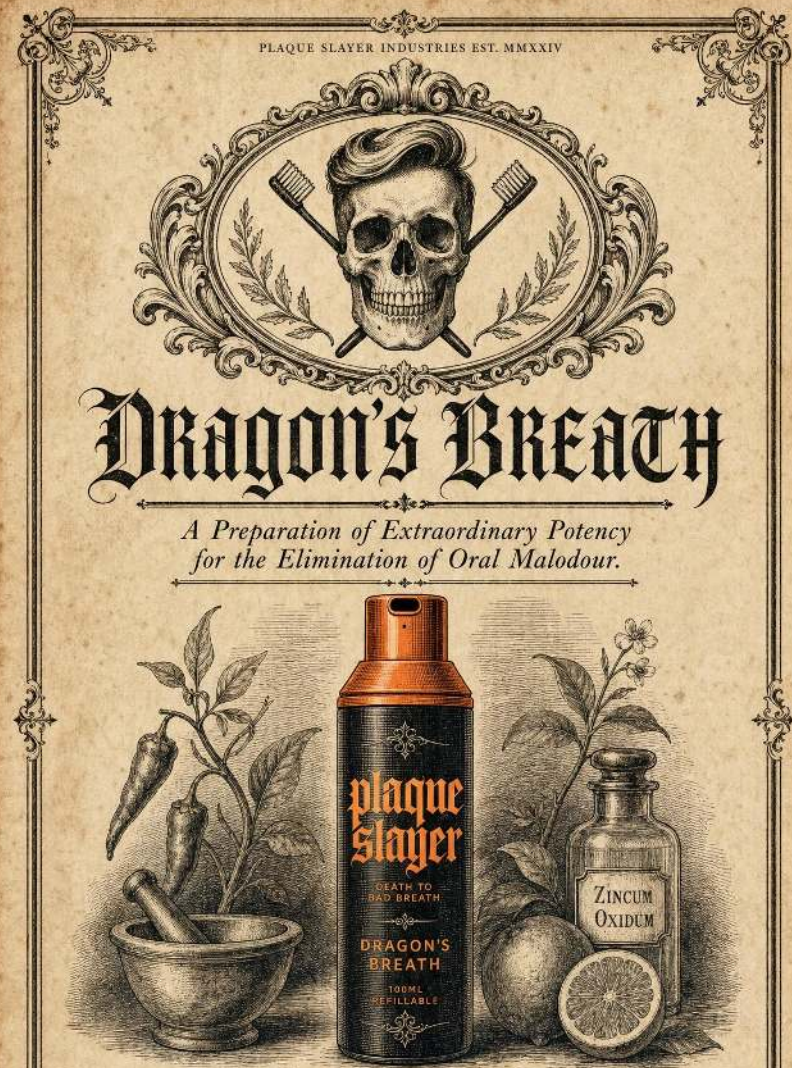
**Bottom:** thin ornate border rule. Centred below in small engraved caps: "DEATH TO BAD BREATH." – the only line that breaks the Victorian tone, intentionally jarring. The whole piece should feel like it was printed in 1887 and just discovered in a locked cabinet. Elegant, obsessive, slightly absurd.



## Our Findings

Fighter card, blueprint, apothecary. The model adapted layout, typography style, illustration approach, and colour treatment for each one. The Victorian apothecary in particular came out looking like something a designer spent a day on. Minor note on the battle card: the headline leans into blackletter rather than condensed bold grotesk - but given the fight night aesthetic, it reads as a design choice rather than a model error. Barely worth mentioning.

Creative Approval Rating: **8/10**



# Use Case - #3

Facebook Feed Ad Layout



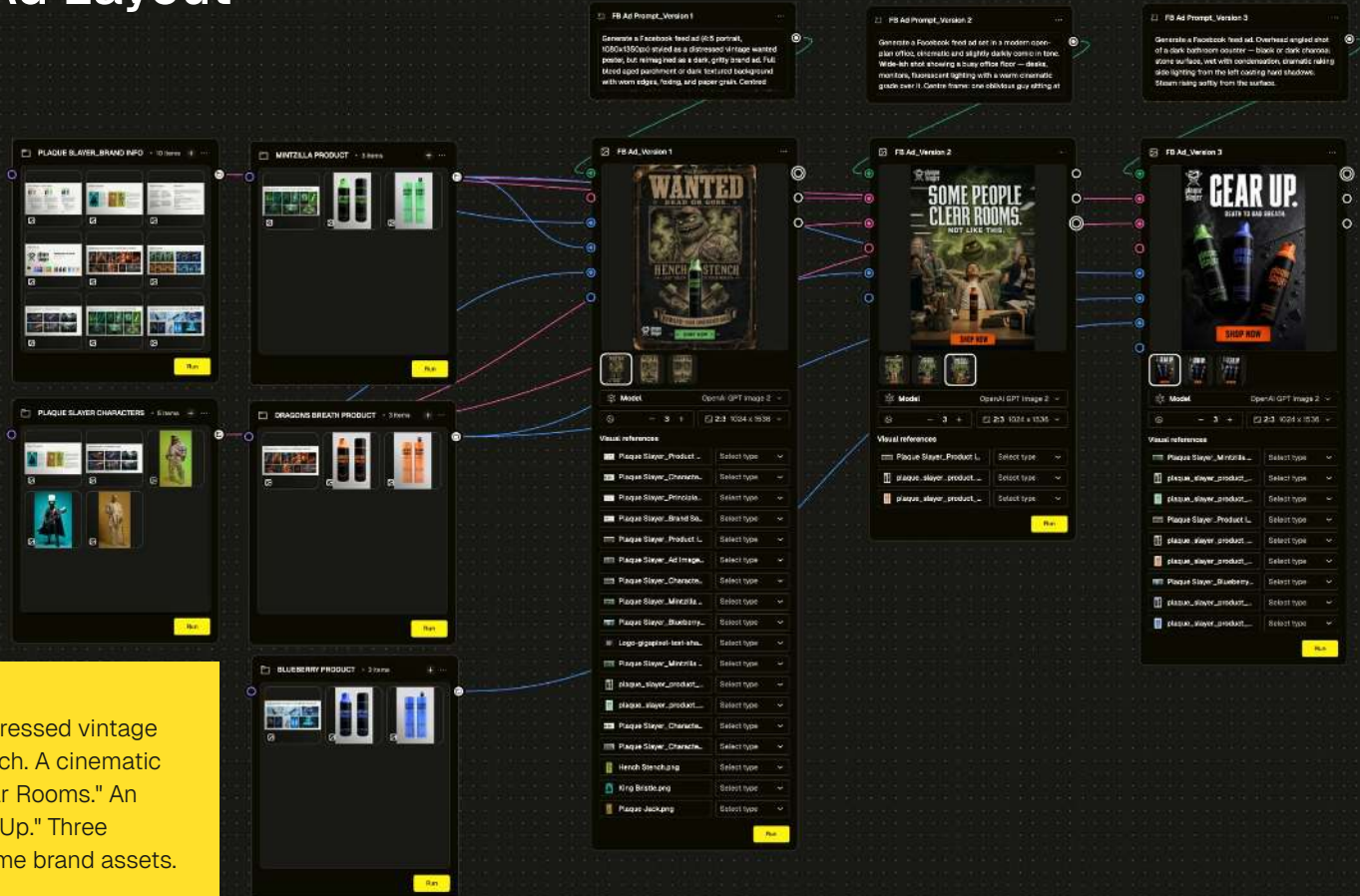
# Facebook Feed Ad Layout

## The Test:

Generate ready-to-run Facebook feed ads from a one-line brief. Image, headline, logo, CTA. All in.

## What we did:

Three different creative routes. A distressed vintage wanted poster featuring Hench Stench. A cinematic office scene with "Some People Clear Rooms." An overhead product flat lay with "Gear Up." Three different moods, all built from the same brand assets.



# Vintage Wanted Poster

## Prompt:

Generate a Facebook feed ad styled as a distressed vintage wanted poster, but reimagined as a dark, gritty brand ad. Full bleed aged parchment or dark textured background with worn edges, foxing, and paper grain. Centred layout with a thick ornate border in the style of a 19th century wanted notice.

**At the top in bold weathered serif type:** "WANTED" – large, dominant, stamped-looking. Below it: "DEAD OR GONE." in slightly smaller type. A central portrait illustration area showing Hench Stench – a grotesque, cartoonish green stench cloud villain with glowing eyes and a leering grin – rendered in the style of an old etching or woodblock print. Below the portrait: "HENCH STENCH" as the name in bold condensed gothic type. Below that in smaller aged serif: "LAST SEEN IN YOUR MOUTH."

**In the lower third:** the Plaque Slayer Nuclear Mintzilla product (black anodized aluminum pump bottle with green-teal label reading "plaque slayer" in gothic blackletter and "NUCLEAR MINTZILLA" in bold condensed type) rendered as the bounty weapon – placed centrally like a trophy or reward item. A decorative reward ribbon or banner beneath it reads: "REWARD: YOUR CONFIDENCE BACK."

**Bottom of the ad:** Plaque Slayer logo top left in white. A green-teal "SHOP NOW" CTA button bottom centre. Colour palette: aged black, dark sepia, with one neon green-teal accent on the product label and CTA only. Photorealistic product, illustrative villain portrait. Feels like a collectible poster, not a generic ad.



# Office Realism

## Prompt:

Generate a Facebook feed ad set in a modern open-plan office, cinematic and slightly darkly comic in tone. Wide-ish shot showing a busy office floor – desks, monitors, fluorescent lighting with a warm cinematic grade over it. Centre frame: one oblivious guy sitting at his desk, completely relaxed, totally unaware of the chaos around him. Every colleague nearby is reacting – one is subtly covering their nose with a document, another has pushed their chair back and is inventing a reason to leave, a plant on the desk beside him is visibly wilting. Behind him, looming as a translucent green fog cloud with glowing yellow eyes and a grinning expression, is Hench Stench – large, menacing, and smug.

**In the lower third of the image, centred on the desk in front of the oblivious guy:** the Plaque Slayer Dragons Breath product (black anodized aluminum pump bottle, label reading "plaque slayer" in gothic blackletter, "DRAGON'S BREATH" in bold condensed type, with lava orange-red accent colouring) standing upright like the one thing that could save the situation.

**Headline text overlaid in bold condensed white gothic type across the upper portion:** "SOME PEOPLE CLEAR ROOMS." Second line below in slightly smaller type: "NOT LIKE THIS." Plaque Slayer logo top left. Lava orange "SHOP NOW" CTA button bottom centre. Colour palette: office greys and beiges with one neon lava orange accent on the product and CTA. Photorealistic scene, illustrative Hench Stench character. Cinematic, deadpan, darkly funny.



# SOME PEOPLE CLEAR ROOMS. NOT LIKE THIS.



**SHOP NOW**

# Product Flat Lay

## Prompt:

Generate a Facebook feed ad. Overhead angled shot of a dark bathroom counter – black or dark charcoal stone surface, wet with condensation, dramatic raking side lighting from the left casting hard shadows. Steam rising softly from the surface.

Three Plaque Slayer products arranged deliberately on the counter like weapons laid out before battle – spaced apart, slightly angled, military precision: the Nuclear Mintzilla pump (black anodized aluminum, green-teal accent), the Blueberry Brainmelt pump (black anodized aluminum, blue-purple accent), and the Dragon's Breath pump (black anodized aluminum, lava orange accent). All three labels clearly readable – "plaque slayer" in gothic blackletter, flavour name in bold condensed type beneath.

**Headline text overlaid at the top in massive bold condensed white gothic type:** "GEAR UP." Below it in smaller bold white type: "Death to bad breath." Plaque Slayer skull logo top left in white. Lava orange "SHOP NOW" CTA button bottom centre.

**Colour palette:** near-black surface, deep charcoal, with the three neon product accents (green, blue, orange) as the only colour. No characters, no scene clutter. Pure product. Feels like a weapon rack, not a bathroom shelf. Cinematic, editorial, dark luxury.



# GEAR UP.

DEATH TO BAD BREATH.



**SHOP NOW**

## Our Findings

Each one has a distinct art direction, a working headline, a visible product with a readable label, and a CTA. Any of these could go live without touching another tool. The wanted poster earns its period typography - distressed serif fits the concept entirely. The office and flat lay executions are where the font drifts slightly from the brand's condensed bold grotesk spec. One typography pass in your design tool of choice and these are production-ready.



Creative Approval Rating: **7/10**

# Use Case - #4

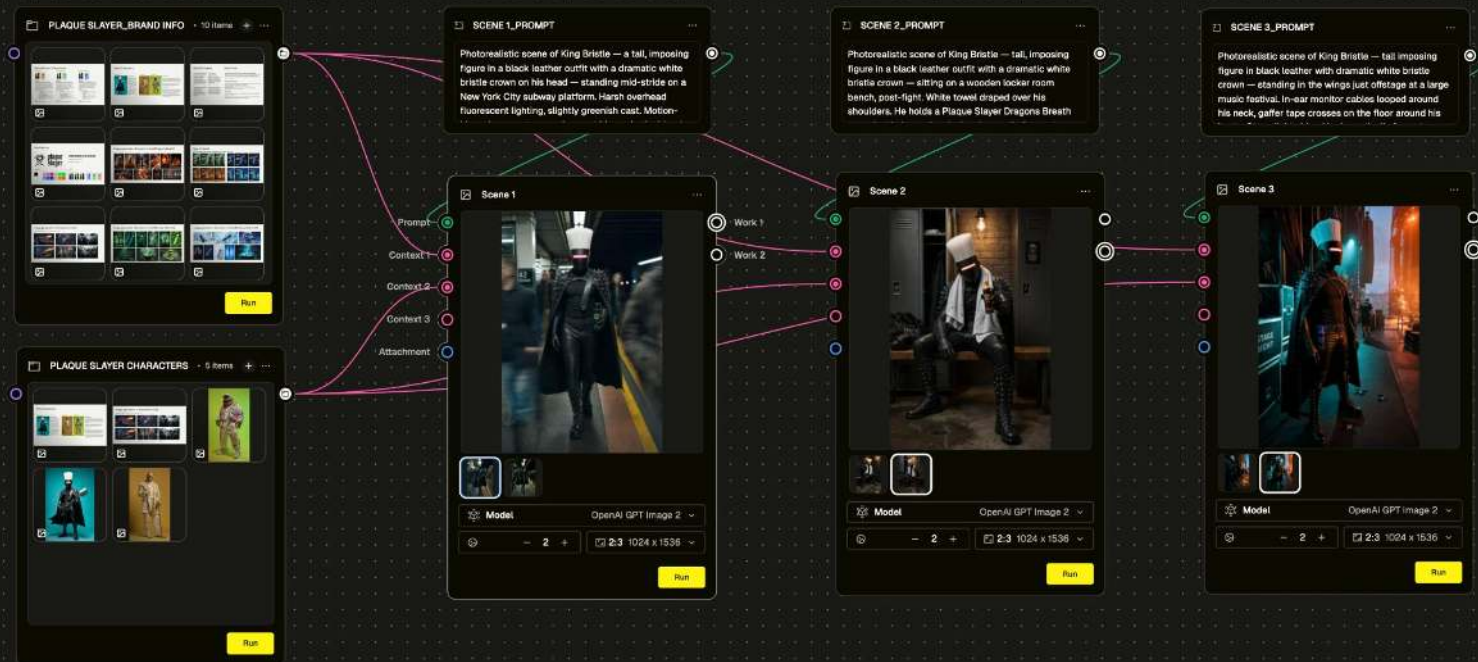
Photorealistic Variations



# Photorealistic Variations

## The Test:

Take one character and place them convincingly into three completely different real-world environments.



## What we did:

King Bristle in three scenes: NYC subway platform under fluorescent light, boxing gym locker room under incandescent, music festival backstage under stage lighting. The test was whether the character and his signature bristle crown stayed consistent and believable across all three lighting conditions.

# NYC Subway Platform

## Prompt:

Photorealistic scene of King Bristle – a tall, imposing figure in a black leather outfit with a dramatic white bristle crown on his head – standing mid-stride on a New York City subway platform. Harsh overhead fluorescent lighting, slightly greenish cast. Motion-blurred commuters moving past him on both sides, he is the only sharp subject. Tiled walls, yellow safety line on the platform edge, dark tunnel mouth behind him. He holds a Plaque Slayer Nuclear Mintzilla bottle casually in one hand at his side. Cinematic depth of field. The character feels entirely at home in this environment – photorealistic, not stylised or cartoonish. Make sure the bottle is realistic in size, it should be slightly taller than a standard soda can.



# Boxing Gym Locker

## Prompt:

Photorealistic scene of King Bristle – tall, imposing figure in a black leather outfit with a dramatic white bristle crown – sitting on a wooden locker room bench, post-fight. White towel draped over his shoulders. He holds a Plaque Slayer Dragons Breath spray bottle in one hand, aimed casually forward. Behind him: metal lockers, a brick wall, a single bare cage bulb casting hard warm light. The floor is concrete with a drain. Sweat, grit, authenticity. Photorealistic – the character exists in this space believably, with correct shadow and light interaction.



# Music Festival Backstage

## Prompt:

Photorealistic scene of King Bristle – tall imposing figure in black leather with dramatic white bristle crown – standing in the wings just offstage at a large music festival. In-ear monitor cables looped around his neck, gaffer tape crosses on the floor around his boots. Stage lights bleed in dramatically from stage right, casting hard orange and teal raking light across him. He stares toward the stage, composed, ready. A Plaque Slayer Blueberry Brainmelt spray is clipped to his belt. Roadies blurred in the background. Photorealistic – correct shadow interaction between the stage lighting and the character.



## Our Findings

The bristle crown, the leather silhouette, the red visor. All held across fluorescent, warm incandescent, and raking stage light. The character exists believably in each environment. Product fidelity is strong throughout - you'd need a magnifying glass to find anything worth flagging. That's the whole point.



**Creative Approval Rating: 9/10**

The background is an abstract painting featuring dense, expressive brushstrokes. The left side is dominated by vibrant red and orange-red strokes, while the right side transitions into lighter, greyish-green tones. The overall texture is rough and layered, suggesting a sense of movement and depth.

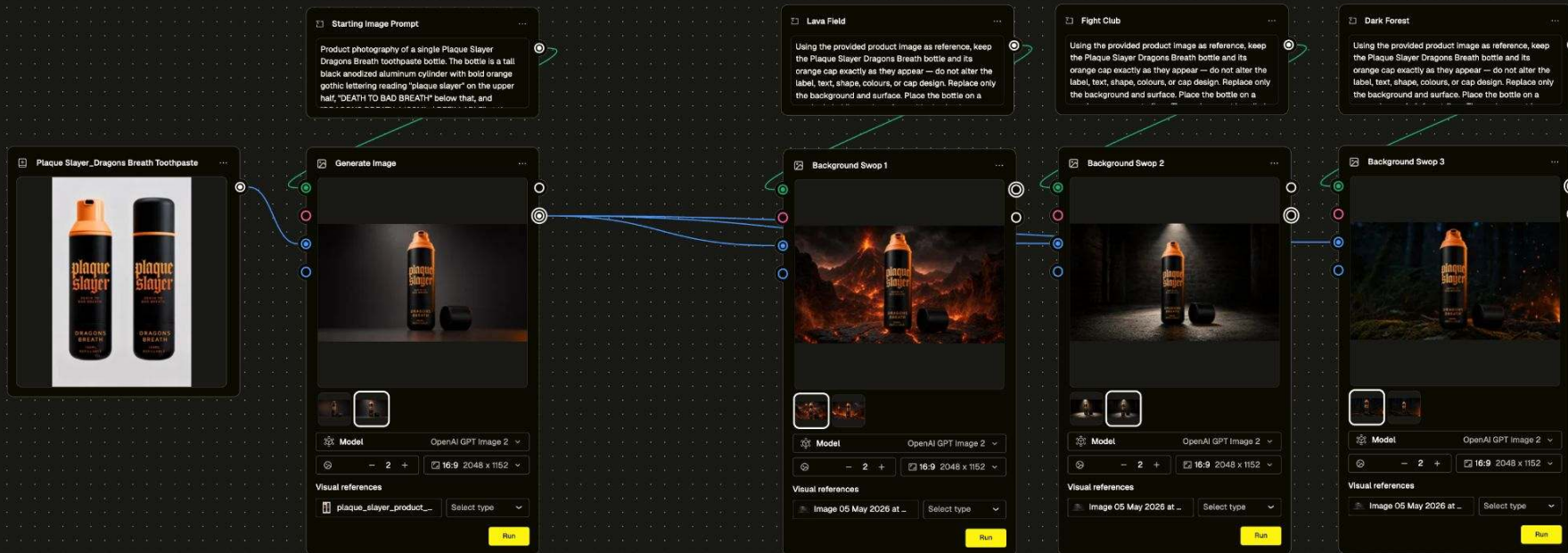
# Use Case - #5

Background Swaps

# Background Swaps

## The Test:

Swap the environment around a product without touching the product itself.



## What we did:

Generated a clean studio shot of the Dragons Breath bottle as the base. Then used the same product image as a reference node and replaced only the background. Lava field. Fight club alley. Dark forest. Product unchanged throughout.

# Lava Field

## Prompt:

Using the provided product image as reference, keep the Plaque Slayer Dragons Breath bottle and its orange cap exactly as they appear – do not alter the label, text, shape, colours, or cap design. Replace only the background and surface. Place the bottle on a cracked obsidian rock surface with glowing lava visible in the cracks beneath. The environment is a volcanic landscape at night – deep blacks and dark greys with intense orange and red lava glow illuminating the scene from below. Heat distortion haze rises around the bottle. The bottle should be lit from below by warm orange lava light. Cinematic, high contrast, photorealistic. No added text.



# Fight Club

## Prompt:

Using the provided product image as reference, keep the Plaque Slayer Dragons Breath bottle and its orange cap exactly as they appear – do not alter the label, text, shape, colours, or cap design. Replace only the background and surface. Place the bottle on a rough, worn concrete floor. The environment is a dimly lit underground space – exposed brick walls, a single harsh overhead spotlight casting a dramatic cone of light directly onto the bottle. Graffiti barely visible in the dark background. The orange elements of the bottle glow under the harsh light. Gritty, cinematic, high contrast, photorealistic. No added text.



# Dark Forest

## Prompt:

Using the provided product image as reference, keep the Plaque Slayer Dragons Breath bottle and its orange cap exactly as they appear – do not alter the label, text, shape, colours, or cap design. Replace only the background and surface. Place the bottle on a mossy log or dark forest floor. The environment is a dense, dark forest at night with a dying campfire just out of frame to the right, casting warm orange ember light across the bottle and ground. Glowing embers drift through the air around the bottle. Deep blue-black shadows in the background with trees barely visible. The bottle's orange accents catch the firelight. Cinematic, atmospheric, photorealistic. No added text. 16:9 format.



## Our Findings

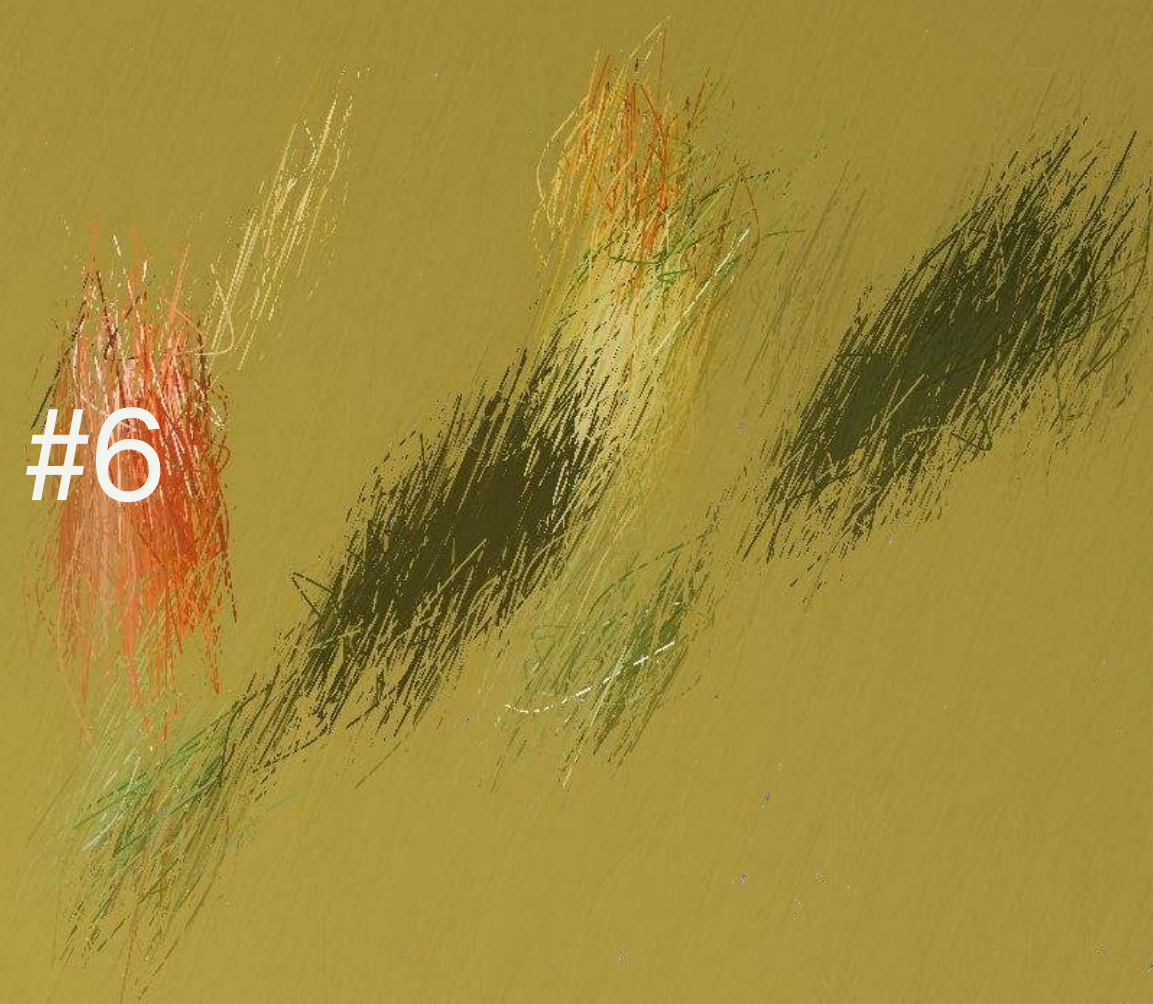
The label, cap, shape, and lighting interaction on the product all stay consistent. What changes is the world around it. This is a workflow that would have previously required four separate shoots or a lot of painful compositing. Nothing to flag here.



Creative Approval Rating: 10/10

# Use Case - #6

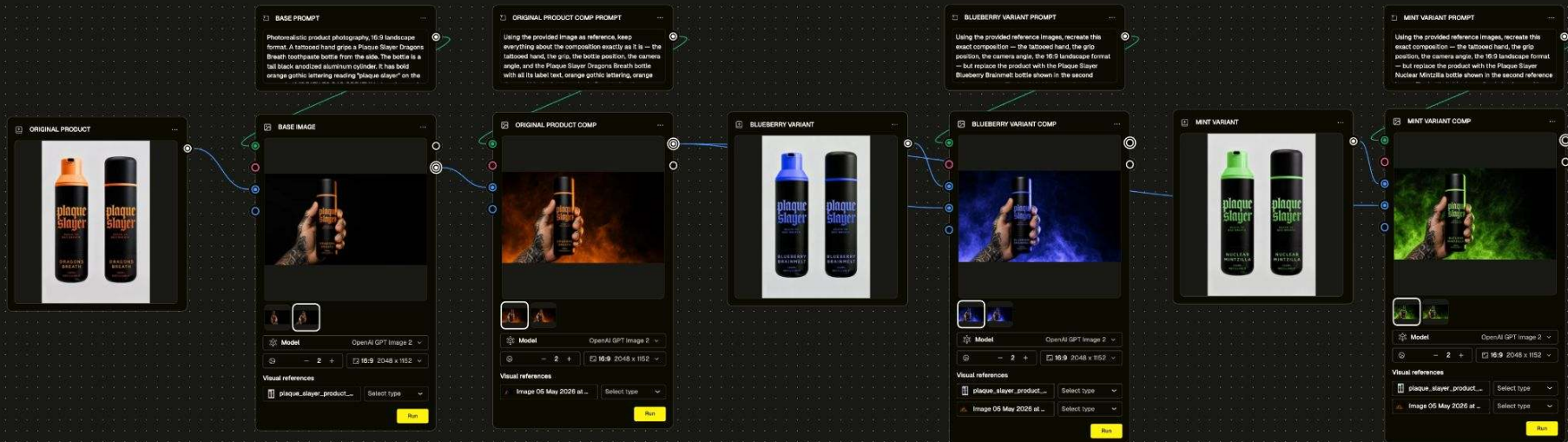
Product Replacement



# Product Replacement

## The Test:

Keep the composition and swap the product, including colour world, across the full flavour range.



## What we did:

Generated a base image of a tattooed hand holding the Dragons Breath bottle. Then used that image as a reference and replaced the product with Blueberry Brainmelt and Nuclear Mintzilla. The model adapted the background colour atmosphere to match each flavour's colour world.

# Dragons Breath

## Prompt:

Using the provided image as reference, keep everything about the composition exactly as it is – the tattooed hand, the grip, the bottle position, the camera angle, and the Plaque Slayer Dragons Breath bottle with all its label text, orange gothic lettering, orange ring, and black aluminum body. Do not alter the product in any way. Enhance the background and atmosphere only. Replace the plain black backdrop with a deep, smoky atmospheric studio environment. Hot orange and amber smoke curls up slowly behind and around the bottle from below. The smoke is dense at the bottom of frame and dissipates toward the top. The rim light on the right edge of the bottle is intensified – a hot, burning orange that suggests heat and fire. A faint heat-haze distortion is visible just behind the bottle. The overall colour palette is black, deep charcoal, and burning orange/amber. The mood is intense, cinematic, and dangerous. No flames. No literal fire. Just heat, smoke, and orange atmospheric light. No new props. No added text. Photorealistic editorial product photography, landscape.



# Blueberry Brainmelt

## Prompt:

Using the provided reference images, recreate this exact composition – the tattooed hand, the grip position, the camera angle, the 16:9 landscape format – but replace the product with the Plaque Slayer Blueberry Brainmelt bottle shown in the second reference image. The bottle is black anodized aluminum with deep violet/electric blue gothic lettering and a blue accent ring near the top. All label text must read correctly: "plaque slayer", "DEATH TO BAD BREATH", "BLUEBERRY BRAINMELT", "100ML REFILLABLE". Replace the atmospheric background to match the Blueberry Brainmelt flavour world: deep midnight blue and violet smoke curls up behind and around the bottle from below, dense at the bottom and dissipating toward the top. The rim light on the right edge of the bottle shifts to a cool electric blue/violet. The overall palette is black, deep navy, and electric blue/violet. The mood is cool, late-night, and hypnotic. No flames. No literal ice. Just cool atmospheric smoke and blue-violet light. No new props. No added text. Photorealistic editorial product photography, landscape.



# Nuclear Mintzilla

## Prompt:

Using the provided reference images, recreate this exact composition – the tattooed hand, the grip position, the camera angle, the 16:9 landscape format – but replace the product with the Plaque Slayer Nuclear Mintzilla bottle shown in the second reference image. The bottle is black anodized aluminum with acid green gothic lettering and a green accent ring near the top. All label text must read correctly: "plaque slayer", "DEATH TO BAD BREATH", "NUCLEAR MINTZILLA", "100ML REFILLABLE". Replace the atmospheric background to match the Nuclear Mintzilla flavour world: toxic acid green and deep charcoal smoke curls up behind and around the bottle from below, dense at the bottom and dissipating toward the top. The rim light on the right edge of the bottle shifts to a sharp acid green. The overall palette is black, deep charcoal, and toxic green. The mood is cold, dangerous, and electric – like something radioactive and alive. No ice. No literal frost. Just the green atmospheric smoke and cold sharp light. No new props. No added text. Photorealistic editorial product photography, landscape.



## Our Findings

The composition is identical across all three. The product changes, the label reads correctly, and the colour atmosphere shifts to match. Orange heat for Dragons Breath, electric blue for Blueberry Brainmelt, acid green for Nuclear Mintzilla. Clean across the board.



Creative Approval Rating: **10/10**

# Use Case - #7

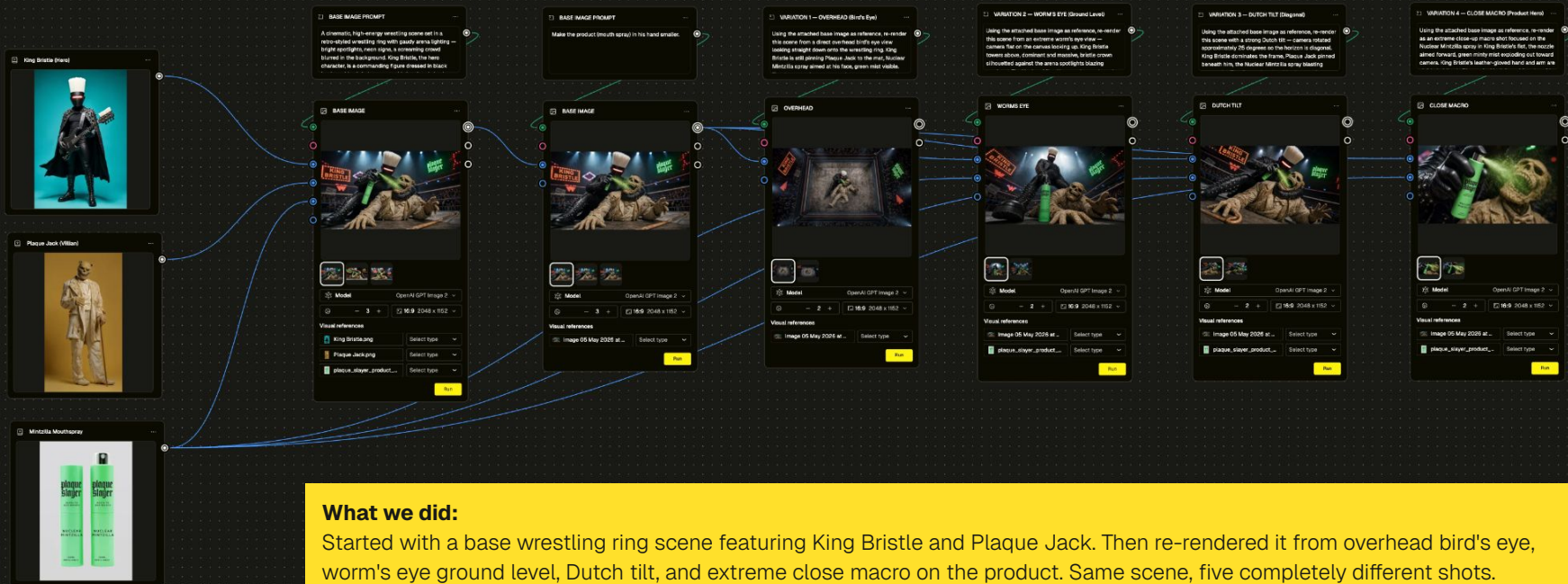
Camera Angle Shifts



# Camera Angle Shifts

## The Test:

Generate five different camera angles from the same scene in a single workflow.



## What we did:

Started with a base wrestling ring scene featuring King Bristle and Plaque Jack. Then re-rendered it from overhead bird's eye, worm's eye ground level, Dutch tilt, and extreme close macro on the product. Same scene, five completely different shots.

# Base Image Gen

## Prompt:

A cinematic, high-energy wrestling scene set in a retro-styled wrestling ring with gaudy arena lighting – bright spotlights, neon signs, a screaming crowd blurred in the background. King Bristle, the hero character, is a commanding figure dressed in black leather with a bristle crown on his head and glowing red visor eyes, pinning Plaque Jack to the mat in a dominant chokehold. Plaque Jack is a grimy, skeletal schemer in a filthy cream-colored suit, visibly defeated, his wooden cane snapped in two in the corner of the ring. King Bristle holds a Nuclear Mintzilla mouth spray – a bright green cylindrical pump with "plaque slayer" in gothic black lettering and "NUCLEAR MINTZILLA" on the lower body – aimed directly at Plaque Jack's face, green minty mist already blasting out. The shot is low angle, looking up at King Bristle from mat level, making him look dominant and enormous. Dramatic arena lighting with hard key light from above. The product label reads clearly. Cinematic, slightly unhinged, high contrast. Photorealistic.



# Overhead



BASE IMAGE

## Prompt:

Using the attached base image as reference, re-render this scene from a direct overhead bird's eye view looking straight down onto the wrestling ring. King Bristle is still pinning Plaque Jack to the mat, Nuclear Mintzilla spray aimed at his face, green mist visible. The ring ropes form a square frame around the action. The crowd and arena lighting are visible from above. The product label on the green spray must remain legible. Same cinematic, high-contrast lighting. Photorealistic.



OVERHEAD

# Worms Eye



BASE IMAGE

## Prompt:

Using the attached base image as reference, re-render this scene from an extreme worm's eye view – camera flat on the canvas looking up. King Bristle towers above, dominant and massive, bristle crown silhouetted against the arena spotlights blazing overhead. The Nuclear Mintzilla spray is prominent in the foreground, label facing camera. Plaque Jack is visible being pinned just behind it. The crowd and neon arena signage ring the top of the frame. Dramatic, almost mythic scale. Photorealistic.



WORMS EYE

# Dutch Tilt



BASE IMAGE

## Prompt:

Using the attached base image as reference, re-render this scene with a strong Dutch tilt – camera rotated approximately 25 degrees so the horizon is diagonal. King Bristle dominates the frame, Plaque Jack pinned beneath him, the Nuclear Mintzilla spray blasting green mist. The diagonal angle adds chaos and tension to the moment, like the whole world is off-kilter. Hard arena lighting. Product label clearly readable. Cinematic and unhinged. Photorealistic.



DUTCH TILT

# Macro



BASE IMAGE

## Prompt:

Using the attached base image as reference, re-render as an extreme close-up macro shot focused on the Nuclear Mintzilla spray in King Bristle's fist, the nozzle aimed forward, green minty mist exploding out toward camera. King Bristle's leather-gloved hand and arm are visible holding it. Plaque Jack's defeated face is softly blurred in the background behind the mist. The "plaque slayer" gothic lettering and "NUCLEAR MINTZILLA" text on the product are razor sharp and fully legible. Dramatic depth of field. Photorealistic.



MACRO

## Our Findings

What would normally require a full shoot day with a director and camera operator came out of a single workflow. Four of the five shots are production-strong. The one to note is the wide 16:9 base image - at that distance the product label loses some fidelity, which is a function of scale rather than model accuracy. Tighter shots hold perfectly. Worth keeping in mind when briefing wide environment shots with small product.



Creative Approval Rating: 8/10

The background is an abstract composition of dense, overlapping brushstrokes. The primary colors are a vibrant red and a dark, almost black charcoal. The strokes are directional, generally moving from the top-left towards the bottom-right, creating a sense of movement and texture. There are also some lighter, greyish-green strokes visible, particularly on the right side of the image, which contrast with the darker tones.

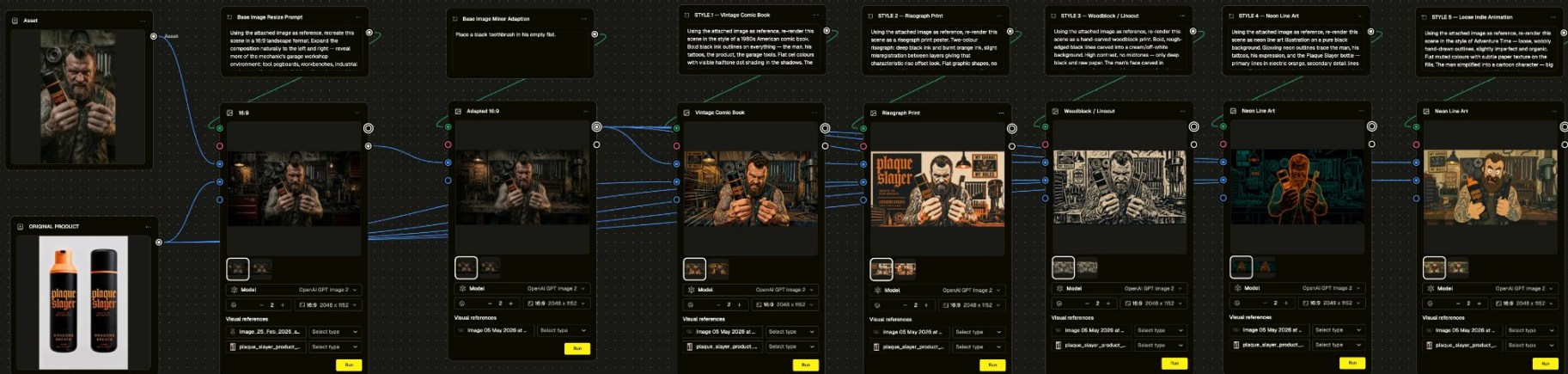
# Use Case - #8

Illustration Style

# Illustration Style

## The Test:

Take one photorealistic image and transform it into five completely different illustration styles.



## What we did:

Started with a photorealistic garage mechanic scene. First expanded it to 16:9. Then ran five style transformation prompts off that same base: vintage comic book, risograph print, woodblock/linocut, neon line art, and loose indie animation. The product stayed in frame and stayed recognisable across all five.

# Vintage Comic Book

## Prompt:

Using the attached image as reference, re-render this scene in the style of a 1980s American comic book. Bold black ink outlines on everything – the man, his tattoos, the product, the garage tools. Flat cel colours with visible halftone dot shading in the shadows. The Plaque Slayer bottle should read like a prop in a panel – label text "plaque slayer" in orange gothic lettering still legible. High contrast, slightly exaggerated facial expression. Add subtle speed lines radiating from the product toward camera. Ben-Day dot texture visible in the background. 16:9 landscape. No photorealism.



# Risograph Print

## Prompt:

Using the attached image as reference, re-render this scene as a risograph print poster. Two-colour risograph: deep black ink and burnt orange ink, slight misregistration between layers giving that characteristic riso offset look. Flat graphic shapes, no gradients, visible grain and texture on the ink. The man's face and tattoos simplified to bold graphic forms. The Plaque Slayer bottle prominent, "plaque slayer" text in orange still readable. Garage background reduced to minimal flat geometric shapes. Garage background reduced to minimal flat geometric shapes. Rough paper texture underneath. 16:9 landscape. Print aesthetic, not photographic.



# Lino Print

## Prompt:

Using the attached image as reference, re-render this scene as a hand-carved woodblock print. Bold, rough-edged black lines carved into a cream/off-white background. High contrast, no midtones – only deep black and raw paper. The man's face carved in aggressive angular strokes, his tattoos rendered as bold black patterns, the Plaque Slayer bottle simplified to its essential silhouette with "plaque slayer" text still readable in carved minimal lettering. The garage tools in the background reduced to minimal carved marks. Ink bleed at the edges of strokes. 16:9 landscape. Raw, brutal, handmade aesthetic.



# Neon Line Art

## Prompt:

Using the attached image as reference, re-render this scene as neon line art illustration on a pure black background. Glowing neon outlines trace the man, his tattoos, his expression, and the Plaque Slayer bottle – primary lines in electric orange, secondary detail lines in teal. The "plaque slayer" text on the bottle glows in orange neon. No fills, no solid shapes – everything is luminous outlined strokes with a soft neon bloom/glow effect. The garage tools behind him are faint teal outlines, receding into the black background. 16:9 landscape. Dark, electric, zero photorealism.



# Indie Illustration

## Prompt:

Using the attached image as reference, re-render this scene in the style of Adventure Time – loose, wobbly hand-drawn outlines, slightly imperfect and organic. Flat muted colours with subtle paper texture on the fills. The man simplified into a cartoon character – big expressive face, chunky simplified hands, tattoos rendered as cute bold patterns. The Plaque Slayer bottle cartoon-ified but the "plaque slayer" orange gothic text still readable on the label. Garage background simplified into flat colour shapes with loose linework. Pastel and earthy tones with one or two pops of burnt orange. Cheerful but slightly unhinged energy. 16:9 landscape. No photorealism, no clean vector – hand-drawn indie animation aesthetic.



# Our Findings

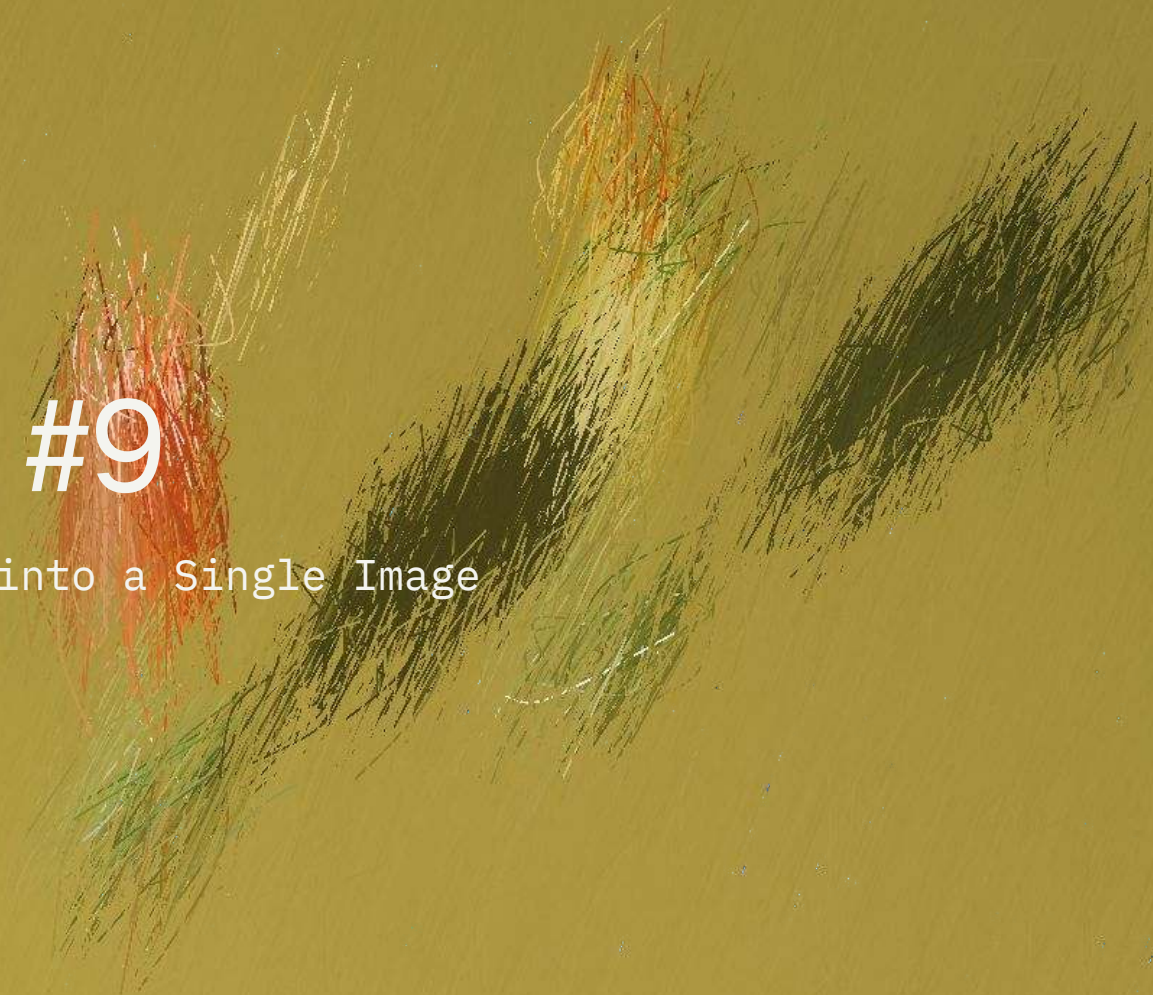
The brand identity holds across every style. The product is visible and correctly labelled in all of them. Typography adapts with each style as expected - that's the point of a style transformation, not a failure. This is a real tool for teams who need to adapt hero assets across creative territories without starting from scratch each time.



Creative Approval Rating: 10/10

# Use Case - #9

Multiple Assets Combined into a Single Image



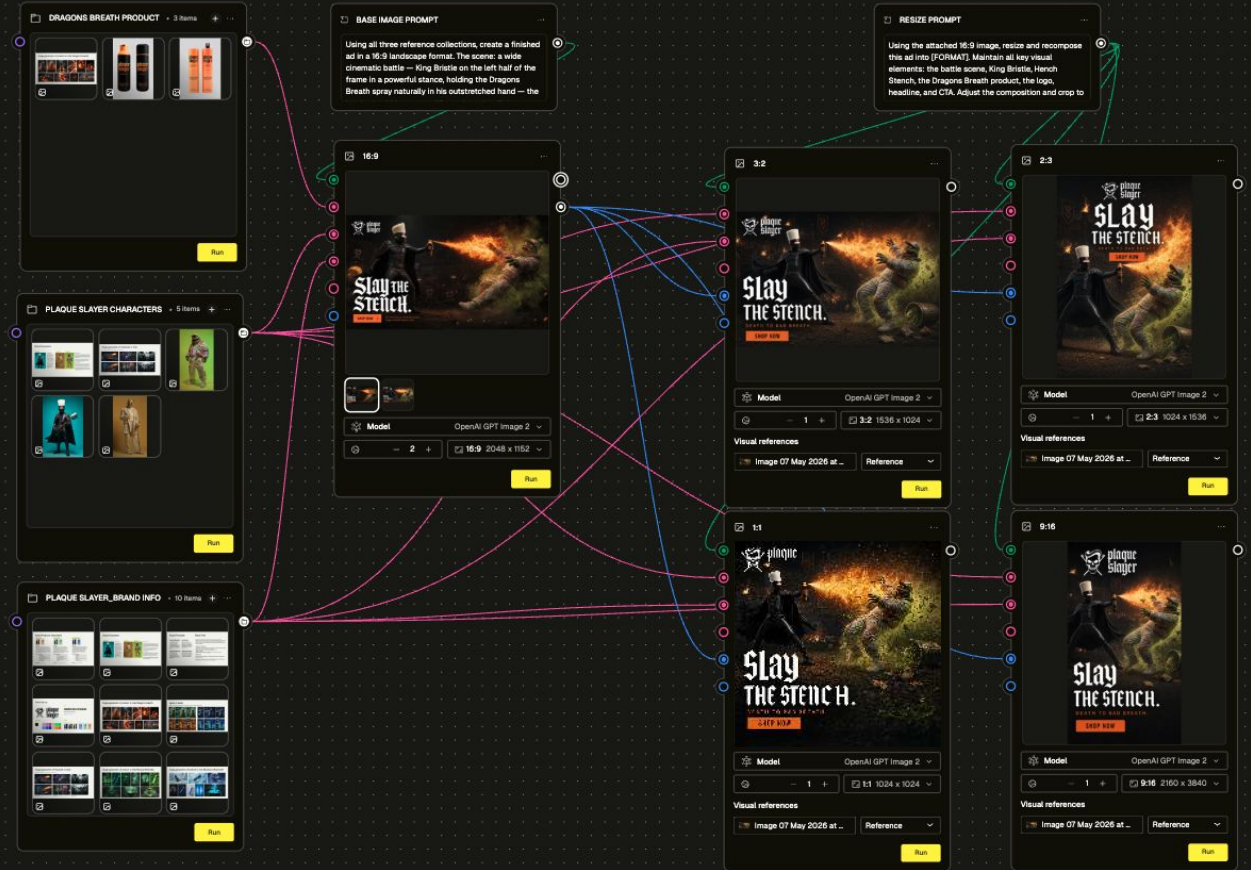
# Multiple Assets Combined into a Single Image

## The Test:

Composite brand characters, a product, a logo, and a CTA into a finished ad set across five format sizes from one master prompt.

## What we did:

Organised all inputs into three Collection nodes: product assets, character assets, and brand assets. Generated one master 16:9 battle scene with King Bristle and Hench Stench. Then used a single resize prompt to recompose it into 3:2, 4:5, 1:1, and 9:16. The composition intent held across every format.



# Base Image Gen

## Prompt:

Using all three reference collections, create a finished ad in a 16:9 landscape format. The scene: a wide cinematic battle – King Bristle on the left half of the frame in a powerful stance, holding the Dragons Breath spray naturally in his outstretched hand – the bottle should be true-to-life product size, fitting comfortably in one hand, not oversized. An orange fire blast crosses the centre of the image toward Hench Stench on the right half who is being driven back. Wide arena environment with crowd or atmospheric dark background. The Plaque Slayer logo top-left. Headline "SLAY THE STENCH." set in bold white gothic type bottom-left. CTA "SHOP NOW" in orange bottom-left below the headline. Copy space respected on both sides. Brand colours. Product label legible. Cinematic, photorealistic.



# Resizing



BASE IMAGE

## (One prompt for all sizes) Prompt:

Using the attached 16:9 image, resize and recompose this ad into [FORMAT]. Maintain all key visual elements: the battle scene, King Bristle, Hench Stench, the Dragons Breath product, the logo, headline, and CTA. Adjust the composition and crop to suit the new aspect ratio – repositioning elements as needed so nothing important is cut off and the ad still reads correctly. Keep all text legible. Do not regenerate or reimagine the scene – recompose only.



## Our Findings

"Slay the Stench." The headline, the product, the characters, the logo, and the CTA all land correctly in every format. The Collection node approach meant the model had organised context from the start, which showed in the quality of the composite. Two things worth flagging: the headline font is gothic/blackletter rather than the brand's condensed bold grotesk - the model interprets the Plaque Slayer aesthetic rather than loading the actual typeface. And on the wider format shots, product label fidelity softens slightly with scale. Both are one step from production-ready. The font issue in particular is a known current limitation of image generation models — not something you'd expect to stay a limitation for long.



Creative Approval Rating: **7/10**

# Use Case - #10

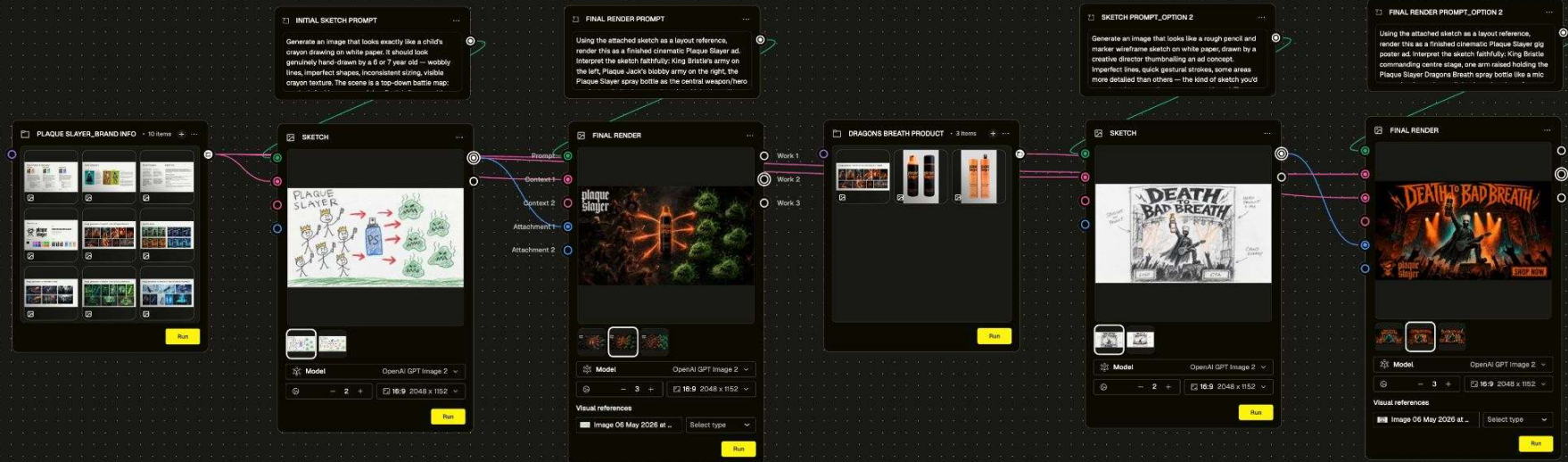
Sketch-to-Image Rendering



# Sketch-to-Image Rendering

## The Test:

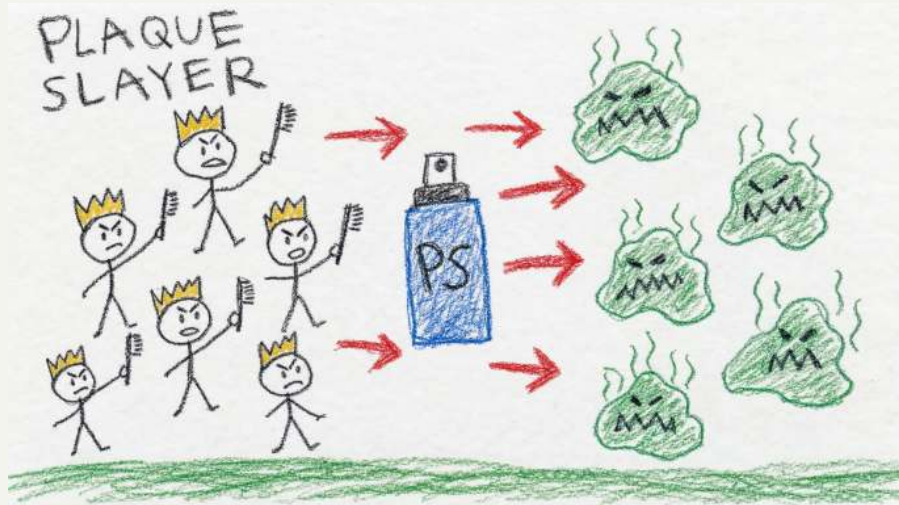
Generate a rough sketch, then use it as a layout reference to render a finished cinematic ad.



## What we did:

Two routes. First: a crayon kids doodle of a battle scene, rendered into a cinematic product ad. Second: a CD-style pencil and marker wireframe of a gig poster layout with margin annotations, rendered into a finished concert ad with "Death to Bad Breath" as the headline.

# Sketch 1 - Childs Drawing



## Sketch Prompt:

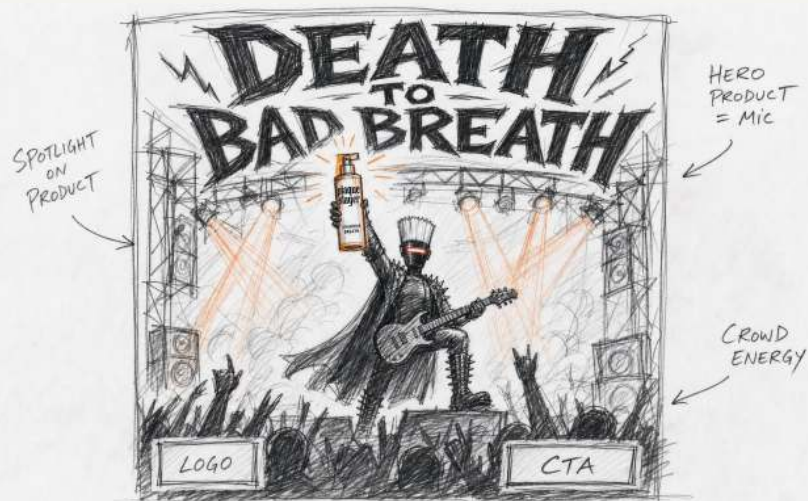
Generate an image that looks exactly like a child's crayon drawing on white paper. It should look genuinely hand-drawn by a 6 or 7 year old - wobbly lines, imperfect shapes, inconsistent sizing, visible crayon texture. The scene is a top-down battle map: on the left side, a group of 4 or 5 stick figures with spiky crowns drawn on their heads (King Bristle's army). On the right side, 4 or 5 blobby blob-shaped monsters with squiggly smell lines coming off them (Plaque Jack's army). In the centre of the image, a roughly drawn rectangle with "PS" scrawled on it and a nozzle shape on top (the spray bottle/weapon). Chunky arrows drawn in red crayon pointing from the left army toward the right army. In the top left corner, "PLAQUE SLAYER" written in wobbly uneven capital letters. Bottom of the page: a scribbled green ground line. The whole thing should look authentically childlike - not polished, not cute-stylized, genuinely scrawly and raw.



## Realistic Prompt:

Using the attached sketch as a layout reference, render this as a finished cinematic Plaque Slayer ad. Interpret the sketch faithfully: King Bristle's army on the left, Plaque Jack's blobby army on the right, the Plaque Slayer spray bottle as the central weapon/hero product, red attack arrows translated into dramatic action lines or light trails. Top-down aerial battle scene. Dark arena or battlefield environment with dramatic lighting. The Plaque Slayer logo top left. Brand colours: black, charcoal, lava orange, teal accents. Product label clearly legible. Cinematic, high contrast, photorealistic.

# Sketch 2 - Creative Director Scamp



## Sketch Prompt:

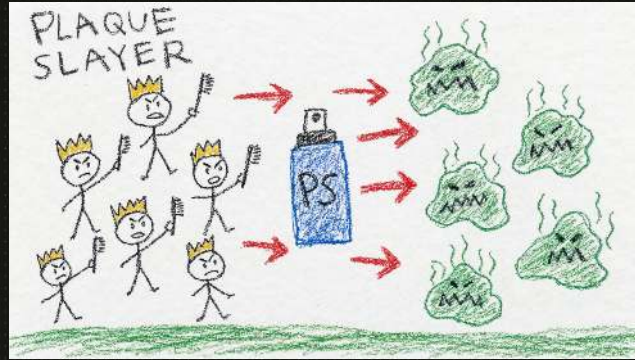
Generate an image that looks like a rough pencil and marker wireframe sketch on white paper, drawn by a creative director thumbnailing an ad concept. Imperfect lines, quick gestural strokes, some areas more detailed than others – the kind of sketch you'd see pinned to a creative agency mood board. The scene is a gig poster layout: a concert stage sketched in rough perspective – stage platform at the bottom, scaffolding and rigging suggested with quick lines above. Centre stage, a rough figure (King Bristle) stands with one arm raised holding what is clearly a spray/pump bottle sketched as a mic stand or trophy. Spotlights sketched as diagonal lines beaming down from the rigging. Crowd silhouettes below the stage – loose scribbled heads and raised arms. Top of the image: "DEATH TO BAD BREATH" written in rough bold block letters in the style of a band name on a gig poster. Bottom left: a rough rectangle placeholder labelled "LOGO". Bottom right: a rough rectangle labelled "CTA". Annotations in the margins: "hero product = mic", "crowd energy", "spotlight on product". Black pencil with occasional orange marker highlights on the spotlights and product. Feels like a real working sketch, not a polished illustration.

## Realistic Prompt:

Using the attached sketch as a layout reference, render this as a finished cinematic Plaque Slayer gig poster ad. Interpret the sketch faithfully: King Bristle commanding centre stage, one arm raised holding the Plaque Slayer Dragons Breath spray bottle like a mic or trophy, dramatic spotlights beaming down from above, a roaring crowd of silhouettes below. Gig poster aesthetic – high contrast, dark atmosphere, lava orange and teal accent lighting, smoke and haze across the stage floor. "DEATH TO BAD BREATH" as the headline set in condensed bold gothic type at the top, styled like a band name. Plaque Slayer logo bottom left. "SHOP NOW" CTA bottom right in orange. Product label on the bottle clearly legible. 16:9 landscape. Cinematic, loud, electric.

## Our Findings

The model read the composition intent from both sketches and executed faithfully. The gig poster in particular is striking: you can see exactly how the annotated wireframe translated to the finished piece. Typography is stylistically adapted in both renders — that's a feature of the workflow, not a flaw. This is a genuinely useful early-stage creative development tool.



Creative Approval Rating: **9/10**



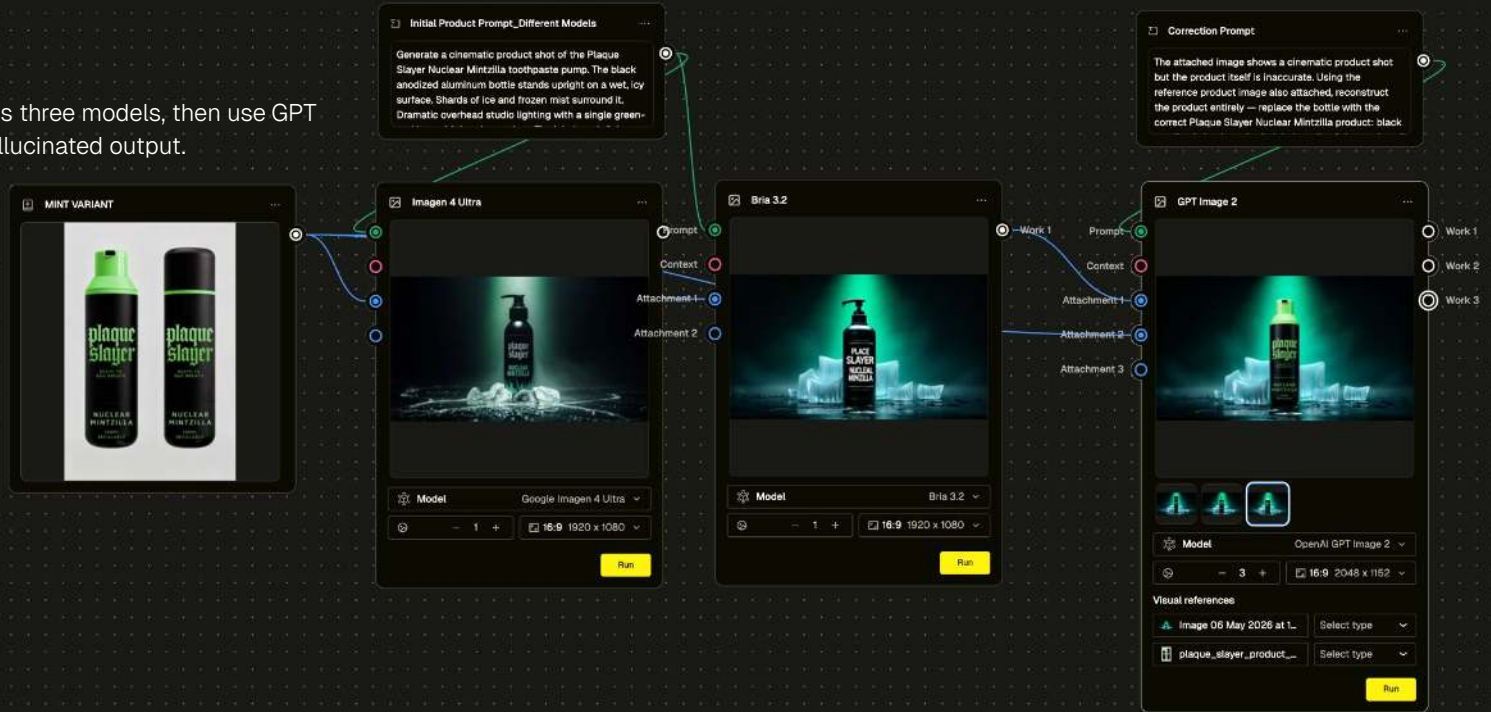
# Use Case - #11

Product Label Accuracy

# Product Label Accuracy

## The Test:

Test label accuracy across three models, then use GPT Image 2.0 to correct a hallucinated output.



## What we did:

Generated the same cinematic product scene in Imagen 4 Ultra and Bria 3.2. Imagen came out clean. Bria 3.2 hallucinated the label: wrong font, wrong spelling, wrong layout. We then fed the Bria output into GPT Image 2.0 with a correction prompt and the correct product reference attached. It reconstructed the product entirely and left the scene untouched.

# Initial Generations



Imagen 4 Ultra



Bria 3.2

## Prompt:

Generate a cinematic product shot of the Plaque Slayer Nuclear Mintzilla toothpaste pump. The black anodized aluminum bottle stands upright on a wet, icy surface. Shards of ice and frozen mist surround it. Dramatic overhead studio lighting with a single green-teal beam hitting the product. The label reads "plaque slayer" in gothic blackletter at the top and "NUCLEAR MINTZILLA" below it in bold condensed type. Dark background, moody atmosphere, high contrast. Photorealistic.

# Initial Generations



Bria 3.2



GPT Image 2.0

## Correction Prompt:

The attached image shows a cinematic product shot but the product itself is inaccurate. Using the reference product image also attached, reconstruct the product entirely – replace the bottle with the correct Plaque Slayer Nuclear Mintzilla product: black anodized aluminum body, label reading "plaque slayer" in gothic blackletter across the upper portion, "NUCLEAR MINTZILLA" in bold condensed type below it, with the correct green-teal accent colouring on the label details. Preserve the cinematic scene completely – the icy surface, ice blocks, wet reflective floor, teal-green backlight, dark atmosphere, and moody fog. Only the product needs to change. Photorealistic.

## Our Findings

Left: Imagen 4 Ultra, clean result. Right: Bria 3.2, hallucinated label - "Place Slayer", "Nucleal Minzilla", wrong font, wrong layout. Bottom: GPT Image 2.0 correction, correct product, correct label, scene completely preserved. One correction prompt. No scene rebuild required. This is the use case that matters most for production teams - knowing you have a reliable correction layer changes how you work.



Creative Approval Rating: **10/10**



# Use Case - #12

Taking a Flat Ad and Giving it New Life

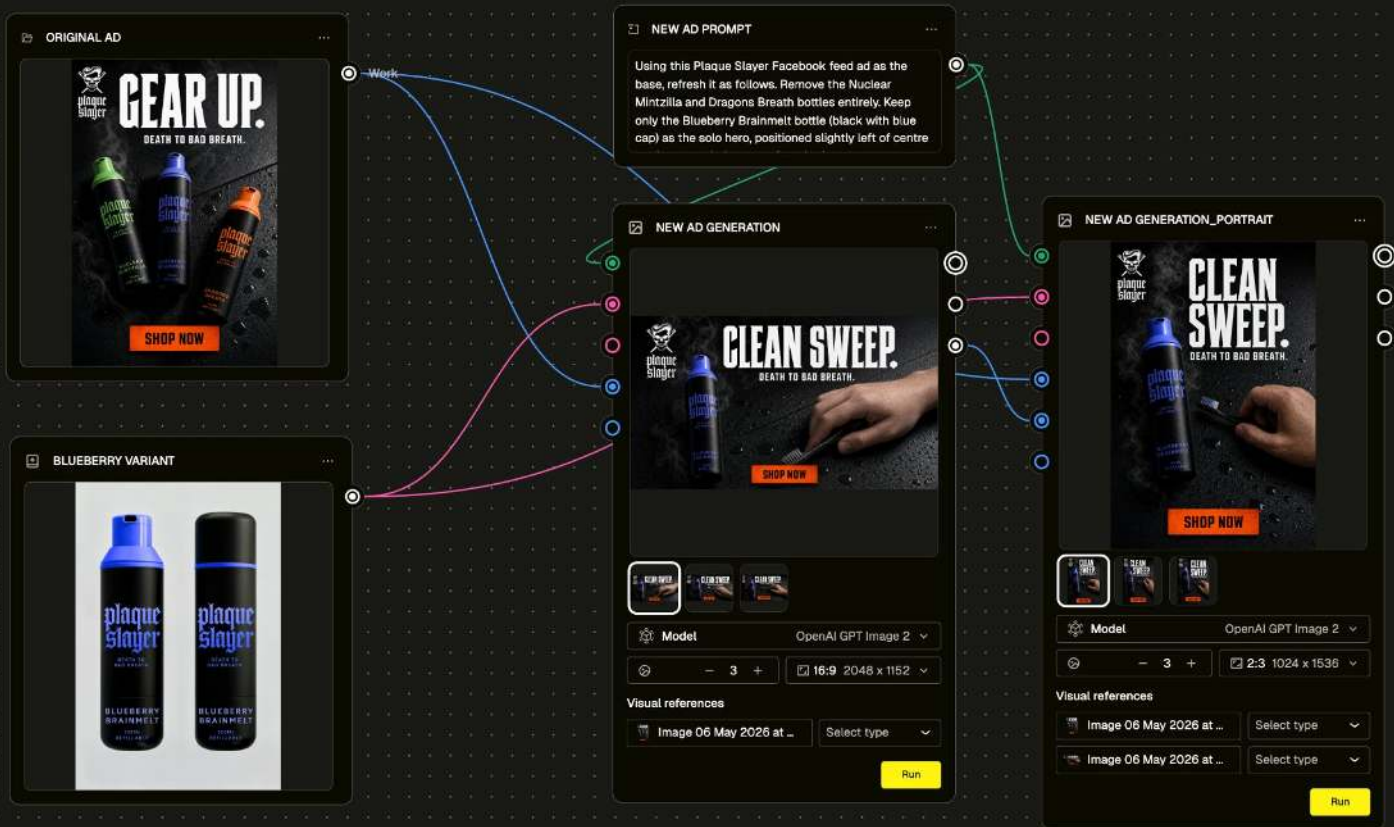
# Taking a Flat Ad and Giving it New Life

## The Test:

Feed a finished, signed-off ad back into GPT Image 2.0 and update it with a single prompt.

## What we did:

Took the "Gear Up" Facebook feed ad with three products as the base. Stripped it back to a single hero product (Blueberry Brainmelt), added an editorial hand element, and changed the headline to "Clean Sweep." Same dark surface, same atmosphere, same brand DNA. Completely different feel.



Same ad. New life. One prompt.



**Prompt:**

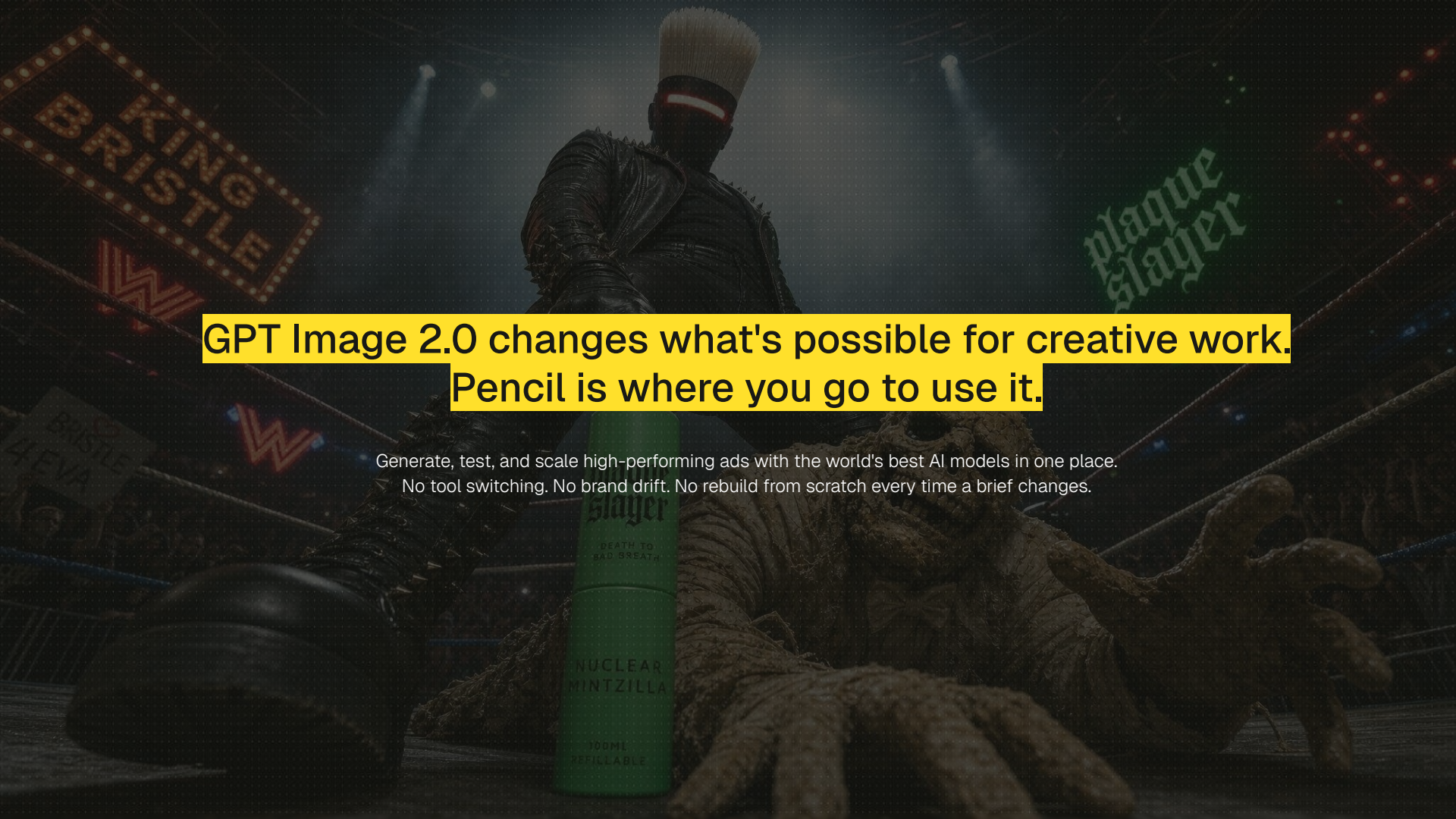
Using this Plaque Slayer Facebook feed ad as the base, refresh it as follows. Remove the Nuclear Mintzilla and Dragons Breath bottles entirely. Keep only the Blueberry Brainmelt bottle (black with blue cap) as the solo hero, positioned slightly left of centre on the same dark wet surface. In the empty space to the right, add a realistic flat human hand resting naturally on the wet surface, holding a toothbrush loosely, as if mid-pause after brushing. The hand should feel candid and editorial, not posed. Keep the same dramatic studio lighting, condensation droplets, smoke atmosphere, and dark background. Replace the headline "GEAR UP." with "CLEAN SWEEP." in the same heavy blackletter white type. Keep the subheadline "DEATH TO BAD BREATH.", the Plaque Slayer skull logo top left, and the orange SHOP NOW button at the bottom unchanged.

## Our Findings

"Gear Up" with a trio becomes "Clean Sweep" with a solo product. The before/after is immediately readable. For teams managing a long content calendar from a single hero creative, this workflow matters. Two minor notes: the toothbrush element shifts slightly between the 16:9 and 9:16 executions, and the headline font follows the same blackletter pattern seen elsewhere in this deck rather than the brand's condensed bold grotesk. Neither is a blocker - both are a quick fix in post.



Creative Approval Rating: **8/10**



**GPTImage 2.0 changes what's possible for creative work.  
Pencil is where you go to use it.**

Generate, test, and scale high-performing ads with the world's best AI models in one place.  
No tool switching. No brand drift. No rebuild from scratch every time a brief changes.

**Go make something worth looking at.**

**Pencil** & the  
brandtech  
group