

AI-ASSISTED MARKETING CAMPAIGN DEVELOPMENT

A Professional Case Study in Brand Strategy, Prompt Engineering,
and Visual Content Creation Using Adobe Firefly

Three campaigns. One human-directed methodology.

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Executive Summary

Generative AI can accelerate creative production, but speed alone does not create effective marketing. This case study documents a human-directed methodology for developing AI-assisted campaign concepts and visual assets while preserving strategic intent, editorial standards, and transparent decision-making.

The project comprises three fictional brand campaigns: Play Beverage, a premium sparkling beverage positioned around social connection; Velvette, a sustainable women's fashion concept built on timeless style and thoughtful production; and Spice Essence, a premium spice collection designed to inspire confident home cooking. Each campaign includes a product image and a hero or lifestyle image generated through Adobe Firefly-based workflows. The six final visuals are presented not as isolated experiments, but as evidence of a repeatable creative process.

Across the three campaigns, I began with audience, positioning, and communication objectives before writing prompts. I inputted this information into an AI model, which assisted with prompt engineering and translating those decisions into visual direction: subject, setting, lighting, composition, emotional tone, and intended marketing function. Generated images were evaluated against campaign goals, not simply for attractiveness. When problems emerged—oversized products, inconsistent branding, unwanted text, narrow compositions, or overly neutral color palettes—I refined prompts, adjusted priorities, used references selectively, or accepted the strongest overall result when further iteration offered diminishing returns.

Central finding

Prompt engineering is most effective when it functions as creative direction: a structured translation of audience needs, brand strategy, and visual objectives into clear production instructions.

The project strengthened my understanding of both generative AI content creation and digital marketing. I learned that image-generation tools perform especially well when asked to create complete commercial photography rather than exact logos or readable packaging; that concise prioritization can be more effective than increasingly long prompts; that reference images can improve continuity while also overemphasizing products; and that composition tools such as image expansion may solve campaign-layout problems more effectively than repeated regeneration.

For prospective employers and clients, the work demonstrates transferable capabilities in campaign planning, audience-focused messaging, brand positioning, prompt engineering, visual evaluation, content organization, and editorial quality assurance. It also reflects a professional principle central to my editing and content work: technology is most valuable when it supports—not replaces—clear thinking, human direction, judgment, and responsibility for the final result.

Introduction

From image generation to marketing judgment

Generative AI makes it possible to produce polished visual concepts in minutes. That accessibility is valuable, but it can obscure the work that separates a plausible image from a useful marketing asset. A campaign image must do more than look polished: It must communicate a specific promise to a specific audience, maintain a coherent visual identity, leave room for copy or channel adaptation, and support the larger brand story.

This project began as the final applied assignment for the course Adobe Generative AI Content Creation. Its practical value, however, extends well beyond the course. I developed it as a professional case study demonstrating a structured methodology for combining editorial judgment, digital marketing strategy, and responsible AI-assisted content creation.

The three campaigns were intentionally different. Play Beverage required energy, inclusiveness, and social warmth. Veltette required restraint, material quality, and understated confidence. Spice Essence required appetite appeal, sensory richness, and accessibility to home cooks. Applying one methodology across those categories created a useful test: Could a consistent process remain flexible enough to serve distinct audiences and brand personalities?

Project scope

Deliverables	Three campaign concepts; one product image and one hero/lifestyle image for each campaign; documented prompts, refinements, and lessons.
Primary platform	Adobe Firefly, including Firefly generation and, where applicable, reference-image and expansion processes.
Strategic focus	Audience alignment, brand positioning, visual storytelling, campaign usability, and responsible human oversight.
Evaluation standard	Marketing usefulness and communication effectiveness—not technical novelty or the number of generations produced.
Limitations	The campaigns are conceptual. They were not launched, audience-tested, or measured against real campaign performance data.

Because the brands are fictional, the project does not claim sales, engagement, or conversion results. Its evidence lies instead in the quality and coherence of the strategy, the transparency of the workflow, and the ability to explain why each final image was selected.

AI-Assisted Creative Process

A repeatable process from strategy to final selection

1. Define the communication objective

I first identified what each campaign needed the audience to feel, understand, or associate with the brand. This prevented the prompt from becoming a disconnected list of visual details.

2. Identify audience and positioning

I clarified the likely customer, the brand's intended market position, and the qualities the visual language needed to signal—such as freshness, timelessness, or culinary confidence.

3. Establish creative direction

Before generation, I defined subject matter, setting, color palette, lighting, composition, photographic style, emotional tone, and intended asset use.

4. Translate strategy into prompts

I wrote prompts as production briefs: concrete enough to guide the model, but focused on the highest-priority visual requirements rather than overloaded with every possible descriptor.

5. Generate and compare alternatives

I reviewed outputs comparatively, looking for strategic strengths and recurring defects rather than judging each image in isolation.

6. Refine selectively

Prompt revisions addressed specific problems. I retained successful elements and changed only what needed correction, such as subject actions, color variety, product scale, or available copy space.

7. Edit the composition when appropriate

Where regeneration could not solve a layout problem efficiently, I used expansion or reframing to create a more useful marketing format.

8. Select and document

The final decision reflected the strongest overall fit. I recorded prompts, what worked, what did not, and the lessons that could transfer to future projects.

“The most effective workflow emphasized strategic creative decisions over pursuing perfect AI outputs.”

Evaluation criteria

Criterion	Question
Strategic alignment	Does the image reinforce the intended positioning and campaign theme?
Audience relevance	Will the intended viewer recognize the lifestyle, values, or aspiration being presented?
Visual coherence	Do color, light, styling, composition, and mood feel intentional and mutually supportive?
Product integration	Is the product visible and credible without overwhelming the human or emotional story?
Campaign usability	Can the image function in a presentation, website hero, social asset, or other marketing context?
Authenticity and quality	Are expressions, anatomy, objects, scale, and environmental details convincing enough for the intended use?

How the process changed my evaluation

The process shifted my attention away from asking whether an AI image was impressive and toward asking whether it was useful. That distinction made revision more disciplined. It also made stopping a legitimate creative decision: Once a visual communicated the campaign effectively, further generation could introduce new problems or consume time without materially improving the asset.

Campaign 1: Play Beverage

Campaign theme: Refresh Together

Concept	A premium sparkling beverage brand associated with freshness, playfulness, and shared social experiences.
Audience	Young adults who value active, health-conscious lifestyles and inclusive social connection.
Visual language	Bright natural light; citrus-inspired coral, lime, turquoise, and white; candid expressions; clean commercial photography.
Asset roles	A clean product image to establish visual identity and a lifestyle hero image to communicate the campaign promise.

Strategic approach

The central marketing challenge was to make the beverage feel like part of a social moment rather than an isolated consumer object. The product image needed to establish a distinctive, contemporary package design. The lifestyle image then needed to expand that identity into a scene of connection, energy, and enjoyment. The phrase Refresh Together provided a clear editorial test: Every selected element had to contribute either to refreshment, togetherness, or both.

Product-image development

Early prompt exploration focused on minimalist logo and visual-identity concepts: a stylized bubble rising through a citrus slice, built from clean geometric forms in coral, lime, turquoise, and white. This helped clarify the visual identity, but it also exposed a common generative-AI limitation. Firefly could suggest attractive design language, yet it did not reliably produce a usable logo or readable brand text. The more productive direction was therefore to describe the finished marketing asset—a premium sparkling beverage can photographed commercially—rather than to ask the model to perform exact identity design.

The final product image succeeded because it concentrated on one object against an uncluttered background. The matte can, bright citrus illustrations, natural studio lighting, and soft shadow created a polished result that communicated freshness and energy without requiring readable copy. Minor inconsistencies in illustration placement remained possible across generations, so I treated the selected can as a concept asset rather than a fully standardized package system.



Figure 1. Play Beverage product image. A clean, single-product composition establishes the citrus-inspired palette and premium but playful visual identity.

Lifestyle-image development

The lifestyle prompt specified three friends in their twenties—a Black woman with long locs, an East Asian woman, and a White man with a neatly trimmed beard—engaged in different actions while enjoying a sunny urban-park picnic. The deliberate variation in actions helped prevent a posed or repetitive composition. Bright sunlight, fresh citrus, candid expressions, and shallow depth of field supported the desired healthy, joyful atmosphere.

The most persistent problem was product scale. Firefly repeatedly generated cans that appeared larger than standard 12-ounce containers, even when the prompt explicitly specified realistic size. Reference imagery

improved design continuity but sometimes caused the cans to dominate the scene. Generative Fill also did not reliably resize them while preserving the artwork. Rather than continue indefinitely, I selected the strongest overall image, accepting the scale imperfection because the scene clearly communicated the campaign theme.

A more effective intervention was image expansion. Extending the composition to a 16:9 format added environmental context and created a more credible hero-image layout with room for future campaign copy. This was an important learning point: When the main content is successful, a composition tool can solve a marketing problem more efficiently than repeated full regeneration.



Figure 2. Play Beverage hero image. Diverse subjects, varied actions, bright natural light, and a wider composition communicate the theme Refresh Together.

Campaign assessment

What worked

Commercial product photography produced a polished hero asset; the lifestyle scene conveyed inclusive social connection; different subject actions improved authenticity; and image expansion created a more usable campaign format.

What required judgment

Firefly could not reliably generate readable branding, maintain exact package consistency, or correct oversized cans. The final decision therefore prioritized the image's overall communication value rather than technical perfection.

Campaign 2: Velvete

Campaign theme: Timeless Style. Thoughtfully Made.

Concept	A premium sustainable women's fashion brand emphasizing enduring style, natural materials, and considered purchasing.
Audience	Professional women who value refined design, quality, versatility, and sustainability.
Visual language	Soft natural window light; warm neutrals with selective color variation; linen and tailored silhouettes; minimal boutique interiors.
Asset roles	A boutique product presentation to establish the collection and a lifestyle image to show the customer experience and brand aspiration.

Strategic approach

Velvete required a different kind of persuasion from Play Beverage. Instead of energy and sociability, the brand needed to communicate trust, restraint, and longevity. Sustainability was not represented through clichés such as leaves, recycling symbols, or overt environmental messaging. It was expressed indirectly through natural fabrics, timeless garments, a controlled retail environment, and the suggestion that each garment had been chosen with care.

Product-image development

The product prompt described a premium sustainable outfit on an elegant mannequin: a timeless linen blazer, tailored ivory trousers, and a soft sage blouse in a modern boutique with warm wood flooring, a brushed-brass clothing rack, and bright window light. This prompt worked because it joined product detail with retail context. The environment signaled brand values without competing with the clothing.



Figure 3. Velvette product image. Natural materials, restrained styling, warm wood, and an uncluttered boutique setting support the brand’s premium sustainable positioning.

Lifestyle-image development

The lifestyle image featured a confident woman in her early thirties browsing an elegant boutique. The initial prompt called for a warm neutral palette. That direction was coherent, but the resulting visual risked becoming too monochromatic and visually cautious. A targeted refinement—“warm neutral palette with a little variety of colors”—proved more useful than a wholesale rewrite. It preserved the brand’s restraint while adding enough contrast to create interest and distinguish the subject from the environment.

The selected image shows the customer actively considering a garment rather than posing directly for the camera. That behavior supports the campaign’s message of thoughtful selection. The green suit and rust-colored garment introduce controlled richness without undermining the calm boutique atmosphere. The image communicates the brand’s values through narrative and atmosphere rather than functioning solely as a sales image.



Figure 4. Velvete lifestyle image. A natural browsing action and restrained color variety express confidence, discernment, and thoughtful consumption.

Campaign assessment

What worked

The prompts translated abstract qualities—timelessness, sustainability, and confidence—into materials, setting, light, styling, and customer behavior. A small, precise color refinement substantially improved the lifestyle image.

What required judgment

Premium minimalism can become visually flat if every element remains neutral. The solution was not more decoration, but controlled contrast that preserved the brand's identity.

Campaign 3: Spice Essence

Campaign theme: Bring Every Dish to Life

Concept	An artisanal premium spice collection that makes flavorful cooking feel accessible, creative, and rewarding.
Audience	Home cooks who appreciate high-quality ingredients and want inspiration without the intimidation of restaurant-level technique.
Visual language	Warm natural or golden light; colorful ground and whole spices; glass jars; fresh herbs, garlic, citrus, pottery, and rustic wood.
Asset roles	A product still life to communicate abundance and quality and a lifestyle image to show the product in joyful, practical use.

Strategic approach

Food marketing depends on sensory suggestion. A still image cannot deliver aroma or taste, so the campaign had to imply them through color, texture, light, ingredient variety, and human action. The phrase Bring Every Dish to Life framed the spices as active contributors to creativity, not merely pantry objects. The visuals therefore needed both artisanal credibility and everyday warmth.

Product-image development

The product prompt specified an elegant collection of spice jars on a rustic wooden counter, surrounded by bowls of colorful ground spices, whole spices, fresh herbs, garlic, citrus, handcrafted pottery, and warm window light. Unlike the Play Beverage product image, which benefited from isolation, Spice Essence required abundance. The supporting ingredients made the product category immediately legible and created a visual vocabulary of freshness, craft, and culinary possibility.



Figure 5. Spice Essence product image. Layered ingredients, glass jars, warm sunlight, and handcrafted objects create abundance while preserving an organized premium presentation.

Lifestyle-image development

The lifestyle prompt placed a confident home cook in a warm rustic kitchen, seasoning a colorful vegetable dish with a natural, joyful expression. I specified that the spices and food should remain the visual focus. This distinction mattered; the person provides narrative and emotional connection, but the campaign still needs to sell the product category and the transformation it enables.

The selected image achieves that balance. The cook's gesture creates movement and immediacy, while the spice jars, bowls, herbs, garlic, citrus, and plated dish remain prominent. The warm earthy palette and shallow depth of field create a premium editorial feel without making the scene inaccessible. It looks aspirational, but still recognizably domestic.



Figure 6. Spice Essence lifestyle image. The cook's seasoning gesture turns the product promise into action while the food and spices remain the visual center of the composition.

Campaign assessment

What worked

Food-photography language, ingredient specificity, and warm directional light produced strong sensory appeal. The product and lifestyle images share a coherent material and color vocabulary.

What required judgment

Abundance can become clutter. The strongest result retained many ingredients while organizing them into a clear hierarchy: jars and bowls, prepared dish, human action, and atmospheric background.

Cross-Campaign Analysis

What remained constant—and what changed

The project’s value lies partly in comparison. The three brands required distinct creative choices, yet the same strategic sequence remained effective: define the promise, identify the audience, establish the visual language, write a production-oriented prompt, evaluate alternatives, refine selectively, and document the result.

Dimension	Play Beverage	Velvette	Spice Essence
Primary emotional promise	Connection and refreshment	Confidence and considered style	Creativity and flavorful enjoyment
Dominant visual energy	Bright, social, outdoor	Quiet, refined, editorial	Warm, abundant, sensory
Most important human behavior	Friends interacting naturally	A customer browsing thoughtfully	A cook actively seasoning food
Product relationship	Visible within a social scene	Embodied through garments and retail setting	Integrated into preparation and finished dish
Key refinement lesson	Use expansion when layout—not content—is the problem	Small color adjustments can preserve strategy while improving interest	Specific ingredients and action create sensory storytelling

1. Strategy improved prompt quality

The strongest prompts did not begin with AI image generation. They began with decisions about audience, positioning, and communication. Once those decisions were clear, visual details had a purpose. Natural light meant freshness for Play Beverage, material authenticity for Velvette, and sensory warmth for Spice Essence. The same phrase therefore served different strategic functions in different campaigns.

2. Complete marketing images outperformed exact identity tasks

Firefly performed more reliably when asked to generate commercial product or lifestyle photography than when asked to create exact logos, readable text, or perfectly repeatable package designs. This distinction affects project planning. Generative AI is highly useful for concept visualization, mood development, campaign imagery, and composition; exact brand-identity elements still require dedicated design tools and human finishing.

3. Reference images are helpful but not neutral

References can improve visual continuity, but they also influence emphasis. In the Play Beverage lifestyle iterations, the can reference helped preserve design cues while encouraging the model to make the product too large. A reference should therefore be evaluated not only for whether it improves consistency, but for what it causes the model to prioritize.

4. More iteration is not always better

Repeated generation can create the illusion of progress while replacing one imperfection with another. Professional judgment includes recognizing diminishing returns. In this project, the best stopping decisions were based on whether the image met the marketing objective—not whether every small visual anomaly had disappeared.

5. Editing can be more efficient than regenerating

The Play Beverage hero image became more useful when expanded to a wide format. This lesson generalizes: If the people, mood, product, and visual story already work, reframing or expanding the composition may be the appropriate editorial intervention. The appropriate tool should match the problem being solved.

Lessons Learned

Generative AI content creation and digital marketing

Prompt engineering is prioritization, not maximal description

Longer prompts are not automatically better. Effective prompts establish a hierarchy: what must be present, what should dominate, what should remain secondary, and what must be excluded. This became especially important when prompt-length constraints or overly literal interpretation reduced control.

Audience understanding determines visual relevance

A technically polished image can still miss the audience. Each campaign improved when lifestyle, setting, behavior, and emotional tone were chosen from the customer's perspective rather than from visual novelty.

Brand consistency is a system, not a single image

A campaign becomes coherent when assets share repeated decisions—palette, light, materials, photographic style, emotional tone, and product treatment. Exact duplication is not always possible in generative systems, so consistency must be managed through a broader visual language.

AI-generated text and logos remain unreliable

Instructions such as “no text” reduced problems but did not eliminate them. Exact copy, logos, and legal or factual information should be added and proofread in controlled production tools.

Human selection creates the final quality

The model produces options; the professional creates the standard. Selection required identifying which imperfections were tolerable, which undermined credibility, and which asset best fulfilled the campaign's purpose. AI did not remove the need for editing; it expanded the range of material requiring editorial judgment.

Documentation makes experimentation reusable

Recording prompts, refinements, limitations, and successful decisions turned one-time experiments into a transferable method. The notes can inform future projects and provide transparent evidence of human direction.

Digital marketing requires channel awareness

A strong image must also fit its use. Wide hero formats, open copy space, subject placement, and visual hierarchy matter because marketing assets operate inside websites, presentations, social platforms, and campaigns—not in isolation.

Responsible efficiency matters

The goal is not to generate the largest number of images. The goal is to produce the right asset with a defensible process, then stop when further work no longer adds meaningful value.

Professional Applications

How the project translates to employment and client work

This case study is not presented as evidence that I am a finished brand designer or commercial photographer. It demonstrates a complementary professional capability: I can connect audience needs, messaging, visual direction, AI-assisted production, and editorial quality control within a structured content-creation process.

For hiring managers

The project demonstrates the ability to move from an ambiguous creative brief to documented deliverables. Relevant competencies include campaign planning, audience analysis, brand voice and visual consistency, prompt engineering, comparative evaluation, workflow documentation, and clear explanation of the process. These skills support content marketing, digital content, communications, content operations, and editorial roles in which employees must coordinate strategy and production across tools.

For authors and editorial clients

Authors increasingly need more than manuscript revision. They may also need help clarifying positioning, identifying audiences, developing website or promotional content, and evaluating AI-assisted assets. My editorial background is relevant because the same habits apply: identify the purpose, preserve the creator's intent, notice inconsistencies, distinguish substantive problems from cosmetic ones, and improve the final product without surrendering human authorship and the author's voice.

For small-business and marketing clients

The approach can support early campaign ideation, mood exploration, concept presentations, website imagery, social content planning, and creative briefs. It is especially useful when a client needs to visualize a direction before investing in full production. The limitations documented here are equally important: Exact branding, factual claims, accessible copy, and final commercial approvals still require controlled human review.

Transferable competencies demonstrated

- Audience-centered communication
- Campaign and content planning
- Brand positioning and visual consistency
- Prompt engineering and iterative refinement
- Editorial evaluation and quality assurance
- Responsible AI disclosure and documentation
- Clear presentation of complex process
- Cross-platform asset thinking

Responsible AI Statement

Human direction, transparency, and accountability

Working within the campaign categories established by the course project, I directed the creative development, developed the brand strategies and positioning, defined the target audiences, iteratively developed and refined the prompts, evaluated the generated outputs, selected the final images, and approved the final publication. Adobe Firefly and related Adobe generative tools were used to create and adapt the visual assets. ChatGPT supported planning, organization, prompt engineering, documentation analysis, and preparation and editing of this report.

The three brands and campaigns are fictional. The images are presented as conceptual marketing work and are not photographs of real products, stores, or customer experiences. No claim is made that the campaigns were launched, tested, or produced measurable business results.

My responsible-use standard is that AI assistance should be disclosed when materially relevant; human decisions should remain traceable; generated text, branding, and factual content should be verified; and the person publishing the work should accept responsibility for its accuracy, appropriateness, and final quality. Consistent with that commitment, Adobe Content Credentials were applied to each final Adobe Firefly-generated image included in this publication. Appendix B provides a representative provenance chain documenting the creation and publication history of one project image.

Professional principle

AI can accelerate exploration and production, but accountability cannot be delegated to the tool.

Conclusion

A human-directed methodology for AI-assisted marketing

The completed campaigns show that generative AI can support professional marketing development when it is placed inside a disciplined process. Play Beverage demonstrated the importance of social storytelling, selective use of references, and composition editing. Veltette demonstrated how subtle refinements can preserve a restrained brand while improving visual interest. Spice Essence demonstrated how detailed ingredients, material cues, and human action can translate an intangible sensory promise into a compelling still image.

Across all three campaigns, the decisive work remained human: defining what the brand should mean, deciding whom the image should reach, translating those intentions into creative direction, recognizing model limitations, choosing when to revise, and determining when the result was strong enough to serve its purpose. Generative AI expanded the available options; it did not determine the standard.

For my continuing work as an editor, writer, and developing digital marketing professional, the project reinforced a durable lesson. New tools matter, but strategy, clear thinking, audience awareness, creativity, editorial judgment, and responsibility for the finished work matter more. Those are the skills that make AI-assisted content useful—and the skills I intend to bring to future employers and clients.

About the Author

Michael Bleau is an editor, writer, and digital marketing professional and the founder of Vital Editorial & Writing Services. His background includes in-house copyediting for technical publications, freelance editing for authors and academic clients, website content development, WordPress publishing, and training in digital marketing, SEO, content strategy, and generative AI. His work combines creativity, editorial judgment, digital marketing strategy, and responsible AI use to help authors and organizations communicate with clarity, purpose, and meaningful human connection.

Appendix A: Representative Prompts

The excerpts below document the language used to translate campaign strategy into visual direction. They are presented as process evidence, not as universal formulas. Effective prompts depend on the audience, brand, asset type, and weaknesses observed in prior generations.

Play Beverage — lifestyle image

Premium lifestyle beverage campaign. Three friends in their 20s enjoying a sunny picnic in a modern urban park: a Black woman with long locs taking a sip, an East Asian woman smiling while holding her can near the picnic table, and a White man with a neatly trimmed beard laughing as he opens his can. Each holds a realistically sized standard 12-ounce matte aluminum can matching the reference image. Bright natural sunlight, fresh citrus fruit, authentic candid expressions, joyful healthy lifestyle, premium commercial photography, shallow depth of field. People are the focus; cans are secondary. Leave open space for campaign copy. No text, logos, watermark, or signage.

Velvette — product image

Commercial fashion product photograph of a premium sustainable women's outfit displayed on an elegant mannequin in a modern boutique. Timeless linen blazer, tailored ivory trousers, soft sage blouse, natural fabrics, minimalist styling, warm wood flooring, brushed brass clothing rack, bright natural window light, premium fashion advertising photography, photorealistic, highly detailed, luxury retail aesthetic, no people, no text, no logos, no watermark.

Velvette — refined lifestyle image

A confident woman in her early 30s browsing clothing in an elegant boutique, wearing the signature Velvette outfit. Soft natural window light, relaxed posture, examining a garment on a clothing rack, timeless sustainable fashion, premium editorial photography, photorealistic, shallow depth of field, warm neutral palette with a little variety of colors, no text, no logos, no watermark.

Spice Essence — product image

Commercial food product photograph of an elegant collection of premium spice jars arranged on a rustic wooden kitchen counter with small ceramic bowls of colorful ground spices, whole spices, fresh herbs, garlic, and citrus nearby. Warm natural sunlight streaming through a kitchen window, handcrafted pottery, premium food styling, artisanal kitchen aesthetic, photorealistic, highly detailed, shallow depth of field, no people, no text, no logos, no watermark.

Spice Essence — lifestyle image

Premium editorial food photography featuring a confident home cook seasoning a colorful vegetable dish with premium spices in a warm rustic kitchen. Elegant glass spice jars, ceramic bowls filled with vibrant spices, fresh herbs, garlic, citrus, and handcrafted pottery arranged on a rustic wooden countertop. Soft golden afternoon sunlight streaming through the window. The spices and food remain the visual focus while the cook adds seasoning with a natural, joyful expression. Premium culinary photography, photorealistic, shallow depth of field, warm earthy color palette, no text, no logos, no watermark.

Prompt-development notes

Describe the finished asset

Prompts improved when they emphasized commercial photography and intended marketing use instead of attempting to direct every design technique.

Specify relationships and hierarchy

Instructions such as “people are the focus; cans are secondary” clarified what should dominate the composition, even when the model did not follow scale perfectly.

Use exclusions, but verify

“No text, no logos, no watermark” reduced unwanted elements but did not eliminate the need for human inspection.

Refine one variable at a time

The Velvete color adjustment worked because it solved a specific weakness without disturbing the successful setting, action, and style.

Change tools when the problem changes

Expansion solved a composition issue more effectively than continued regeneration of the Play Beverage hero image.

Source note: Campaign descriptions, prompt excerpts, visual selections, refinements, limitations, and lessons in this publication are based on the project’s final-image file, OneNote prompt notes, and Play Beverage prompt-engineering documentation prepared during the Adobe Generative AI Content Creation project.

Appendix B: Provenance Documentation Using Adobe Content Credentials

To promote transparency and responsible use of generative AI, Adobe Content Credentials were applied to each final Adobe Firefly-generated image included in this publication.

Adobe Content Credentials provide a verifiable provenance record documenting how digital content was created and published. Depending on how an asset was created, the provenance record may include AI-generation events, derivative-generation events, reference assets, and subsequent publication actions such as the application of Adobe Content Credentials.

The representative example below illustrates the provenance history of one final project image. It identifies the AI model used to generate the image (Gemini Flash through Adobe Firefly), the Adobe application used to create it, and the subsequent application of Adobe Content Credentials before publication. Similar Adobe Content Credentials were applied to each final Adobe Firefly-generated image included in this publication.



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Fit

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 Compare

Generated Image

AI info · Recorded by Adobe Inc.



No thumbnail available

Content details

Information about this content and how it was made.

AI-generated

This image was completely AI-generated.
Made with Gemini Flash.

App or device used

 Adobe Firefly

Recorded by

 Adobe Inc. on Jul 24, 2026 ?

Actions

 Opened
Opened a pre-existing file

Ingredients



Generated Image
AI info · Recorded by Adobe Inc.

Figure B1. Representative Adobe Content Credentials provenance record for the Spice Essence lifestyle image.