

# Beef Boy Burgers — 20 Prompts

**Red, Yellow, White. Gen Z Energy. Every Shot Branded.**

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## STYLE LOCK

For all images: On-camera flash, harsh shadows, 35mm film grain, raw and gritty. Vertical 4:5 frame. Beef Boy Burgers branding visible in every shot – logo on wrappers, cups, signage, stickers, trays. Red, yellow, white brand colors. Gen Z cast – late teens to mid-20s, thrifted fits, experimental style.

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## FOOD SHOTS

### 1. THE HERO

Beef Boy Burgers double smash burger on branded parchment paper – red and yellow logo printed, slightly grease-stained. Harsh flash shadow. Two thin patties, crispy lacy edges, american cheese dripping, caramelized onions, special sauce running. Bun crushed from handling.

4:5 vertical – wrapper with logo visible at bottom, burger fills frame above.

### 2. THE SMASH

Two beef patties being smashed on griddle with metal spatula. Grease splatter frozen mid-air. Steam rising. Beef Boy ticket on spike visible in background – red paper, logo showing.

4:5 vertical – griddle action center, branded ticket soft in back.

### 3. THE CHEESE PULL

Hands lifting bun, cheese stretching in long gooey strings. Beef Boy branded wrapper visible underneath – logo peeking through grease stains.

4:5 vertical – logo wrapper at bottom, cheese pull fills middle and top.

### 4. THE BITE

Smash burger with huge bite taken out, held toward camera. Inside exposed – pink patty, melted cheese layers, sauce dripping. Beef Boy sticker on wrapper visible – round logo, red and yellow.

4:5 vertical – sticker and wrapper bottom, burger and hands fill rest.

### 5. THE TRAY

Red tray loaded: double smash burger, pile of crinkle fries, sauce cup. Beef Boy tray liner paper – logo pattern printed across. Soda cup with logo facing camera.

4:5 vertical – overhead, branding everywhere, tray edges visible.

## 6. THE STACK

Triple stack burger, absurd height. Sitting on Beef Boy wrapper, logo visible. Small Beef Boy flag toothpick stuck in top.

4:5 vertical – branded flag at top, logo wrapper at bottom. Tower of meat.

## 7. THE FRIES

Crinkle fries in paper basket with Beef Boy liner – logo printed on basket paper. Salt visible. Fry being dipped in ketchup.

4:5 vertical – branded basket fills frame.

## 8. THE DRIP

Macro of burger edge, cheese and sauce dripping onto Beef Boy branded parchment. Logo visible through the grease.

4:5 vertical – tight crop, logo peeking through mess.

## 9. THE HANDS

Two hands tearing burger in half, cheese stretching. Beef Boy wrapper crumpling underneath, logo tearing with the pull.

4:5 vertical – branding ripping apart with the burger.

## 10. THE AFTERMATH

Empty crumpled Beef Boy wrapper, logo visible but grease-stained and destroyed. One fry left. Balled napkin with logo stamp.

4:5 vertical – devastation, branding survived the meal.

## 11. THE SHAKE

Beef Boy thick chocolate milkshake in tall glass, whipped cream piled high, cherry on top. Logo on glass or cup sleeve. Dripping down sides.

4:5 vertical – shake with branding fills frame.

## 12. THE COUNTER

Customer POV at Beef Boy order counter. Menu board above with red and yellow signage, logo prominent. Cook working griddle in background with motion blur. Branded cups stacked.

4:5 vertical – branded menu board top, counter action below.

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## PEOPLE SHOTS (Gen Z)

### 13. THE FIRST BITE

Gen Z person mid-bite, eyes closed in satisfaction. Sauce on corner of mouth. Beef Boy cup visible on table beside them, logo facing camera. Bleached hair, small earrings, oversized tee.

4:5 vertical – cup with logo foreground, person and burger behind.

### 14. THE BOOTH

Three Gen Z friends crammed in Beef Boy booth – burger wrappers everywhere. One mid-laugh head thrown back, one stuffing fries, one holding burger up. Branded cups and wrappers scattered. Thrifted fits, tattoos, funky jewelry.

4:5 vertical – branding peppered through the chaos.

### 15. THE GRAB

Hand with silver rings reaching across table grabbing burger off someone else's tray. Other hand with small tattoo swatting at them. Beef Boy tray liner visible, branded soda cup getting knocked.

4:5 vertical – branded tray chaos, hands clashing.

### 16. THE PARKING LOT

Two Gen Z people sitting on curb outside Beef Boy at night, burgers in hand. Neon Beef Boy sign behind them – full logo visible, reflecting on wet pavement. Beat up sneakers, vintage jackets.

4:5 vertical – people center, massive logo sign glowing above.

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## PACKAGING SHOTS

### 17. THE WRAP

Single burger wrapped tight in Beef Boy branded paper, round logo sticker sealing it shut. Sitting on counter, waiting for pickup. Clean, simple, iconic.

4:5 vertical – wrapped burger centered, sticker logo sharp.

### 18. THE BAG

Brown paper takeout bag with large Beef Boy logo printed on front. Bag slightly grease-spotted at bottom. Receipt stapled to top.

4:5 vertical – bag fills frame, logo centered.

## 19. THE CUP

Beef Boy Burgers soda cup, red and yellow logo wrapping around. Condensation dripping down sides. Straw bent from use. Ice visible through lid.

4:5 vertical – cup fills frame, logo front and center.

## 20. THE STICKER

Close-up of round Beef Boy Burgers logo sticker on wrapped burger. Edges slightly peeling. Grease starting to seep through paper underneath.

4:5 vertical – macro on sticker, texture of paper and grease.

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*Beef Boy Burgers. 20 shots. Flash. Gritty. Every frame branded.*