

Ultimate AI Image Prompt: Toddy vs. Nescau Supermarket Poster - Put Yourself in the Scene!

Por Eduardo Woetter · Publicado em 05/04/2026

Step into the ultimate supermarket debate! Learn how to use AI and character references to put yourself in a hyper-realistic commercial poster choosing between Toddy and Nescau. Complete prompt breakdown included!

Versão online e eventuais atualizações:

<https://woetter.com/post/ai-prompt-toddy-vs-nescau-supermarket-poster>

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Discover how to create a hyper-realistic commercial photography poster comparing the iconic Toddy and Nescau brands using AI image generation. This comprehensive guide provides a detailed 10-part prompt orchestration framework, explaining how to utilize character references to place yourself in an empty supermarket aisle, holding customized 350ml soda cans of these traditional powder brands.

The 10-Part Orchestration Framework Image Prompt

Important: For this prompts to work perfectly, you must attach a reference picture of yourself with the AI prompt.

Subject:

The person from the attached picture (Attention readers: You MUST attach a clear picture of yourself to the AI prompt for this to work!).

Composition:

Portrait framing (9:16 aspect ratio). The foreground is dominated by a large, classic yellow supermarket promotional sign. The middle ground features the subject, and the background consists of blurred supermarket shelves.

Action:

The subject is wearing gym clothes, holding a 'Toddy' soda can in one hand and a 'Nescau' soda can in the other, displaying a fun, questioning look to the camera.

Location:

A completely empty supermarket aisle. The shelves behind the subject are fully stocked exclusively with Ovomaltine, Nescau, and Toddy cans.

Style:

Hyper-realistic commercial photography, vibrant, crisp, and advertising-ready.

Editing Instructions:

Ensure the traditional powder chocolate brands (Toddy, Nescau, Ovomaltine) are strictly adapted and redesigned into standard 350ml soda can shapes. Apply a watermark reading 'prompt.woetter.com' in the bottom right corner, in white, with 20% opacity and a 50px margin.

Refining Details:

The focus must be sharp on the subject and the foreground sign, with a smooth bokeh effect on the background products to make the subject pop.

Camera, Lighting and Format:

Shot with an 85mm lens at f/2.8. Vibrant softbox lighting to emulate high-end commercial retail photography. Aspect ratio: 9:16.

Specific Text Integration:

The yellow supermarket sign must feature exactly this typography: 'are you' (bold black), 'team' (black), 'Toddy' (huge red letters), 'or team' (black), 'Nescau' (huge blue letters), '?'.

Factual Constraints & Reference Entries:

Constraint: The aisle must be completely empty of any other shoppers.

Constraint: Cans must strictly be soda can shapes, not traditional powder boxes.

Reference: Use the user's uploaded photo as a character reference. Reference: Use an attached yellow supermarket sign as a style reference for the poster's layout.

Dissecting the Prompt: How It Works

Creating an AI image that balances text, specific product shapes, and your own likeness requires precision. Here is a breakdown of why this prompt works so well.

1. Character Reference: Putting YOU in the Image

The most exciting part of this prompt is the command: "the person from the attached picture". Modern AI tools (like Midjourney's `--cref` or specialized Stable Diffusion workflows) allow you to upload a photo of yourself. By directly instructing the AI to use the attached picture, you become the star of this supermarket showdown.

2. The Great Debate: Toddy vs. Nescau

This prompt plays on a classic Brazilian cultural debate. But to make it visually interesting, we added a twist: "traditional powder brands adapted strictly into 350ml soda cans." AI tends to default to what it knows (powder tubs for these brands). Forcing the

“soda can” constraint tests the AI’s creative blending capabilities, giving you a unique, parallel-universe product.

3. Typography and Layout

Generating text in AI is notoriously tricky. By splitting the text instructions—specifying the exact color and size for each word (e.g., ‘Toddy’ (huge red), ‘Nescau’ (huge blue))—we guide the AI’s rendering engine to treat the text as distinct graphical elements on the yellow supermarket sign.

4. Camera & Lighting for Commercial Realism

The prompt specifies “85mm f/2.8, vibrant softbox lighting.” * 85mm is the gold standard for flattering portraits.

- f/2.8 forces a shallow depth of field, resulting in the “blurred supermarket shelves” (bokeh). This ensures the busy background doesn’t distract from you and the foreground sign.
- Vibrant softbox lighting guarantees the commercial, high-end advertising look.

JSON Prompt

```
{
  "generation_setup": {
    "character_reference": "User's attached photo",
    "style_reference": "Attached yellow supermarket sign for poster layout",
    "aspect_ratio": "9:16",
    "style": "Hyper-realistic commercial photography"
  },
  "image_prompt": "Portrait of person in gym clothes holding 'Toddy' and 'Nescau' soda cans. Questioning look. Foreground: yellow supermarket sign reading 'are you team Toddy or team Nescau?'. Background: blurred supermarket shelves stocked with Ovomaltine, Nescau, and Toddy cans. 85mm f/2.8, vibrant softbox lighting.",
  "specific_details": {
    "products": "Traditional powder brands adapted strictly into 350ml soda cans.",
    "poster_typography": "'are you' (bold black), 'team' (black), 'Toddy' (huge red), 'or team' (black), 'Nescau' (huge blue), '?'",
    "watermark": "'prompt.woetter.com' bottom right, white, 20% opacity, 50px margin."
  },
  "strict_constraints": [
    "Aisle completely empty",
    "Cans must be soda can shape"
  ]
}
```

Fluid Text Version of the Image Prompt

A hyper-realistic commercial photography portrait of the person from the attached picture wearing gym clothes, standing in a completely empty supermarket aisle. They are holding a 'Toddy' soda can in one hand and a 'Nescau' soda can in the other, displaying a questioning look. In the foreground, there is a large yellow supermarket promotional sign with the text: 'você é' in bold black, 'time' in black, 'Toddy' in huge red font, 'ou time' in black, 'Nescau' in huge blue font, and '?'. The background features beautifully blurred supermarket shelves fully stocked with Ovomaltine, Nescau, and Toddy cans. Important: the traditional powder brands must be strictly adapted into 350ml soda cans. Shot with an 85mm lens at f/2.8, vibrant softbox lighting. Aspect ratio 9:16. Watermark 'prompt.woetter.com' bottom right, white, 20% opacity, 50px margin.

Copy this image to use it as the sign's reference

Share the fun! Did you generate your own version? Send this post to your friends and see whose supermarket poster turned out the best! Click the social links below to share.

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