

Session 3

Four prompt sequence V2

Your Session 1 prompts, updated

The four Session 1 prompts, with the Session 3 updates carried through end to end. Every prompt in the sequence now carries an explicit thread on conversion readiness, so the CTA at the end of the chain matches what the brand can actually deliver.

Look for **NEW** where a section has been added, and **MODIFIED** where an existing line has been changed. Everything else is unchanged from Session 1.

Prompt 1 · Campaign Intelligence Engine

Tool: ChatGPT Deep Research. Change: one new scope item.

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 or 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 or type of product or service] and 2) a short-form video ad campaign introducing [my brand, product or service] to this audience.

Scope: Research and analyse the following.

- 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 versus 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.
- **NEW** Conversion behaviour and brand readiness: how this audience actually moves from awareness to consideration to purchase in this category, what assets brands use at each stage. [You can specify here what conversion assets your brand currently has live (e.g. landing page, waitlist, shop, email capture, social follow)]. Flag any gap between audience expectations and brand readiness.

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, conversion behaviour and brand readiness assessment, risks and constraints.

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

Prompt 2 · Campaign Brief and Creative Direction

Tool: ChatGPT or Claude. Change: one new bullet in Part 1.

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

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

Context: I have completed research on [brand, product or 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.
- **NEW** Conversion readiness: list the conversion assets the brand currently has live (landing page, waitlist, shop, email capture, social follow, etc.). State the strongest honest CTA ceiling those assets can support. Define one conversion event for this campaign and a target benchmark (e.g. cost per signup, conversion rate, time on landing page).

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 or American] English.

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

Prompt 3 · Video Ad Messaging

Tool: ChatGPT or Claude. Change: two modifications, one to the CTA deliverable and one to the quality check.

What to paste: Parts 2 and 3 from Prompt 2 (messaging architecture and concept) plus the Conversion readiness bullet from Part 1, or stay in the same chat. Optionally attach your existing brand guide if you have one.

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 or 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 1 conversion readiness, 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.
- **MODIFIED** 4. Closing CTA line: one clear instruction that matches the brand's declared CTA ceiling and the defined conversion event from the brief. Do not invent a CTA that asks for an action the brand cannot deliver on.
- 5. On-brand phrasings: 3 to 5 short example phrases the voiceover or on-screen text could draw from.
- **MODIFIED** 6. Quality check: confirm the messaging avoids invented claims, shame or pressure framing, vague green, medical or miracle language, and that it protects audience dignity. Also confirm the CTA matches the brand's conversion readiness and points to an asset that currently exists.

Rules:

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

Prompt 4 · Campaign Guidance Summary

Tool: ChatGPT or Claude. Change: one new section, conversion readiness travels with the brand.

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.
- **NEW** 5. Conversion readiness and success metric: conversion asset the CTA points to, defined conversion event, target benchmark, and the CTA ceiling the brand can currently support.
- 6. Hook, supporting points and CTA (was 5).
- 7. Messaging pillars (was 6).
- 8. Tone of voice, with 3 example phrases (was 7).
- 9. Words and phrases to use, and words and phrases to avoid (was 8).
- 10. Visual direction: mood, palette, composition guidance, what to avoid (was 9).
- 11. Key risks and quality checks (was 10).

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 or American] English.