

## Промпты для применения генеративных нейросетей в брендинге упаковки Rere

[1] MidJourney (A nebula with vibrant colors and swirling patterns, and with stars shining through the clouds, evoking wonder at the vastness of the universe. High resolution, high detail, cinematic, HDR)

[2-4] MidJourney (Spinning top inspired by nebula, light refraction, reflection, depth of field, close-up, high resolution photography, macro lens hyperrealistic style, detailed texture of glass surface, high resolution, camera effect, soft light illumination, capturing motion blur. --sref <https://s.mj.run/i78X8g7Nzgc> --ar 3:2)

[5] MidJourney (A minimalistic logo of the spinning top turning into universe on black background. The logo is made in the style of vector graphics and has no color, only lines and shape) + Photoshop

[6] Invoke AI (Glow similar to Nebula, light refraction, reflection, depth of field, close-up, high resolution photography, rainbow colored background, smooth motion blur, macro lens)

[7-9] Leonardo AI (Взятая картинка выше (Cinematic / Prompt Magic V2 / Prompt Magic Strength 0.5 / High Contrast On) + Nebula with rays of light and magic glow)

[10] MidJourney (Package standing on an alien landscape under a purple sky with stars and nebula, representing cosmic strength in high end product The scene is illuminated by ethereal light that casts soft shadows over distant mountains. A purple glow emanates from within the packaging, creating an otherworldly atmosphere. This composition evokes wonder at exploring new worlds. --sv 2 --sw 200 --s 50 --ar 16:9) + Photoshop

[11] MidJourney (Close-up of a hand holding package on the ground for spinning tops inspired by cosmos photorealistic purple night sky with Aurora Borealis similar to photo by Jenn Brazier The atmosphere is magical and dreamy, creating a feeling of wonder against the backdrop of nature's beauty. --sref

[https://s.mj.run/PRehVQit\\_oo](https://s.mj.run/PRehVQit_oo) <https://s.mj.run/QrH9zCGGmL0> --ar 3:2) + Photoshop

[12] MidJourney (Man with backpack on his back, looking up at the Southern Lights in a breathtaking view of snowy mountains under vibrant Aurora Borealis sky. --ar 16:9) + Runway Gen 2

[13] MidJourney (Close-up of a package placed on the snow, surrounded by the Aurora Borealis in an arctic environment. A woman sits next to it and watches with contemplation The glow from polar lights illuminates their face and hair. In the foreground there is a purple green gradient color smoke around them, creating a mystical atmosphere. This scene captures a sense of wonder as they gaze upward towards the celestial beauty above. --sref [https://s.mj.run/\\_HbCH6yFjMY](https://s.mj.run/_HbCH6yFjMY) --sv 4 --sw 500 --s 250 --w 3 --c 50 --ar 16:9) + Photoshop

[14] MidJourney (Close-up of a hand hanging package with spinning tops inspired by cosmos photorealistic purple night sky with Aurora Borealis similar to photo by Jenn Brazier [https://s.mj.run/PRehVQit\\_oo](https://s.mj.run/PRehVQit_oo) --ar 3:2)

[15] PIXART-Σ (Billboard in the city with an advertising, in front of the billboards stands office buildings, creating an atmosphere reminiscent of interstellar travel or futuristic sci-fi worlds)

[16] PIXART-Σ (Billboard ad in the night city, people passing by a city bus stop at night saw a purple and pink gradient sky with dark blue) + Runway Gen 2

[17] MidJourney (Office building that looks like a spinning top in Wellington with atmosphere of cosmos light refraction, high resolution photography dreamy --sref <https://s.mj.run/DX0pYu> --ar 16:9 --iw 0.1)

[18] Stable Diffusion XL Epic Realism model (Maori worker that make shinning spinning tops) + SUPIR Upscaler

[19-20] Stable Diffusion XL Epic Realism model (Maori worker that make shinning spinning tops) + SUPIR Upscaler

[21] Stable Diffusion XL Epic Realism model (Little kid spins with joy spinning top at home near the window) + Runway Gen 2

[22] MidJourney (Close-up of the smiling face of a boy wearing a black baseball cap and white t-shirt, camera angle is from above and behind figure's head In sharp focus against out of focus background. --sref <https://s.mj.run/J64L52YOLjM> <https://s.mj.run/uExIRLhh5S4> --ar 16:9)

[23] MidJourney (Close-up of the back of the windbreaker collar, camera angle is from above and behind the figure's head In sharp focus against outofocus background, the fabric glows in rainbow A subtle glow emanates from within the jacket, creating an ethereal effect. --sref <https://s.mj.run/LEVudn1WqPs> <https://s.mj.run/uExIRLhh5S4> <https://s.mj.run/HxBRCxExhx4> --ar 16:9)

## Диалог с Claude Sonnet

**Me:** Suggest an idea for a new series of space-inspired spinning tops from a New Zealand company.

**Claude:** Exploring the unique, mystical, and dynamic nature of nebulas in space, I propose the creation of a new series of spinning tops inspired by the breathtaking beauty and diversity of nebulae. This series, which I envision as «Nebula Wonders,» would celebrate the ethereal and vibrant characteristics of various nebulas found throughout the universe. Here's how I conceptualize it:

1. Series Inspiration:

— The series is directly inspired by famous nebulas such as the Crab Nebula, Orion Nebula, Helix Nebula, and the Carina Nebula. Each of these nebulas offers a distinct color palette and structural complexity, mirroring the diverse and explosive events that lead to their formation.

2. Design Features:

— Color Scheme: Utilize vibrant, metallic paints and glow-in-the-dark accents to capture the luminous essence of nebulae. For example, a top inspired by the Orion Nebula could feature swirling patterns of bright green, pink, and deep blues, with flecks of white to represent stars.

— Shape and Texture: Incorporate irregular, flowing shapes and textured surfaces into the tops to mimic the gaseous appearance of nebulae. This could include raised areas, indents, and smooth transitions to create a tactile experience that echoes the visual complexity of a nebula.

— Spin Mechanism: Design a unique spin mechanism for each top, inspired by the dynamics of the nebula it represents. For example, a top modeled after the Helix Nebula could spin in a way that mimics the motion of gases expanding outward from a dying star.

### 3. Educational Component:

— Include collectible cards with each top, providing educational facts about the nebula it represents, its significance in astronomy, and how it contributes to our understanding of the cosmos. This adds an educational value, encouraging interest in space and science among users of all ages.

### 4. Packaging and Presentation:

— Design the packaging to complement the space theme, with a transparent window or case that displays the top as if it were floating in space. This enhances the visual appeal and makes it an attractive gift for enthusiasts of astronomy and unique collectibles.

### 5. Marketing and Engagement:

— Collaborate with planetariums and space agencies for launch events, creating an immersive experience that includes star-gazing sessions, talks about nebulae and their importance in the universe, and live demonstrations of the spinning tops. Engaging with the space enthusiast community could create a buzz and foster a deeper connection with the theme.

This «Nebula Wonders» series could not only captivate the imaginations of users but also ignite a curiosity about space and the vast universe that surrounds us. It marries the artistry of spinning tops with the awe-inspiring beauty of nebulae, creating a product that is both a visual delight and a homage to the mysteries of the cosmos.

**Me:** Offer 3 colours and a great font from New Zealand's type foundry for a series of nebula-themed packaging for spinning tops by a company from New Zealand

**Claude:** Embracing the captivating essence of cosmic wonders, our proposed «Nebula Wonders» spinning tops series could align the company's branding with a palette inspired by nebulae, alongside the elegant font choice of Founders Grotesk from the New Zealand-based Klim Type Studio. This harmonization not only elevates

the aesthetic appeal but also connects the company's New Zealand roots to its cosmic inspiration. Here is how this can be reflected:

#### Color Scheme:

— Auroral Azure (#293396): Reflecting the deep, vibrant blues found in the heart of the Orion Nebula, this color embodies the profound mysteries and the serene beauty of the cosmos.

— Boreal Blush (#96297E): Drawing from the mesmerizing hues of the Carina Nebula, this color represents the nebula's dynamic energy and breathtaking glow.

— Celestial Viridian (#29964E): Inspired by the green filaments of the Crab Nebula, this color symbolizes the rebirth of star material into new celestial forms, embodying renewal and continuity.

#### Branding Application:

1. Company Identity: These colors, alongside the refined and contemporary touch of the Founders Grotesk font, can serve as the foundation of the company's visual identity, reflecting its innovative spirit and the majestic inspiration behind its products.

2. Packaging and Marketing Materials: Utilizing these colors and font in packaging design will not only make the products stand out on the shelves but also convey the quality and creativity at the core of the company's philosophy. Marketing materials, be it digital or print, can carry this identity to create a cohesive and recognizable brand presence.

3. Digital Platforms: The company's website and social media can incorporate these design elements to offer a visually cohesive and engaging user experience, enhancing brand recognition and customer engagement.

#### Slogan Options:

— «Spinning Tales of Cosmic Beauty»: This slogan ties directly into the nebula-inspired theme, positioning the spinning tops as storytellers of the universe's most captivating phenomena.

— «Embrace the Cosmos: Spin with Wonder»: Inviting users to connect with the vastness of space through the simple action of spinning a top, this slogan emphasizes the blend of wonderment and exploration at the heart of the brand.

#### Brand Positioning:

This corporate identity does more than just visually distinguish the business; it positions the brand as a beacon for innovation, exploration, and inspiration. Drawing from the depths of space and the creative energy of New Zealand's design heritage, it tells a story of connection — between the cosmos, the company's roots, and the artistic expression of the spinning tops. With this identity, the company stands as a symbol of bringing cosmic wonder into the everyday, turning moments of play into journeys through the galaxy, and indeed, delivering a unique blend of happiness and heritage.

**Me:** Come up with an idea for a promotional campaign for a new series in New Zealand or Australia.

**Claude:** A promotional campaign set in the snowy expanses of New Zealand with the Southern Lights (Aurora Australis) as a backdrop can provide a remarkable and visually stunning platform for showcasing your products or services. Here is a proposed idea:

Campaign Title: «Lights of Wonder: Embrace the Extraordinary»

Concept:

The campaign is designed to highlight the unity between nature's grandeur and the excellence of your brand, capturing the majestic dance of the Southern Lights over the pristine snow-covered landscapes of New Zealand. This unique setting not only emphasizes the magical aspect of your offerings but also resonates with themes of purity, adventure, and awe-inspiring beauty.

Implementation:

— Photoshoot and Videography: Organize a high-production photoshoot and videography session in remote snow-covered locations in New Zealand where the Southern Lights are visible. Use this opportunity to capture your products amidst the breathtaking backdrop of the auroras, creating a series of stunning visuals and videos. Emphasize the contrast between the warm, inviting glow of your products against the cool, ethereal beauty of the snow and the auroras.

— Exclusive Night Events: Partner with local observatories or adventure companies to host exclusive night events for viewing the Southern Lights. During these events, showcase your products or services, integrating them into the experience. For example, if promoting outdoor gear, visitors could use your equipment during the event to enhance their experience.

— Social Media Challenge: Launch a social media challenge prompting followers to share their own stories or experiences with the Southern Lights, or more broadly,

with the enchanting New Zealand wilderness. Encourage user-generated content by offering prizes for the best stories or photos, promoting engagement and increasing campaign reach.

— Augmented Reality (AR) Experience: Develop an AR experience that allows people worldwide to immerse themselves in the snowy New Zealand landscapes under the Southern Lights, interacting with your products in a virtual space. This can be an app or a feature on your website, expanding the campaign's impact beyond physical boundaries.

— Sustainability Angle: Emphasize the campaign's commitment to sustainability, highlighting any eco-friendly aspects of your products or initiatives to protect such pristine environments. This aligns with the growing consumer interest in sustainable and responsible brands.

Promotion:

— Teaser Campaign: Start with a teaser campaign on social media, gradually revealing the stunning visuals captured in New Zealand. Use captivating captions and storytelling to build anticipation.

— Influencer Collaborations: Collaborate with travel, lifestyle, and eco-conscious influencers to share experiences and visuals from the campaign, expanding its reach and authenticity.

— Interactive Digital Platforms: Use your website and social media platforms to create an interactive digital hub for the campaign, featuring behind-the-scenes content, interviews with the team about their experiences, user-generated content, and detailed information about your products and sustainability efforts.

Outcome:

The «Lights of Wonder: Embrace the Extraordinary» campaign is envisioned to elevate your brand's visibility and appeal by associating it with the mesmerizing beauty of the Southern Lights and the untouched wilderness of New Zealand. It aims to inspire, captivate, and engage your audience, forging a deeper emotional connection with your brand while highlighting your commitment to excellence and environmental stewardship.