



FREE RESOURCE

The AI Static Ad Prompt Library

20 ready-to-use prompts for turning any AI image tool into an on-demand ad creative team.



How to use this library

1. Pick the category below that matches the ad you need
 2. Copy the prompt and replace anything in [brackets] with your product or offer details
 3. Paste it into your AI image tool of choice, generate 3-4 variations, and pick the strongest

Which tool for which job

Tool	Best for
Ideogram	Any ad that needs clean, accurate text or headlines in the image
Midjourney	Aesthetic, lifestyle, and high-end mood shots
ChatGPT Images / GPT Image	Easiest to use, follows detailed instructions well
Adobe Firefly	Safest for commercial licensing, built into Photoshop/Illustrator
Google Imagen / Nano Banana Pro	Text-heavy graphics, infographics, posters

- Aspect ratio quick note**

 - 1:1 or 4:5 for feed placements (Instagram/Facebook
 - feed) 9:16 for Stories, Reels covers, and TikTok

**HERO** Product Hero Shot**HERO-01 — Studio Centerpiece****PROMPT**

A single [product] centered on a [background color/material] surface, soft studio lighting from the top left, subtle shadow, minimal composition, commercial product photography style, square format.

Best tool: Ideogram, Midjourney **Ratio:** 1:1

HERO-02 — Floating Product**PROMPT**

[Product] floating mid-air surrounded by [3-4 relevant ingredients or elements], clean [background color] backdrop, high-detail commercial photography, soft rim lighting.

Best tool: Midjourney **Ratio:** 4:5

LIFE Lifestyle / In-Use Shot**LIFE-01 — Everyday Use****PROMPT**

A [age/description] person using [product] in a [setting, e.g. bright kitchen], candid natural lighting, warm color grade, shot on a 50mm lens look, no visible brand logos.

Best tool: Midjourney, GPT Image **Ratio:** 4:5

LIFE-02 — Close-Up Detail**PROMPT**

Close-up of hands [action — pouring / holding / using] [product], soft natural window light, shallow depth of field, lifestyle editorial photography style.

Best tool: Midjourney **Ratio:** 1:1



UGC

UGC-Style Testimonial Frame

UGC-01 — Selfie Hold-Up

PROMPT

A phone-camera style selfie photo of a [description] person smiling, holding [product] up to the camera in a casual [setting], natural indoor lighting, slightly imperfect framing, looks user-generated rather than professional.

Best tool: Ideogram, GPT Image**Ratio:** 9:16

UGC-02 — Talking-to-Camera

PROMPT

Vertical smartphone photo, [description] person mid-sentence talking to the camera in a [setting], one hand gesturing, bright natural light, authentic candid look, empty space in the bottom third for a caption.

Best tool: GPT Image**Ratio:** 9:16

COMP

Before & After

COMP-01 — Split Frame

PROMPT

Split-frame image, left half labeled "BEFORE" showing [problem state], right half labeled "AFTER" showing [improved state after using product], clean divider line down the center, bold sans-serif labels, high contrast.

Best tool: Ideogram (text accuracy)**Ratio:** 1:1

**PROMO Offer & Promo Banner****PROMO-01 — Bold Statement Banner****PROMPT**

Bold flat-color background in [brand color], large headline text reading "[OFFER TEXT]", [product] positioned in the bottom right corner, clean modern sans-serif typography, plenty of negative space, ad banner composition.

Best tool: Ideogram**Ratio:** 1:1 & 9:16

PROMO-02 — Discount Badge**PROMPT**

[Product] on a [color] gradient background with a bold percentage or price callout badge in the top corner reading "[DISCOUNT]", minimal supporting text, e-commerce ad style.

Best tool: Ideogram**Ratio:** 1:1

VS Comparison — "Us vs Them"**VS-01 — Two-Column Comparison****PROMPT**

Two-column comparison graphic, left column labeled "[Generic Alternative]" in muted gray tones, right column labeled "[Your Brand]" in [brand color], checkmarks next to a feature list on the right, clean grid layout, bold sans-serif headers.

Best tool: Ideogram**Ratio:** 1:1

**SEASON** Seasonal / Trend-Jacking**SEASON-01 — Seasonal Styling****PROMPT**

[Product] styled with [seasonal elements — autumn leaves / holiday lights / summer citrus], warm seasonal color palette, festive but not cluttered composition, commercial photography lighting.

Best tool: Midjourney **Ratio:** 1:1 & 4:5

SEASON-02 — Seasonal Banner**PROMPT**

Bold seasonal banner background in [seasonal color palette], headline text "[seasonal offer, e.g. Holiday Sale Ends Soon]", [product] placed to one side, celebratory but clean layout.

Best tool: Ideogram **Ratio:** 9:16

Want ad creative like this running every week — without prompting it yourself?

Hamd builds and manages ad creative pipelines like this one for businesses who'd rather hand it off.

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