

Requirements for display during this workshop:

- This presentation available in PowerPoint
- A ChatGPT window open alongside (<https://chat.openai.com>) to which I will use my own log-in
- See 'Ideal view' on next slide



Ideal view:

The image shows a split-screen view. On the left is a presentation slide titled "PROMPT: Using ChatGPT to harness the power of AI to be better, quicker and clearer." The slide also includes the text "How ChatGPT changes everything about how we work" and the author's name "Richard Bowman" with the date "4th May 2023". A book cover titled "PROMPT FOR BRANDS" is visible on the slide. On the right is a chat window titled "Workshop Prompts: Title" showing a conversation with a model identified as "Default (GPT-3.5)". The user's message asks for help with prompts for a conference workshop, and the AI's response is a friendly offer to help and a request for the specific prompts. The chat window also shows a "Send a message" input field and a footer note about ChatGPT's accuracy.

PROMPT: Using ChatGPT to harness the power of AI to be better, quicker and clearer.

How ChatGPT changes everything about how we work

Richard Bowman
4th May 2023

PROMPT FOR BRANDS
A practical guide to growth using ChatGPT
By Richard Bowman and David Boyle

Workshop Prompts: Title

Model: Default (GPT-3.5)

R Hello! can you help me with some great responses to my prompts for my conference workshop next week?

Hello! Of course, I'd be happy to help. What are your prompts for the conference workshop?

Send a message.

ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT Mar 23 Version](#)

Useful tips to get a clear 'full screen' in PowerPoint whilst also enabling split screen:

- **Hide the menu bar = CTRL + F1**
- **Hide the thumbnails = CTRL + SHIFT + 'Normal' button (bottom right of page)**

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How ChatGPT changes everything about how we work

Richard Bowman

4th May 2023



We ♥️ helping amazing brands

Industry	Companies include	We worked with brands including
	     	   
	  	
	  	  
	     	  
	      	 
	      	  
	 	
	 	  



★ We ran these global insight teams. As such, we know and see the world through the eyes of brands

How can ChatGPT help?

Chapter 1:
**Audiences
and
markets**

Chapter 2:
**Selecting
a target
market**

Chapter 3:
**Go-to-
market
strategy**

Chapter 4:
Innovation



How can ChatGPT help?

Chapter 1: Audiences and markets

Category-related
needs
Frustrations
User stories
Competitors

Chapter 2: Selecting a target market

Audience
segments
Reviews
Open-ended
responses
Qualitative
interviews

Chapter 3: Go-to- market strategy

Products
Positioning
Media
Partnerships

Chapter 4: Innovation

Startup ideas
Naming brands
Product
innovation



Three use cases for today

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**Audience
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1

**Audience
Segments**

Audience Segments defined by Category-Related Needs



PROMPT.mba

Audience Segments defined by Category-Related Needs



Simple version

	Segment [CATEGORY USERS]
	...



Audience Segments defined by Category-Related Needs



Good version

	Create a segmentation of [CATEGORY USERS] <u>based on their unique and differentiated category-related needs</u>
	...



Audience Segments defined by Category-Related Needs

Better version

	Create a segmentation of [CATEGORY USERS] based on their unique and differentiated category-related needs. The needs should be <u>deep and underlying</u> , not based on demographics. Give each segment a <u>catchy title and a unique emoji</u> . Explain each through their <u>motivations to [USE THE CATEGORY]</u> , and a <u>unique '[CATEGORY] moment'</u> that defines them
	...



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Targeting an audience segment with positioning



Targeting an audience segment with positioning

Simple version

	What are <u>each segment's</u> needs?
	...



Targeting an audience segment with positioning

Good version



Come up with five ways that a [NEW PRODUCT] could be positioned to meet the needs of the [SEGMENT] segment

Ensure the ideas are highly focused on the specific and unique needs of the segment



...



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Targeting an audience segment with innovation



Targeting an audience segment with innovation

Good version

	<p>Create a list of <u>three very different new [PRODUCT] ideas</u> that meet the needs of the <u>[SEGMENT]</u> segment. The ideas should have a <u>strong and compelling vision</u>. The ideas should be <u>premium and exclusive</u>. They should each have a <u>cool and interesting name</u>. The ideas should be <u>compelling enough that an investor will want to invest instantly</u></p>
	<p>...</p>



Targeting an audience segment with innovation

Better version



I love the [IDEA] idea ... but the name isn't cool enough. Come up with 5 different names for this same idea. They should be cool, snappy and appealing to the [SEGMENT] segment. For each name, give me an emoji which relates to the name, and a sample social media post that would be immediately appealing to the target segment



...



From here, **there are an infinite number of possible ways forward ...**



Write a letter to potential investors about [IDEA]. It should ...



INSTRUCTION: Provide an inspiring summary of the key points from the above text. Respond with each main point in a bullet point list. Give each point a single unique emoji relevant to the explanation and a snappy title. Mention the person or source of each point, also
RESPONSE FORMAT:
- One Emoji Snappy Title: Explanation



Suggest a marketing plan for [IDEA]. It should ...



Write 10 catchy social media posts that will immediately drive purchase intention for [IDEA]. They should ...



Here are some early reviews for [IDEA]. Write a report summarising the key themes. It should ...



Help me develop a qual discussion guide to test [IDEA] amongst [SEGMENT]. It should ...



List ten types of company we should consider Brand Partnerships for [IDEA]. They should ...



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Questions & discussion



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How ChatGPT changes everything about how we work

Richard Bowman

4th May 2023



Assessing ChatGPT: Our “7Rs”



ROBUST

REPRESENTATIVE

RELIABLE

REPEATABLE

RELEVANT

RECENT

RESPONSIBLE

Assessing ChatGPT: Our “7Rs”

ROBUST ★★★★★

REPRESENTATIVE ★★★

RELIABLE ★★★

REPEATABLE ★★★

RELEVANT ★★

RECENT ★★

RESPONSIBLE ★

