

Prompting Techniques

Technique

Campaign Intelligence Engine

The prompt asks ChatGPT to research audience behaviour, competitor positioning, market trends, platform performance, messaging themes, campaign learnings and regulatory risks. This matters because better campaign assets start with better understanding. Instead of asking AI to 'write a campaign', you first ask it to help you understand who the campaign is for, what might make people act and what you need to avoid.

You get best result with this when you use ChatGPT Deep Research.

Campaign Brief and Creative Direction

This prompt turns your research into a focused strategic foundation. It takes the intelligence report from Prompt 1 and produces three things in one go: a campaign brief (audience, market opportunity, proposition, proof points), a messaging architecture (pillars, tone, words to use and avoid, visual direction), and one strong short-form video ad concept.

This is the strategic heart of the workflow. Everything that follows, your ad messaging, your Campaign Guidance Summary, and your image prompts, builds directly from this output.

Run this in the same chat as Prompt 1 or attach your research report.

Example

Role: Act as a senior growth marketing strategist and market researcher.

Context: I am developing **[brand name]**, a **[type of brand or business]** at **[concept / early / growth]** stage. The product or service centres on **[what you offer and what defines it]**. The brand positions itself as **[one sentence on what the brand stands for and what it avoids]**. My working target audience is **[who they are, age range, values, and what drives their purchasing decisions]**.

Goal: Generate market and audience intelligence insights that will directly inform 1.) my positioning of **[brand name / type of product or service]** and 2.) a short-form video ad campaign introducing **[my brand/ product/ service]** to this audience.

Scope: Research and analyse:

- Audience: motivations, behaviours, pain points, buying triggers, what they trust and what triggers scepticism
- Competitors: key players in **[your category]**, positioning, messaging, creative patterns, gaps
- Trends and culture: what is resonating now, content formats, hooks, shifts in how brands communicate
- Market positioning: category norms, common territories, whitespace for **[brand name]**
- Platform behaviour: what works on **[your platforms]**, hook patterns, content lengths
- Messaging themes: language that converts vs language that backfires, differentiators, tone
- Campaign learnings: what has worked, what has failed, why, with real examples
- Risks and constraints: regulatory considerations, platform policies, trust risks

Method: Use recent, credible sources. Prioritise real examples. Flag assumptions or weak evidence.

Output: Key insights, audience summary, competitor and positioning map, trend signals, platform recommendations, messaging themes and language guidance, risks and constraints.

Be specific, not generic. Cite sources where possible. Use **[British / American / Canadian]** English.

Purpose: Turn the research into a focused brief, a messaging architecture, and one strong short-form video ad concept.

Role: Act as a senior brand strategist and creative director specialising in short-form video advertising.

Context: I have completed research on **[brand / product / opportunity space]**. I now need a focused campaign brief, a messaging architecture, and one strong concept for a short-form video ad.

Task: Build the following three parts. Be specific and practical. Avoid generic marketing language.

PART 1: Campaign brief

- Primary audience: who they are, biggest pain point, desired outcome, main objection
- Market opportunity: competitor gap, cultural or platform trend to lean into, positioning opportunity
- Core proposition: one clear sentence
- Proof points: 3 to 4 specific, verifiable reasons to believe

PART 2: Messaging architecture

- Messaging pillars: 3 to 4 core messages that support the proposition
- Tone of voice: brand personality in 3 to 5 words, plus 3 example phrases showing what it sounds like in practice
- Words and phrases to use
- Words and phrases to avoid
- Visual direction: mood, colour palette, composition guidance, what to avoid

PART 3: Short-form video ad concept

One strategically relevant, visually strong concept. Include:

- Concept name
- Core idea (one sentence)
- Single message this video must land (one sentence)
- Emotional hook
- Visual style
- Best-fit platform
- Why this concept could work

Rules:

- Do not invent statistics, outcomes, partnerships or testimonials
- Keep sustainability, wellness or performance claims specific and verifiable
- Use **[British / Canadian / American English]**

If anything important is unclear, ask me one clarifying question before you start.

NOTE: [Attach the research report from Prompt 1 or stay in the same chat.]

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Video Ad Messaging

Turns your campaign concept into production-ready words: the hook that opens the ad, the core message it must land, supporting proof points, a closing CTA, and on-brand phrasings for voiceover and on-screen text.

This is messaging only. You are writing what to say, not how to show it. The visual structure, storyboard and timings come in Session 2.

Run this in the same chat as Prompts 1 and 2, or paste your messaging architecture and video ad concept from Prompt 2.

Campaign Guidance Summary

Once you have your brief, messaging architecture and video ad messaging, compress everything into a short Campaign Guidance Summary.

Think of this as the campaign's single source of truth. It keeps your image prompts, video prompts, voiceover scripts and music direction aligned as you move through the workflow.

It should capture the campaign position, primary audience, core proposition, single message for the video ad, hook and supporting points, CTA, messaging pillars, tone of voice, words to use and avoid, visual direction, and key quality checks.

Use this summary in later prompts so every tool you use starts from the same foundation, without repasting the full research report or brief each time.

Generating Visuals (Text-to-Image Prompting):

Text-to-image prompting means describing the campaign visual you want clearly enough for an image tool to create it.

Include the subject, shot type, setting, lighting, mood, composition, style, aspect ratio and what to avoid. Exclusions matter: be specific about what to leave out, such as cluttered backgrounds, generic stock-feeling props, overproduced lighting, or anything that undermines your brand's tone and credibility. The more precisely you define what you do not want, the closer the output gets to your visual direction first time.

Example

Role: Act as a senior copywriter specialising in short-form video advertising. You write words that work on screen and in voiceover.

Context: I have a campaign brief, a messaging architecture, and one chosen video ad concept for **[brand/ product / service]**. I now need the messaging foundation for the ad: the words that will carry the message. I am not asking for a shot list, scene-by-scene script, or timings. That comes later.

[Paste Part 2 (messaging architecture) and Part 3 (video ad concept) from Prompt 2, or continue in the same chat.]

Optional: I have attached my brand guide. Apply its voice and any non-negotiable phrasing.

Task: Develop the messaging for this short-form video ad.

Deliver:

1. Hook line: one short, scroll-stopping line that opens the ad
2. Core message: one sentence that captures what this ad must land
3. Supporting message points: 3 to 4 short lines covering proof, differentiation, and the emotional pull
4. Closing CTA line: one clear instruction
5. On-brand phrasings: 3 to 5 short example phrases the voiceover or on-screen text could draw from
6. Quality check: confirm the messaging avoids invented claims, shame or pressure framing, vague green or medical or miracle language, and that it protects audience dignity

Rules:

- Stay focused on messaging only. Do not produce a shot list, scene-by-scene script or timing
- Keep every line short enough to work both on screen and in voiceover
- Use clear, warm and respectful language
- Use **[British / Canadian / American English]**

Task: Summarise everything we have built into a reusable Campaign Guidance Summary. I will use this summary for later prompts for image generation, video generation, voiceover scripting and music generation, so it needs to be self-contained.

Include:

1. Campaign position (one sentence)
2. Primary audience (one or two lines)
3. Core proposition
4. Single message for the video ad
5. Hook, supporting points, and CTA
6. Messaging pillars
7. Tone of voice, with 3 example phrases
8. Words and phrases to use, and words and phrases to avoid
9. Visual direction (mood, palette, composition guidance, what to avoid)
10. Key risks and quality checks

Rules:

- Keep it concise, specific and practical
- Do not add new ideas
- Do not invent facts, statistics, outcomes, partnerships or programme details
- Use **[British / Canadian / American English]**

[Subject / Product]: Specify your subject or product and any supporting elements.

[Shot type and angle]: Define distance and framing (e.g. close-up, central focus).

[Background]: State the colour and cleanliness of the backdrop.

[Lighting and mood]: Describe the light quality and the emotional register (e.g. high contrast natural light, warm and intimate). Lighting and mood do different jobs, name both.

[Styling]: Indicate realism requirements (e.g. true to life, no artificial gloss).

[Style reference optional]: Name a visual era, photographic style or art movement if relevant (e.g. 1990s product photography, editorial film grain, documentary style).

[Texture]: Describe surfaces, fabrics or finishes relevant to the product or scene (e.g. matte clay, soft cotton, brushed metal).

[Colour palette]: Provide tonal guidance.

[Aspect ratio]: Specify the desired ratio (e.g. 1:1, 16:9, 4:5).

[Exclusions]: List items to exclude.

Additional Prompting Techniques

The below prompts are not covered in the session. They are additional tools you can run in your own time once you have completed the four main prompts.

Technique

The Ideation Wiz Prompt

This prompt generates three to five campaign concepts from your Campaign Brief and Creative Direction. Each concept comes with a name, core idea, target audience, key message, emotional hook, visual style, suggested opening three seconds, best-fit platform and a rationale for why it could work. The closing instruction uses the adviser technique: it asks the model to pose three clarifying questions, one at a time, before generating ideas. This forces the model to understand your brand, offer and goal before it starts creating, which produces sharper, more relevant concepts. Run this in a fresh chat so earlier conversation context does not dilute the output.

Campaign Copy Generator

Use this prompt to turn your campaign brief and chosen concept into a full suite of campaign copy. It produces draft landing page copy, social captions, campaign hooks, a short-form ad script and a video caption. It also asks the model to check the copy for dignity, clarity, tone, invented claims and risky framing before it hands anything back to you.

This is useful when you are ready to build out your full content suite beyond the video ad. The aim is not to let AI publish for you. The aim is to get a strong, on-brand first draft you can review, adapt and use.

Run this after Prompt 2 (Campaign Brief and Creative Direction), using your chosen concept as the creative foundation.

Example

I want to create a marketing campaign for **[type of brand/product/business]**, using AI to develop impactful images, videos, and messaging.

Use the campaign opportunity brief below as your strategic foundation:

[Paste campaign opportunity brief]

Suggest 3–5 campaign concepts that are visually strong, strategically relevant, and suitable for short-form ads.

For each concept, include:

- Concept name
- Core idea
- Target audience
- Key message
- Emotional hook
- Visual style
- Suggested first 3 seconds of the ad
- Best-fit platform
- Why this concept could work

Before suggesting ideas, ask me 3 clarifying questions, one at a time, to understand my brand, offer, and campaign goal.

Role: Act as a senior copywriter and creative campaign writer.

Context: I am creating campaign copy for **[brand name]**, a **[type of brand/product/business]** focused on **[product category or market position]**.

Use this concept as your creative foundation:

[Paste your chosen concept: concept name, core idea, target audience, key message, emotional hook, visual style, suggested first 3 seconds, best-fit platform]

Task: Turn the campaign concept into polished campaign copy for the selected audiences and channels.

Deliver:

1. Landing page hero section: headline, subheading, primary CTA button, secondary CTA button if relevant, short reassurance line
2. Social media copy: 3 short social captions, 3 campaign headlines or hooks, 1 version for an emotional post, 1 version for a practical post
3. Short-form ad script: hook/first 3 seconds with on-screen text, 4–6 shot script outline, closing CTA, platform and format spec
4. Video caption: a short caption to accompany a campaign film or social video
5. Quality check: confirm the copy protects the audience's dignity, avoids shame or pressure-based framing, makes the ask clear, avoids invented or unsubstantiated claims, keeps sustainability language specific and verifiable, and matches the campaign tone

Constraints: Use clear, warm and respectful language. Keep the tone **[insert tone]**. Do not invent statistics, outcomes, partnerships, locations or testimonials. Avoid **[insert words, phrases or messaging risks to avoid]**.

Use **[British / Canadian / American English]**.