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:

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)**

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

We ❤️ helping amazing 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

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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

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Three use cases for today

Chapter 1: **Audiences and markets**	Chapter 2: **Selecting a target market**	Chapter 3: **Go-to-market strategy**	Chapter 4: **Innovation**
Category-related needs Frustrations User stories Competitors	Audience segments Reviews Open-ended responses Qualitative interviews	Products Positioning Media Partnerships	Startup ideas Naming brands Product innovation

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Three use cases for today

Chapter 1:
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Category-related needs

Frustrations

User stories

Competitors

(1) Audience Segments

Reviews

Open-ended responses

Qualitative interviews

Products

(2) Positioning

Media

Partnerships

(3) Startup ideas

Naming brands

Product innovation

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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] based on their unique and differentiated category-related needs

…

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 deep and underlying, not based on demographics. Give each segment a catchy title and a unique emoji. Explain each through their motivations to [USE THE CATEGORY], and a unique '[CATEGORY] moment' that defines them

…

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Audience segments

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2 Positioning

Media

Partnerships

Startup ideas

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Targeting an audience segment with positioning

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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

…

Three use cases for today

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③ **Startup ideas**

Naming brands

Product innovation

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Startup ideas

Targeting an audience segment with innovation

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Targeting an audience segment with innovation
Good version

Create a list of <u>three very different new</u> [PRODUCT] <u>ideas</u> that meet the needs of the [SEGMENT] 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>

…

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 <u>letter to potential investors</u> about [IDEA]. It should …

Suggest a <u>marketing plan</u> for [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

Write 10 catchy <u>social media posts</u> that will immediately drive purchase intention for [IDEA]. They should …

Here are some early reviews for [IDEA]. Write a <u>report summarising the key themes</u>. It should …

Help me develop a <u>qual discussion guide</u> to test [IDEA] amongst [SEGMENT]. It should …

List ten types of company we should consider <u>Brand Partnerships</u> for [IDEA]. They should …

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Questions & discussion

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Assessing ChatGPT: Our "7Rs"

ROBUST ★★★★★

REPRESENTATIVE ★★★

RELIABLE ★★★

REPEATABLE ★★★

RELEVANT ★★

RECENT ★★

RESPONSIBLE ★