SALT — one product, four ad directions: the exact prompts

The exact prompts behind every photograph in this carousel, pulled from the generation receipts written by `generate_pcl_plate.sh` at the moment each plate was made (Codex built-in image_gen, portrait 4:5, the SALT product reference attached to every scene call). Each is listed against the plate it produced and that plate's SHA-256.

These are records, not defect-free recipes. Every plate was asked for a calm field where the headline would go; the type was set afterwards in Remotion. Nothing was retouched.

The four jobs (one product, one world)

1. Movement — one decisive gesture, a splash caught at its peak, a close lens.
2. Texture — a macro that makes you feel skin, salt, water and the bottle.
3. Lived context — the product inside a moment the buyer recognises, only the objects that belong.
4. Surprise — an unexpected but physically directed setting; the product stays real.

1. Cover

- Plate: `01-cover.png` · SHA-256 `3ed6be79c13f8142c5a6700c74359c5ddd709bdd51371bc3d649e703cfdc1cf7`
- Route: Codex built-in image_gen · returned size 1122x1402 · attempt a3 · references attached: no

Exact executed prompt:

```
Call image_gen with referenced_image_paths set to the attached reference image (the SALT bottle); do not rely on num_last_images_to_include. Reproduce that exact product: cylindrical matte white bottle with rounded shoulders, heavy matte sea-green cylindrical cap, the word SALT in bold black uppercase on the front with MINERAL SUN MIST small beneath it, nothing else printed. Same proportions, same materials, same label.

SCENE: An extraordinarily beautiful, daring beauty-campaign photograph, portrait 4:5, extreme close low-angle 28mm. A sun-kissed adult woman with wet slicked-back dark hair, natural freckles and real pores, glossy bare lips, salt crystals drying on her collarbone, in a deep teal-green one-piece swimsuit, leans over the camera against deep dark teal sea water and a small strip of hot sky at the very top, a magnetic playful direct gaze, water droplets on her skin sharp. She holds the SALT bottle pressed against her cheek with one elegant hand, fingers natural and relaxed, the label facing the lens and readable. Face and product fill the upper 60 percent of the frame; the lower 40 percent is her teal swimsuit and the dark teal water in soft shadow, a deep quiet field for later oversized WHITE typography; do not generate that typography.

COLOUR WORLD: deep saturated teal-green sea water (dark, rich, like the cap), hard Mediterranean sun and direct flash, tan wet skin, the matte white bottle glowing against the dark water; no pale or milky water, no washed-out sky. Anatomy is non-negotiable: any visible hand has exactly five fingers with correct joints and natural nail beds, wrists continuous with forearms. Face natural, undistorted, with real pores, freckles and flyaway hair. Whole-frame photographic realism: one place, one hard light, consistent contact shadows, real material response, one motivated focal plane, fine analogue grain, tiny scene-native imperfections. No plastic skin, no CG sheen, no starbursts, no painterly look. Absolutely no text, lettering, logos or graphic overlays anywhere except the SALT label on the bottle.
```

2. 01 Movement

- Plate: `02-move.png` · SHA-256 `bba77be0ded2600b13c48c88204783bd23a500aac9a9336b3a9fff19b7ccb6b9`
- Route: Codex built-in image_gen · returned size 1122x1402 · attempt a2 · references attached: no

Exact executed prompt:

```
Call image_gen with referenced_image_paths set to the attached reference image (the SALT bottle); do not rely on num_last_images_to_include. Reproduce that exact product: cylindrical matte white bottle with
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rounded shoulders, heavy matte sea-green cylindrical cap, the word SALT in bold black uppercase on the front
with MINERAL SUN MIST small beneath it, nothing else printed. Same proportions, same materials, same label.

SCENE: A frozen high-speed beauty photograph, portrait 4:5, from just above the surface of a deep teal sea
in hard sun. The SALT bottle is caught upright at the peak of a short toss, large in the upper-middle of the
frame, label to the lens, a ribbon of clear water arcing around it with individual sharply frozen droplets
casting tiny real refractions; an adult woman's tanned hand with short natural nails exits the left edge
just after the toss, partial hand only, no face. Behind: dark teal open water to the horizon and a thin band
of pale sky at the top. The lower 40 percent of the frame is calm dark teal rippled water, a deep quiet
field for later oversized WHITE typography.

COLOUR WORLD: deep saturated teal-green sea water (dark, rich, like the cap), hard Mediterranean sun and
direct flash, tan wet skin, the matte white bottle glowing against the dark water; no pale or milky water,
no washed-out sky. Anatomy is non-negotiable: any visible hand has exactly five fingers with correct joints
and natural nail beds, wrists continuous with forearms. Face natural, undistorted, with real pores, freckles
and flyaway hair. Whole-frame photographic realism: one place, one hard light, consistent contact shadows,
real material response, one motivated focal plane, fine analogue grain, tiny scene-native imperfections. No
plastic skin, no CG sheen, no starbursts, no painterly look. Absolutely no text, lettering, logos or graphic
overlays anywhere except the SALT label on the bottle.
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3. 02 Texture

- Plate: `03-texture.png` · SHA-256 `1e11ae279c4474b210351d961f3bfe6df2de72f3205868bd8c7db244406e41f5`
- Route: Codex built-in image_gen · returned size 1122x1402 · attempt a2 · references attached: no

Exact executed prompt:

```
Call image_gen with referenced_image_paths set to the attached reference image (the SALT bottle); do not
rely on num_last_images_to_include. Reproduce that exact product: cylindrical matte white bottle with
rounded shoulders, heavy matte sea-green cylindrical cap, the word SALT in bold black uppercase on the front
with MINERAL SUN MIST small beneath it, nothing else printed. Same proportions, same materials, same label.

SCENE: An astonishing tactile macro beauty photograph, portrait 4:5, 100 mm macro. The SALT bottle lies on
wet tanned skin, a woman's shoulder and collarbone filling the upper two thirds, both covered in sharp real
water droplets and drying salt crystals; the matte white bottle beaded with water, its sea-green cap
catching the sun, the SALT label readable; a strand of wet dark hair across the skin. Hard side sun, deep
believable shadows, real pores. The lower third of the frame falls into deep shadow and dark teal water, a
dark quiet field for later oversized WHITE typography.

COLOUR WORLD: deep saturated teal-green sea water (dark, rich, like the cap), hard Mediterranean sun and
direct flash, tan wet skin, the matte white bottle glowing against the dark water; no pale or milky water,
no washed-out sky. Anatomy is non-negotiable: any visible hand has exactly five fingers with correct joints
and natural nail beds, wrists continuous with forearms. Face natural, undistorted, with real pores, freckles
and flyaway hair. Whole-frame photographic realism: one place, one hard light, consistent contact shadows,
real material response, one motivated focal plane, fine analogue grain, tiny scene-native imperfections. No
plastic skin, no CG sheen, no starbursts, no painterly look. Absolutely no text, lettering, logos or graphic
overlays anywhere except the SALT label on the bottle.
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4. 03 Lived context

- Plate: `04-context.png` · SHA-256 `0771d0766e77a658cffc271bafc11b284aaa64b68126523af0755456c5b171ac`
- Route: Codex built-in image_gen · returned size 1122x1402 · attempt a2 · references attached: no

Exact executed prompt:

```
Call image_gen with referenced_image_paths set to the attached reference image (the SALT bottle); do not
rely on num_last_images_to_include. Reproduce that exact product: cylindrical matte white bottle with
rounded shoulders, heavy matte sea-green cylindrical cap, the word SALT in bold black uppercase on the front
with MINERAL SUN MIST small beneath it, nothing else printed. Same proportions, same materials, same label.

SCENE: A luxury lifestyle still life, portrait 4:5, overhead, of a woman's open natural straw beach bag
lying on a deep teal-green cotton towel on dark wet sand at the water's edge in hard afternoon sun. The SALT
bottle half emerges from the bag, label clearly readable and large; around it only what belongs to the
afternoon: oval tortoiseshell sunglasses, a white cotton scarf, a single fresh lime, a few grains of sand.
Strong hard diagonal shadows, tactile straw weave and towel weave, deliberate asymmetry. The lower 40
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percent of the frame is the deep teal towel and dark wet sand in shadow, a dark quiet field for later
oversized WHITE typography.

COLOUR WORLD: deep saturated teal-green sea water (dark, rich, like the cap), hard Mediterranean sun and
direct flash, tan wet skin, the matte white bottle glowing against the dark water; no pale or milky water,
no washed-out sky. Anatomy is non-negotiable: any visible hand has exactly five fingers with correct joints
and natural nail beds, wrists continuous with forearms. Face natural, undistorted, with real pores, freckles
and flyaway hair. Whole-frame photographic realism: one place, one hard light, consistent contact shadows,
real material response, one motivated focal plane, fine analogue grain, tiny scene-native imperfections. No
plastic skin, no CG sheen, no starbursts, no painterly look. Absolutely no text, lettering, logos or graphic
overlays anywhere except the SALT label on the bottle.
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5. 04 Surprise

- Plate: `05-surprise.png` · SHA-256 `35d17c5d10a89d47d6f6267d46a79c820bdcb35983f2616ca9b06db21bf01ce3`
- Route: Codex built-in image_gen · returned size 1122x1402 · attempt a2 · references attached: no

Exact executed prompt:

```
Call image_gen with referenced_image_paths set to the attached reference image (the SALT bottle); do not
rely on num_last_images_to_include. Reproduce that exact product: cylindrical matte white bottle with
rounded shoulders, heavy matte sea-green cylindrical cap, the word SALT in bold black uppercase on the front
with MINERAL SUN MIST small beneath it, nothing else printed. Same proportions, same materials, same label.

SCENE: A surreal but physically real editorial photograph, portrait 4:5. The SALT bottle stands sealed
inside a clear block of ice on dark wet sand at the edge of a deep teal sea, the ice starting to melt in the
hard sun, meltwater pooling, bubbles and cracks in the ice, the label readable through the ice with real
refraction. Low camera, 35 mm, a thin band of pale sky at the very top, the sea a deep dark teal band
behind. Real contact shadow. The lower 40 percent of the frame is dark wet sand and shadow, a deep quiet
field for later oversized WHITE typography.

COLOUR WORLD: deep saturated teal-green sea water (dark, rich, like the cap), hard Mediterranean sun and
direct flash, tan wet skin, the matte white bottle glowing against the dark water; no pale or milky water,
no washed-out sky. Anatomy is non-negotiable: any visible hand has exactly five fingers with correct joints
and natural nail beds, wrists continuous with forearms. Face natural, undistorted, with real pores, freckles
and flyaway hair. Whole-frame photographic realism: one place, one hard light, consistent contact shadows,
real material response, one motivated focal plane, fine analogue grain, tiny scene-native imperfections. No
plastic skin, no CG sheen, no starbursts, no painterly look. Absolutely no text, lettering, logos or graphic
overlays anywhere except the SALT label on the bottle.
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6. Closing + the ask

- Plate: `06-closing.png` · SHA-256 `3515e46733691c9e74f02dd4b7f921f88e9737e00814e0b567a8006e32d833aa`
- Route: Codex built-in image_gen · returned size 1122x1402 · attempt a4 · references attached: no

Exact executed prompt:

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Call image_gen with referenced_image_paths set to the attached reference image (the SALT bottle); do not
rely on num_last_images_to_include. Reproduce that exact product: cylindrical matte white bottle with
rounded shoulders, heavy matte sea-green cylindrical cap, the word SALT in bold black uppercase on the front
with MINERAL SUN MIST small beneath it, nothing else printed. Same proportions, same materials, same label.

SCENE: A beauty-campaign photograph, portrait 4:5, medium close, camera slightly above eye level. The same
sun-kissed woman with slicked-back wet dark hair, freckles and glossy bare lips, in a deep teal-green one-
piece swimsuit, stands chest-deep in deep dark teal sea water at golden hour, water to her collarbones,
looking straight into the lens with a calm half-smile, holding the SALT bottle upright against her chest
with both hands, label readable, ten natural fingers. Hard low sun sparkling on the water, salt drying on
her shoulders. She sits in the upper two thirds; the lower third of the frame is deep dark teal water, a
quiet field for later oversized WHITE typography and a call-to-action.

COLOUR WORLD: deep saturated teal-green sea water (dark, rich, like the cap), hard Mediterranean sun and
direct flash, tan wet skin, the matte white bottle glowing against the dark water; no pale or milky water,
no washed-out sky. Anatomy is non-negotiable: any visible hand has exactly five fingers with correct joints
and natural nail beds, wrists continuous with forearms. Face natural, undistorted, with real pores, freckles
and flyaway hair. Whole-frame photographic realism: one place, one hard light, consistent contact shadows,
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real material response, one motivated focal plane, fine analogue grain, tiny scene-native imperfections. No plastic skin, no CG sheen, no starbursts, no painterly look. Absolutely no text, lettering, logos or graphic overlays anywhere except the SALT label on the bottle.