

Brief

2026 PHOTOGRAPHY COMPETITION



**GHOST
COAT[®]**

An open brief for photographers
who can show the world the way
it actually looks.



We're looking for photographers.

The Opportunity

Ghost Coat is a new ceramic screen protector. It bonds to your phone, toughens the glass, and comes backed by a 12-month warranty. Once it's on, you can't see it. Which is why we can't sell it with product photography alone.

We need imagery that shows what life with a Ghost Coat actually looks like. Phones in hands. Phones on tables. Phones in cities. Real people in real places, doing what they do.

That's where you come in.

The winner gets an iPhone 17 Pro and their work featured across our launch campaign. Fifty shortlisted photographers each get a Ghost Coat pack, including our 12-month warranty, and a place on our radar as we keep growing.



The Prize

What you can win.



Model colour may vary.

The winner

1. An iPhone 17 Pro
2. Your work featured across our launch campaign, with credit
3. A Ghost Coat product and 12-month warranty

The shortlist

Fifty shortlisted photographers each receive the Ghost Coat product and a 12-month warranty. Your work goes in front of our wider creative team and stays on file as we build out the network.

Everyone who enters

We see your work. If something stands out beyond the shortlist, we'll be in touch.

The Look

How we'd like it to feel.

Premium, clean, fashion-aware. Urban, edgy, a touch rebellious. Natural light and flash. Strong styling. Bold crops. Confident composition. The look should sit comfortably alongside streetwear and lifestyle brands, not phone accessory ones.

Real grit, real character, real warmth. Rebellion without honesty reads as a costume.

People

Cast for character, presence and personal style. Late teens to early thirties. Urban. Confident in themselves, slightly guarded with the camera. They don't perform for the lens, they allow it in.

Solo portraits or small groups of two to four. Diverse across ethnicity, gender, body type and subculture. Wardrobe is the subject's own. Streetwear, vintage, workwear, sportswear. No stylist-led looks. Confidence without posing. Mid-laugh, mid-step, mid-thought.





The Look



Place

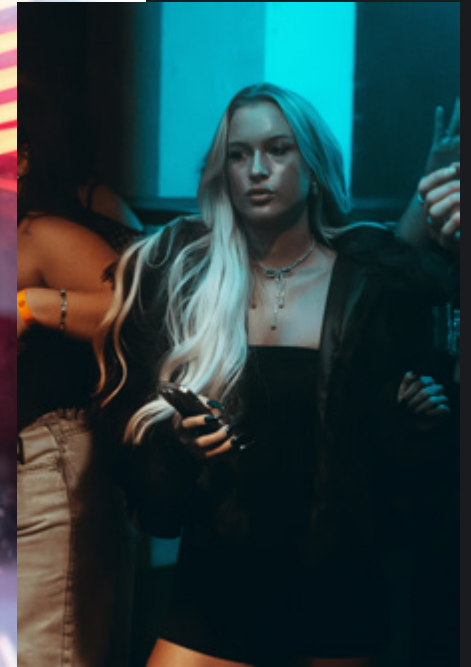
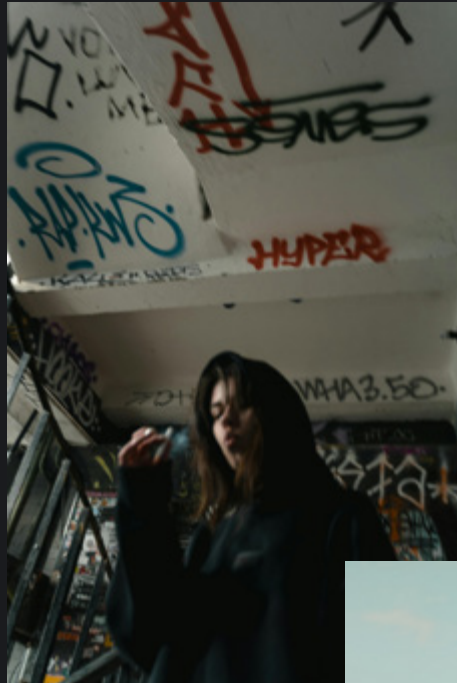
Real places, not sets. The city is the second subject in every frame. Rooftops, alleys, underpasses, skate parks,, late-night cafes, club exits, bus stops, car parks. Texture welcome: graffiti, brick, concrete, wet tarmac, foliage.

Interiors work too. Bedrooms, kitchens, studios, parties at home. Vehicles as recurring motifs: vintage saloons, modified hatchbacks, taxis, the back of a friend's car.

Light

Light should feel found rather than placed. Let the environment shape the image. Golden hour outdoors. Long shadows, warm highlights. After dark, use available light only: streetlamps, headlights, neon, club lighting, phone screens. Direct flash is welcome indoors and at night. Slight overexposure is a feature, not a fault.

Light film grain, slightly desaturated grade, deep blacks. No heavy filters, no plasticky retouch.



The Look

Frame

Loose, imperfect, confident. Off-centre subjects. Asymmetric framing. Intentional negative space. Foreground interruption welcome. Mix wide environmental shots with intimate close-ups. Avoid the conventional medium-shot middle ground.

Shoot vertical first (9:16) where you can. If you've got 4:5 or 1:1 alternatives, send those too.

The phone in the shot

The phone is part of the scene, not the subject of it. Held, used, set down. The way phones actually appear in life. Don't centre it. Don't stage it. Don't put it on a plinth.



What Doesn't Fit

A few things we'll filter.

Authentic,
not Ai!

Save yourself the upload. We're not looking for any of this:

- AI-generated imagery
- Studio mockups, plinths, geometric props, white sweeps
- Slow-motion drill tests, drops, destruction theatre
- Lab coats, branded backdrops, influencer set-pieces
- Stock-style poses (jumping in the air, hands on hips, laughing into the middle distance)
- Heavy filters, plasticky retouch, AI-feeling colour casts
- Visible competitor logos
- Anything that looks like a phone accessory ad from 2014



How To Enter Three steps.

3

1. Follow @ghostcoat.io on Instagram.
 2. Post your work to your feed, as many as you like!
 3. Tag @ghostcoat.io in your posts
- Make sure your account is public so we can see the entry. That's it. No forms, no uploads, no fuss.
 - Entries close 12th July. The shortlist entries close 31st July. The winner will be announced a few days later.



tag me or I'll haunt you

Shortlist Entries

What happens next.

Each of the 50 shortlisted photographers receives a Ghost Coat kit. Apply it to your own phone, live with it, and produce at least 2-3 photos showing it in use. This is what you'll be judged on.

The mood stays the same as round one. Real places. The shift is that the product is now in frame, in your world. We want to see Ghost Coat the way you'd actually live with it, not the way an e-commerce gallery would shoot it.

Examples of what to shoot

The pack on a real surface. Kitchen counter, desk, car bonnet, pub table. Not a plinth.

Hands sliding the sachets out, unfolding the cloth, working the application across the screen. Skin, sleeves, jewellery all welcome.

The application moment itself. Patient and considered, not theatrical. No drills and hammers.

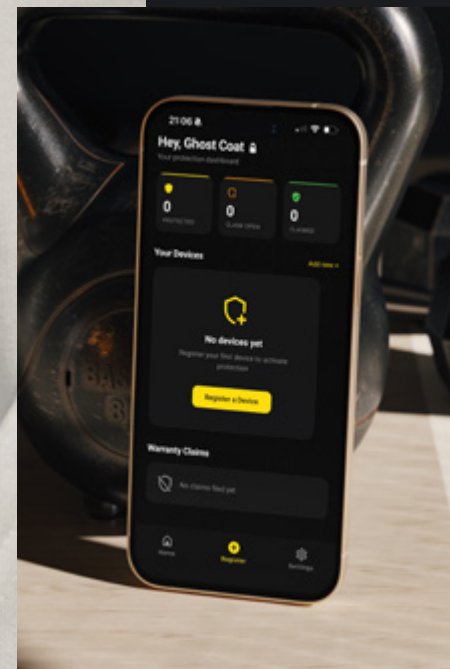
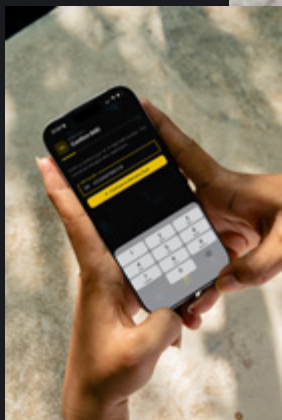
The phone resting after, lit naturally, back in your life.

How to submit

- > Post your round two work to your Instagram feed (as many as you want, as single posts).
- > Tag @ghostcoat.io
- > Submit within 2 weeks of being announced as a shortlisted entrant.

The winner is picked from round two. The other 49 shortlisted photographers keep their kit, their warranty, and their place on our radar. Round two work may be featured in our launch marketing, with credit.





The Rules

The fine print.

- Open to UK residents aged 13 and over.
- All work submitted must be your own original photography.
- Entries are unlimited.
- By entering, you agree to our full terms and conditions:
- Shortlisted work may be featured in our launch marketing.
Credited where possible, see terms.
- Entries close 12th July 2026. Late entries won't be considered.



Good luck



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