



# The Art of the Prompt

A prompt guide for Strategists and Creatives



# Before we start:

This is a guide put together by fellow Strategists and Creatives at Google, based on their experiences and observations of Gemini's potential to help on insights and ideation processes.

It does not reflect a comprehensive use of Gemini, but rather intends to inspire users on how to make the most of Gemini to help with specific tasks and use cases.

We hope this can be helpful and welcome your feedback and suggestions of new prompts!

**Questions or feedback?**  
[teamadrenaline@google.com](mailto:teamadrenaline@google.com)



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# You + AI: Relationship Building 101

Some tips and thoughts on how to think about  
AI in your everyday workflow as a marketer.

# 01

# Bring AI Along

# for the Ride

Always invite AI to the table as you go through your work day. You'll quickly get a sense for which tasks AI can supercharge — and some where the human touch is what's needed. Chances are you'll be surprised by the ways in which AI can elevate your work.

# Defining the Relationship

As you'll see; Large Language Models (LLMs) often produces stronger results when you give it clear instructions and define its role. But in doing so, it's also worth considering your own role.

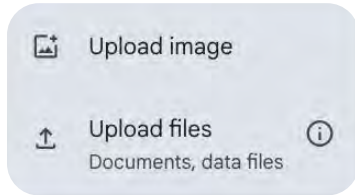
For example; maybe you're a Junior Copywriter? Well, with the help of AI you just got promoted to Creative Director with your own leaned-in collaborator! What information or instruction would you provide, so that it can help you achieve the task at hand?

# Build a Culture Around AI Experimentation

The best way to uncover new use cases and become familiar with AI is to build a work culture around it. Give your team an award for the most 'creative use of AI' in each team meeting. Keep a list of use case and prompts.



# More Than Words



Open your mind to the possibilities that going beyond written text unlocks. Gemini is multimodal; which is a fancy way of saying it can understand different forms of information; including images, sound and video.

Chat with Gemini to supercharge your productivity and creativity. We'll run through some examples later, but you can ask Gemini to help with things like getting simple explanations of complex documents, or getting creative feedback on video ads. You can even leverage Gemini's image creation abilities to fuel the brainstorming process.

# What can Gemini help with?

## Expand, Condense, Iterate, Finesse.



### Expand

Expansive thinking;  
generating new  
perspectives, ideas and  
modes of expression.



### Condense

Synthesizing large  
amounts of information,  
simplifying complexity,  
research, reductive  
thinking.



### Iterate

'Riffing' on existing ideas,  
creating variations,  
different tones and voices.



### Finesse

Honing and  
polishing existing ideas  
and/or creative.

# What can Gemini help with?

Expand, Condense, Iterate, Finesse.



## Expand

Generate a social media campaign idea



## Condense

What are the five key takeaways in this report?



## Iterate

Give me 5 surprising and interesting variations of this copy line



## Finesse

Make this elevator pitch sound a little more exciting

# The Art of the Prompt

And like any art, there are no hard and fast rules. Experiment. Iterate.

# 02

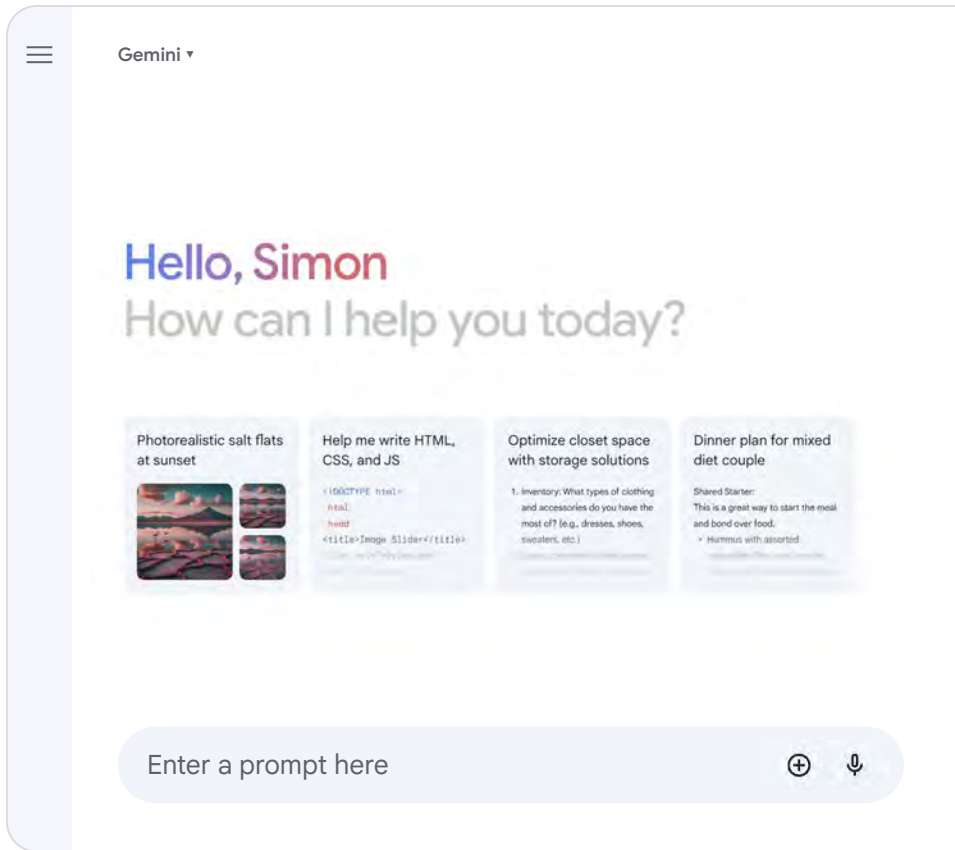
# Why are prompts important?

A prompt is an instruction you write to interact with a chatbot.

Large Language Models (LLM) can make sense of prompts written in a conversational tone. Natural Language Processing (NLP) is a significant development in improving AI systems.

When you chat with Gemini, the prompts you write play a key role in shaping the response. Thoughtful prompts lead to better results.

Next, we explore a structure to increase the quality of your prompts.



# The Art of the Prompt

## The Building Blocks

### Persona

What role do you want Gemini to take on?



You are a Content Marketer for a major travel company.

### Task

Clearly define the task and/or goal.



Generate 5 ideas for blog content that feel relevant and will appeal to frequent travelers and the tourism industry.

### Context

Provide more context on the style or content.



Make the topics unique. There are lots of tourism blogs out there — let's come up with fresh angles that would stand out. Keep the topics relevant. Tap into current trends or recent challenges and or innovations within the tourism industry when brainstorming.

### Format

What format do you want the result to take?



Share back the ideas in a bulleted list. Each idea should include a section for a) the target audience and why this appeals to them. b) The content outline c) a CTA.

# The Art of the Prompt

## The Building Blocks

You don't always need to include all four; but it can be a good mental model for yourself when prompting. It can get a little getting used to; but imagine you're talking to a person with none of the context you have.



**What am I really asking for?**

**Am I expecting a certain style?**

**And just for fun; what if I asked for the complete opposite?**

# 4 Tips on Prompt Writing

## Use natural language.

Write as if you're speaking to another person. Express complete thoughts  
In full sentences.

01

## Be specific and iterate.

Tell Gemini what you need it to do (summarize, write, change the tone, create).  
Provide as much context as possible.

02

## Be concise and avoid complexity.

State your request in brief — but specific — language.  
Avoid jargon.

03

## Make it a conversation.

Fine-tune your prompts if the results don't meet your expectations or if you believe there's room for improvement. Use follow-up prompts and an iterative process of review and refinement to yield better results.

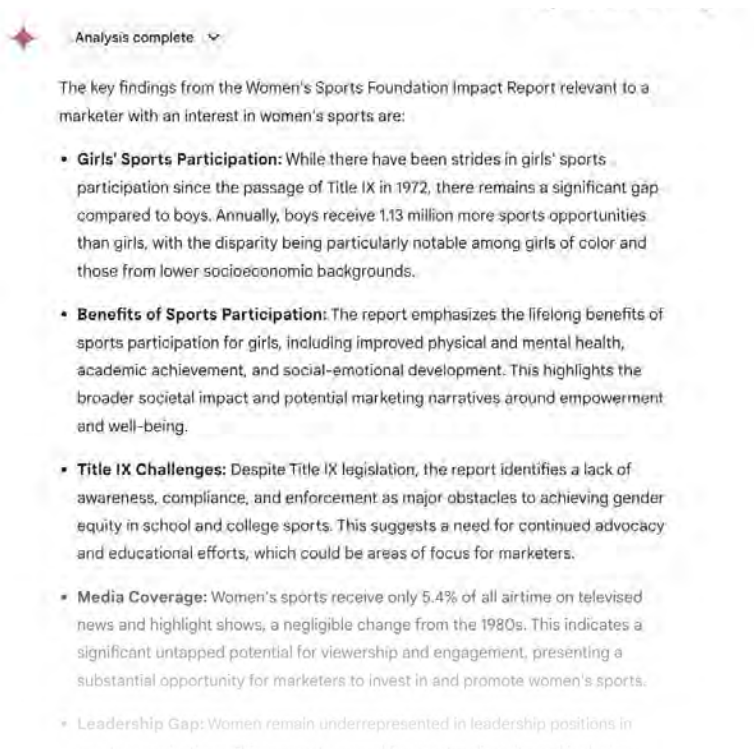
04



# Prompts for Strategists

03

# Research Analysis



## Gemini Advanced



“You're an expert at reading reports and pulling out the most salient details. I'm sharing a report on women in sport. Could you read through the report and summarize the key findings, focusing on insights that would be most relevant and interesting for a marketer with an interest in women's sports?”

### Is there such a thing as too much research?

For strategists overflowing in data and reports; consider leveraging Gemini to help you skim through lengthy documents and identify the key details.

# Use Case Expand

## Research Analysis

### ◆ Next Steps

- **Research and Data:** Conduct further research to understand the specific needs and preferences of your target audience, including their favorite sports, athletes, and consumption habits. This will help you tailor your campaigns and messaging effectively.
- **Partnerships and Collaborations:** Partner with organizations like the Women's Sports Foundation, sports leagues, teams, and athletes to amplify your impact and reach a wider audience. Collaborate on campaigns, events, and initiatives that promote gender equity in sports.
- **Storytelling and Content Creation:** Develop compelling stories and content that highlight the achievements, challenges, and resilience of female athletes. Use various platforms and channels to share these stories and engage with audiences authentically.
- **Sponsorship and Investment:** Consider sponsoring women's sports teams, events, or individual athletes. Invest in grassroots programs that promote girls' participation in sports. This will not only support the growth of women's sports but also enhance your brand's reputation and social impact.
- **Advocacy and Thought Leadership:** Use your brand's platform to advocate for gender equity in sports. Share your insights and perspectives on the issue, participate in relevant discussions, and support policy changes that promote equal opportunities for girls and women in sports.

By taking these steps, you can leverage the insights from the Women's Sports Foundation Impact Report to develop effective marketing campaigns that not only

## Gemini Advanced



"I'm a brand strategist who is working on marketing campaigns designed to improve equity across the sports world. What are some key takeaways of this report for my work? What are some next steps you would recommend?"



**Don't stop there!** Where else could Gemini help? What are some thought-provoking questions those summary points raise? What might next steps look like? Where should you focus?

# Research Analysis



## Next Steps

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Here are my last 5 campaign reports, can you find some common themes and some anomalies? What would you recommend I ask my agency team?"

# Break Down Complex or Specialized Reports

**Analysis complete**

AlphaFold is a groundbreaking artificial intelligence (AI) system developed by Google DeepMind. It has the remarkable ability to predict the 3D structures of proteins with exceptional accuracy, a feat that has long been a challenge in the field of biology.

Proteins are the fundamental building blocks of life, playing crucial roles in virtually all biological processes. Understanding their 3D structures is essential for deciphering how they function, which in turn can lead to advancements in medicine, drug discovery, and our understanding of diseases.

Traditionally, determining protein structures has been a laborious and time-consuming process, often taking months or even years. AlphaFold changes this by using AI to predict these structures based solely on the protein's amino acid sequence, which is like its genetic blueprint.

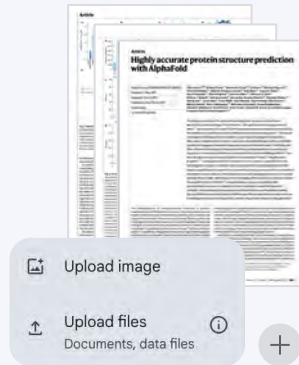
The significance of AlphaFold lies in its unprecedented accuracy. It has been rigorously tested and has consistently produced protein structure predictions that rival those obtained through experimental methods. This level of accuracy opens up new avenues for research and development in various fields.

In essence, AlphaFold is a powerful tool that accelerates our understanding of proteins, the workhorses of life. Its ability to predict protein structures quickly and accurately has the potential to revolutionize how we study biology and develop new

## Gemini Advanced



“You're a skilled educator with a brilliant ability at turning complex topics into easy-to-understand formats that are engaging, illuminating and thought-provoking. I'm going to give you a whitepaper from Google DeepMind. Could you explain it to me as someone with no knowledge about machine learning, with no technical language? Summarize in a few paragraphs and please attempt to include all of the most salient points.”



Use Gemini to get an easy-to-understand breakdown of a complex topic or a subject matter that you are less familiar with. Think about the format you'd most appreciate. Maybe it's a simple but engaging breakdown of the key points....

# Break Down Complex or Specialized Reports



Gemini **Advanced**

That's great; now please could you imagine you're explaining it to a high school student?

Analysis complete

AlphaFold is like a super-smart computer program designed to solve a puzzle that's been stumping scientists for a long time: how to figure out the 3D shape of proteins.

Imagine proteins as tiny machines that do all sorts of important jobs in our bodies, like helping us digest food, fight off infections, and even see. These machines are made up of long chains of building blocks called amino acids, and the way these chains fold into unique 3D shapes is crucial for how the proteins work.

For many years, scientists had to use complex and time-consuming methods to figure out these protein shapes. It was like trying to assemble a puzzle without knowing what the final picture should look like. But AlphaFold changes the game.

AlphaFold is like having a cheat sheet for the protein puzzle. By looking at the sequence of amino acids in a protein, it can predict the final 3D shape with amazing accuracy: it's like having a super-powered microscope that lets us see the protein's structure without having to spend years in a lab.

This is a big deal because knowing the shape of a protein helps us understand how it works. And when we understand how proteins work, we can develop new medicines to treat diseases, create better crops, and even design new materials.

AlphaFold is a game-changer in the world of science. It's like a superhero that's

Gemini **Advanced**

That's great; now please could you imagine you're explaining it to a friend over coffee?

# Market Research

◆ Absolutely! Here's an overview of the electric car market in Iceland, known for its leading position in electric vehicle (EV) adoption:

## Market Size & Recent Sales Data:

- **2022:** Iceland boasted a plug-in market share of just under 56%, making it the second-highest globally after Norway.
  - Battery electric vehicles (BEVs): 33% market share
  - Plug-in hybrid electric vehicles (PHEVs): 23% market share
- **April 2023:** Registered EVs in use:
  - BEVs: 19,215
  - PHEVs: 20,982
- **Overall EV share:** As of 2022, EVs represented around 14% of Iceland's total passenger car fleet.

## Recent Trends (2024):

A notable trend has been observed in early 2024, with a significant drop (almost 50%) in new electric car sales compared to the same period in 2023. This decline is part of a broader trend in car sales, with gasoline and diesel car sales also falling by 45% during the same period.

## Future Growth Projections:

While recent sales figures might seem discouraging, the long-term outlook for EVs in Iceland remains positive, with government incentives and infrastructure improvements expected to drive future growth.

# Gemini



"You're an expert marketing researcher. Give me an overview of the market size for electric cars in Iceland. Include data on electric car sales in Iceland in the past few years, as well as projections for future growth. Mention any government incentives or policies that are affecting the market."



Gemini can also act as a great assistant for desk research. Consider the different elements of the research process and where AI might be able to get you to better level of understanding much more quickly...

# Market Research

◆ Absolutely! Here's a synthesized overview of the key players in the Icelandic electric vehicle (EV) market, based on current research:

## Iceland's EV Market Landscape

Iceland stands out as a global leader in EV adoption. Several factors contribute to this:

- **Abundant Renewable Energy:** Nearly 100% of Iceland's electricity comes from renewable sources (hydroelectric and geothermal), making EVs a truly green choice.
- **Government Incentives:** Tax exemptions and other incentives have made EVs more affordable for consumers.
- **Charging Infrastructure:** While still developing, the charging network is expanding, particularly in urban areas.

## Key Players in the Icelandic EV Market

Company	Role	Unique Selling Proposition (USP)
Tesla	EV Manufacturer	Strong brand recognition, cutting-edge technology, Supercharger network
Nissan	EV Manufacturer	Popular Leaf model, known for reliability and affordability

Write name of EV model, location

# Gemini



“You're an expert market researcher with skills at conducting market research. I want to understand who the main companies are involved in the electric vehicle market in Iceland. First conduct research across multiple sources to identify the key players. Once done, synthesize the information and provide a concise overview of the Icelandic EV market landscape. Share back the list in a table format; list the main companies with a quick summary of their role. Include a section for their USP.”

**Let's go a step further.** Now, assume we want to get a quick overview of the key players or understand the competition a little better? Let's invite Gemini to help pull together a quick competitive analysis report.



# Use Case Expand

## Market Research



Notice that 'Export to Sheets' button at the bottom right of our table? Gemini will even turn that table into a Sheets spreadsheet for us. Neat!

<b>Local Car Rental Companies</b>	EV Rental Providers	Increasingly offering EVs in their fleets to cater to environmentally conscious tourists.
<b>Instavolt</b>	Charging Infrastructure Provider	UK-based company with a growing network of fast chargers in Iceland.

Export to Sheets

Company	Role	LDP
Tesla	EV Manufacturer; Charging Infrastructure Provider	Global leader in EV technology, extensive Supercharger network in Iceland.
Ork Power	Charging Infrastructure Provider	Largest clean energy provider in Iceland, extensive public charging network across the country.
Orka Nattúrunnar (Orka)	Energy Company; Charging Infrastructure Provider	Wide range of energy solutions, including home charging solutions and access to public charging network.
NI	Fuel Retailer; Charging Infrastructure Provider	Widespread network of service stations with charging facilities, convenient for EV drivers.
Orka	Fuel Retailer; Charging Infrastructure Provider	Similar to NI, offers charging at many of its service stations.
Hyundai	EV Manufacturer	Popular models like the Kona Electric and IONIQ 5 are well-suited for Icelandic conditions.
Nissan	EV Manufacturer	The Leaf is a popular choice for its affordability and practicality.
Renault	EV Manufacturer	The Zoe is another popular model, known for its compact size and long range.
Mitsubishi	EV Manufacturer	The Outlander PHEV offers a balance of electric and gasoline power, a good option for longer trips.
Local Car Rental Companies	EV Rental Providers	Increasingly offering EVs in their fleets to cater to environmentally conscious tourists.
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# Audience Research



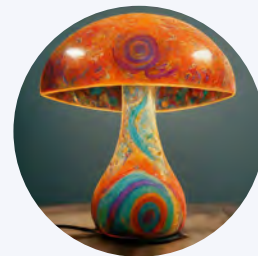
Absolutely! Here are 10 potential target audiences for your groovy '60s-inspired mushroom lamp, along with the reasoning behind their appeal:

1. **Mid-Century Modern Enthusiasts:** This group appreciates design from the 1950s and 60s and would likely see the lamp as a charming addition to their home decor.
2. **Nostalgia Seekers:** People who love reminiscing about the past or have a fondness for the '60s aesthetic would be drawn to the lamp's retro vibe.
3. **Psychedelic Art & Music Fans:** The mushroom shape and colorful design of the lamp might resonate with those who appreciate the psychedelic art and music of the era.
4. **Collectors of Vintage or Unique Items:** The lamp's distinctive design could make it an appealing addition to a collection of unusual or vintage items.
5. **Interior Designers:** Professionals looking for unique pieces to add character to their projects might be interested in the lamp's eye-catching design.
6. **College Students or Young Adults:** Those decorating their first apartments or dorm rooms might be attracted to the lamp's fun and quirky aesthetic.
7. **Gift Givers:** The lamp's unique design could make it a memorable and thoughtful gift for a variety of occasions.
8. **Bohemian or Eclectic Decorators:** Individuals who embrace a mix of styles and patterns in their homes might be drawn to the lamp's free-spirited vibe.

## Gemini



“You're an expert marketing researcher. I'd like some help identifying 10 target audiences who might be interested in our product, along with a brief explanation of why each audience would find it appealing. Please consider demographics, interests, and needs when generating your suggestions. My product is a groovy '60s inspired mushroom lamp.”



Let's turn our focus to audience research and insights. Let's say you're marketing a new product and you're attempting to find the right target audience. Compare your own thoughts with Gemini.

# Comms Strategy

◆ Absolutely! Here are 10 unique situations where forgetting a password could become a major inconvenience, particularly relevant to Google Chrome's target audience:

1. **International Travel:** Imagine arriving in a foreign country and realizing you can't access your airline confirmation, hotel booking, or digital wallet because you forgot the password. This could lead to delays, extra costs, and a lot of stress.
2. **Job Application Deadline:** You've found your dream job and are ready to submit your application, but you can't access your online portfolio or resume due to a forgotten password. This could cost you a life-changing opportunity.
3. **Medical Emergency:** A loved one is hospitalized, and you need to access their medical records or insurance information online, but you can't remember the password. This could cause delays in treatment and unnecessary anxiety.
4. **Tax Season:** It's tax time, and you need to file your returns, but you can't log in to your tax preparation software or online bank account because of a forgotten password. This could lead to late filing penalties and financial stress.
5. **Smart Home Lockout:** You're locked out of your smart home and can't remember the password to unlock it remotely. This could mean being stranded outside or needing to call a locksmith.
6. **Cryptocurrency Wallet:** You've invested in cryptocurrency, but the price is soaring, and you can't sell because you forgot the password to your digital wallet. This could mean missing out on significant gains.

## Gemini Advanced



“You're a brand strategist and researcher at a major agency. Your client is Google Chrome who have a feature that will ensure you never forget a password again. Could you tell me; what are 10 unique situations where forgetting a password may become a major inconvenience?”

Gemini can also help build out your comms strategy approach. Let's say you have a product feature or value proposition and you want to back into the potential use cases you might show in an advertisement or use for a targeting strategy...

# Audience Research

◆ Absolutely! Here's a framework of 10 questions for your advertising panel, designed to gather comprehensive feedback:

1. **What was your initial reaction to the ad?** (Gauges immediate emotional response and gut feeling.)
2. **What message do you think the ad was trying to convey?** (Determines if the intended message was received correctly.)
3. **Were there any specific elements in the ad that stood out to you? (If yes, please describe.)** (Identifies particularly impactful visuals, phrases, or sounds.)
4. **Did the ad make you want to learn more about the product/service?** (Measures potential for generating interest and further engagement.)
5. **Do you think the ad was relatable? If so, how?** (Assesses how well the ad connected with the target audience on a personal level.)
6. **Was there anything in the ad that you found confusing or unclear?** (Reveals any potential communication gaps or misinterpretations.)
7. **Would you share this ad with others? Why or why not?** (Gauges the potential for the ad to go viral and spread organically.)
8. **On a scale of 1 to 10, how effective do you think this ad was? Why?** (Provides a quantifiable measure of overall impact and prompts for specific reasoning.)
9. **How does this ad compare to other ads for similar products/services?** (Evaluates the ad in the context of competitors and industry standards.)
10. **If you could change one thing about this ad, what would it be?** (Offers constructive feedback for potential improvements.)

## Gemini Advanced



“You're an experienced market researcher with a particular skill at putting together audience panels for advertising companies who want to understand how people will react to their advertisement and the message they're trying to convey to their customers. Could you develop a framework of 10 questions that we will ask the panelists once they've watched our ad? For each question, please provide a one sentence summary of why you recommend asking it”

Now let's say you're preparing a (human!) focus group or panel to review your creative. Can Gemini help you identify the right questions to ask? Play around with general input and then get specific; what happens if you provide your campaign goals and the ad itself?

# Strategic Frameworks

◆ I think I have enough information to develop the Get/To/By framework. Here's what I propose:

**Get:** Busy millennial pet owners who prioritize convenience and quality ingredients for their furry family members.

**To:** Choose our new dog food as their go-to option for nourishing their dogs with healthy, convenient meals.

**By:** Positioning our dog food as the premium yet affordable choice that delivers on both convenience and quality, filling the gap in the market currently dominated by traditional brands that prioritize convenience over quality.

Does this framework resonate with you, or would you like to refine it further?

## Gemini Advanced



“We're both brand strategists at a major advertising firm. I'm developing a Get/To/By strategic framework for our new dog food client's advertising campaign. To get there, I want you to keep asking me questions until you feel you have enough information to generate the framework for me. If at any stage you feel you don't have enough information, then keep asking relevant questions. Let's go one question at a time.”

You can also leverage Gemini to guide you through the strategy process. For example, imagine you're developing a 'Get/To/By framework'. A great way to get there is to prompt Gemini to ask you relevant questions until the strategy starts to materialize. Let's try it.

# Prompts for Creatives

04

## Use Case Expand

# Idea Generation

◆ Absolutely! Here's a creative advertising concept based on the insight you've provided:

**Campaign Title:** "Dinner's Better Together"

**Concept:** The campaign centers on the emotional bond between pet owners and their dogs, highlighting the shared dinnertime experience.

**Key Message:** "Don't just eat together, *feast* together. Because dinner is more than a meal; it's a moment to bond."

**Advertising Tactics:**

- **TV Commercial:** A heartwarming 30-second spot featuring a montage of different families and individuals enjoying dinner with their dogs. The dogs are shown eating their own bowls of the new dog food, visibly excited and content. Voiceover narration emphasizes the joy of sharing a meal with your best friend and the importance of providing them with nutritious food that mirrors the quality of your own.
- **Print Ads:** Series of print ads showcasing close-up shots of dogs and their owners enjoying dinner together. The ads use humorous captions that play on the idea of shared mealtime rituals, like "Who needs table manners when you have unconditional love?" and "Leftovers? Never heard of them."
- **Social Media Campaign:** A user-generated content campaign encouraging pet owners to share photos and videos of their own dinnertime routines with their dogs using a branded hashtag. The brand could also partner with pet influencers to create engaging content around the theme of shared meals.

## Gemini



"I'd like to leverage your expertise in market research and brand strategy to develop a creative marketing campaign for a new brand of dog food. We've uncovered the insight that pet owners feel guilty eating in front of their pets, so they'll often feed their dog during their own dinnertime. Could you come up with an interesting advertising idea based off of this insight?"

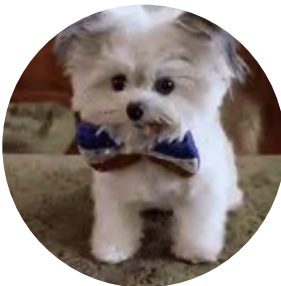


So your brand strategists have uncovered a killer human truth or insight for your advertising campaign. Chat with Gemini to jumpstart the brainstorming process by uncovering some interesting ideas that directly build on that insight.

# Idea Generation



**Pretty good!** Now, let's start iterating. We've got the basic idea; but let's see how that could play out across different formats and media....



## Additional Ideas:

- **Limited Edition “Dinner Date” Packaging:** Create a special edition package of the dog food designed to look like a fancy restaurant takeout bag or box.
- **“Doggie Dining Etiquette” Guide:** Develop a playful guide to dinnertime etiquette for dogs and their owners, filled with humorous tips and tricks for making mealtime more enjoyable for everyone.





## A YouTube Shorts Concept?



Absolutely! Here's a YouTube Shorts concept based on the "Dinner's Better Together" campaign idea:

**Short Title:** Dinnertime Duet

**Video Description:** Who says dinnertime can't be a duet? This dog owner and their furry friend are showing us how it's done! #DinnersBetterTogether #DogFood #PetLove #Yummy

**Visuals:**

1. **Close-up of a person's hand** placing a delicious-looking plate of food on the dinner table. The plate should look appealing to humans, suggesting a high-quality meal.
2. **Quick cut to a dog's bowl** being filled with the new brand of dog food, Show the dog food in a way that highlights its visual appeal and texture.
3. **Split-screen view** with the person on one side and the dog on the other. Both are eating their meals with gusto and enjoyment. Use upbeat background music to emphasize the fun and shared experience.
4. **Zoom in on the dog's happy face** as it finishes its meal, licking its lips with satisfaction. Insert a text overlay that says, "Feasting like a king/queen!"
5. Final shot of the person and dog cuddling together on the couch after dinner, showcasing the bond and connection fostered by the shared meal. End with the

## A Billboard?



Absolutely! Here's a fun and innovative billboard concept to grab attention and spark curiosity:

**Billboard Concept:** "Scratch & Sniff Dinnertime"

**Visuals:**

- **Giant Dog Nose:** The billboard features a large, 3D dog nose protruding from the surface. The nose is textured and realistic, inviting interaction.
- **Hidden Compartment:** Behind the nose, there's a hidden compartment containing scented strips that smell like the new dog food.
- **Instructions:** A playful message near the nose encourages passersby to "Scratch & Sniff Dinnertime" and discover the irresistible aroma of the new dog food.

**Interactivity:**

- **Motion Sensor:** A motion sensor activates a mechanism that releases the scent when someone approaches the billboard.
- **QR Code:** A QR code near the nose allows people to scan it with their smartphones to access more information about the dog food, watch a short video, or even place an order online.

**Additional Elements:**

- **Brand Logo:** Prominently displayed on the billboard to reinforce brand awareness.
- **Campaign Hashtag:** #DinnersBetterTogether incorporated into the design.

**Why It Works:**



### A Brand Partnership?

◆ Absolutely! Here's an interesting media partnership idea for the "Dinner's Better Together" campaign with a major publisher:

**Partnership with: The New York Times Cooking Section**

**Why The New York Times Cooking:**

- **Authority & Reach:** The New York Times Cooking section is a trusted source for recipes and food-related content, reaching a massive audience of food enthusiasts and home cooks.
- **Cultural Relevance:** The NYT Cooking brand is synonymous with quality, sophistication, and a modern approach to food, aligning well with the premium positioning of the new dog food.
- **Engagement:** The NYT Cooking platform offers a variety of formats for content, including articles, videos, and social media engagement, allowing for a multi-faceted campaign.

**Campaign Concept: "Dinner for Two (and Four Paws)"**

- **Content Series:** Create a series of articles and videos featuring renowned chefs and food personalities cooking delicious meals for themselves and their dogs using the new dog food as a base ingredient. The content would highlight the versatility and quality of the dog food while showcasing creative and gourmet recipes that appeal to both humans and their canine companions.
- **Recipe Contest:** Host a recipe contest inviting readers to submit their own original recipes using the new dog food. The winning recipes would be featured on the NYT Cooking platform and potentially even published in a cookbook.

### A Podcast Ad?

◆ Absolutely! Here's a podcast ad idea that aligns with the "Dinner's Better Together" theme:

**Podcast Ad Concept:** The "Dinnertime Dilemmas" Podcast Segment

**Target Podcasts:** Podcasts that cater to dog owners, pet enthusiasts, food lovers, or those interested in lifestyle and relationships.

**Ad Format:** Mid-roll or post-roll ad, ideally integrated into the podcast's natural flow of conversation.

**Ad Length:** 30-60 seconds.

**Script Outline:**

- **Intro:** *Sound of a dog whining softly in the background. "Ever feel guilty enjoying a delicious meal while your furry friend stares longingly at your plate?"*
- **Problem:** "Dinnertime can be a dilemma for many pet owners. We want to savor our meals, but we also want our dogs to feel included and well-fed."
- **Solution:** "Introducing [New Dog Food Brand], the answer to your dinnertime dilemmas. Our nutritious and delicious recipes are made with high-quality ingredients that both you and your dog will love."
- **Benefit:** "With [New Dog Food Brand], you can finally enjoy dinner together, knowing your dog is getting a meal that's just as satisfying as yours. Plus, it's a great way to bond with your furry best friend over a shared experience."

# Ideation: Talent and Partnerships

◆ Absolutely! Here are 5 social media influencers/YouTubers who would be a great fit for a "Dinner's Better Together" campaign, targeting millennial pet owners:

1. **The Sorry Girls** (YouTube): These DIY queens have a huge millennial following and recently adopted a dog, making them relatable to the target audience. They could create a fun video showcasing how they make dinner for themselves and their pup, incorporating the new dog food into the recipe.
2. **Alex French Guy Cooking** (YouTube): Alex is a popular cooking YouTuber known for his simple, delicious recipes and charming personality. He often features his dog, making him a natural fit for this campaign. He could create a video showcasing a "one-pot" meal for both humans and dogs, using the new dog food.
3. **The Dodo** (Social Media): The Dodo is a massive social media presence focused on animal stories and heartwarming content. Partnering with them could involve creating a sponsored post or video highlighting the importance of mealtime bonding with pets, showcasing real pet owners using the new dog food.
4. **Rosanna Pansino** (YouTube): Rosanna is a baking YouTuber known for her Nerdy Nummies series. While not exclusively pet-focused, she has a wide millennial audience and could create a fun video baking dog-friendly treats using the new dog food as an ingredient.
5. **Binging with Babish** (YouTube): Andrew Rea, the creator of Binging with Babish, recreates iconic dishes from movies and TV shows. He could create a special episode featuring a dog-friendly version of a classic meal, incorporating the new dog food in a humorous and engaging way.

## Gemini



Okay, awesome! Let's imagine we're building a social and YouTube activation around the concept of 'Dinner's Better Together' and the insights we discussed about the challenges and solutions around mealtime for pet owners. To promote the new dog food in a fun and engaging way, can you recommend 5 social media influencers or YouTubers who would be a good fit for this campaign? Consider creators who resonate with a millennial audience and who create content about pets or cooking.



**Pretty good!** Now, let's start iterating. We've got the basic idea; but let's see how that could play out across different formats and media....

# Ideation: Getting Feedback

◆ Absolutely! Here's a simulated audience panel discussion on the "Dinner's Better Together" campaign and the influencer selection, featuring feedback from four diverse personas:

## Persona 1: The 25 Year Old Dog Mom

- **Reaction:** "OMG, I love this! This is so me! I totally feel guilty eating in front of my pup, so I always end up sharing my food with her. This campaign speaks to my heart."
- **Viewpoint:** She finds the campaign relatable and emotionally resonant. She's excited about the idea of cooking meals she can share with her dog and loves the influencer choices, especially The Dodo and Doug the Pug.
- **Summary:** A strong supporter of the campaign who sees it as a reflection of her own experiences.

## Persona 2: The Busy Millennial

- **Reaction:** "Hmm, this is cute, but I'm not sure how realistic it is. I mean, I barely have time to cook for myself, let alone my dog. And these influencers, while popular, don't really fit my busy lifestyle."
- **Viewpoint:** They appreciate the sentiment but find the concept impractical for their hectic schedule. They're not as familiar with the suggested influencers and would prefer to see content from creators who share quick and easy meal solutions.
- **Summary:** Skeptical about the campaign's feasibility for their lifestyle and seeks more practical solutions.

# Gemini




"This is great! Now let's run this idea through 4 different individuals with diverse viewpoints to get their thoughts on the concept of 'Dinner's Better Together' campaign and the influencer selection. The format would be similar to an advertising audience panel discussion. The five personas are: "25 Year Old Dog Mom", "The Busy Millennial", "The Cynic", and the "The Optimist." Consider how each persona would react to the idea and provide a quick summary of their views and be sure to keep their unique tone intact. Have them give explanations for their viewpoints."

Now what if you get those ideas reviewed by a panel of diverse voices? Consider using Gemini to view the idea through different lenses by creating your own virtual panel; see what they love and any holes they might identify in your idea! Use the info to identify potential pitfalls or help polish the idea.


# Ideation: Firming Up the Pitch


Now remember, Gemini can go beyond just text and we're going to need some awesome visuals for that presentation. One catch; we won't have the full creative resources until the idea is approved. Let's see if Gemini's image generation can come to the rescue.







 Sure, here is a photo-realistic image of a happy dog at a dinner table; shot on a 35mm slightly wide-angle lens, mid-length shot, warm colors. Realist.

◆ Sure, here is a photo-realistic image of a happy dog at a dinner table; shot on a 35mm slightly wide-angle lens, mid-length shot, warm colors. Realist:



 Generate more

# Ideation: Firming Up the Pitch

Our research revealed a surprising truth: pet owners feel guilty eating in front of their dogs. We're tapping into this emotional insight with "Dinner's On Us," a campaign that transforms mealtime into family time, where both humans and their furry friends can enjoy dinner together, guilt-free. This is more than just dog food; it's a catalyst for connection and joy.



## Gemini



Now imagine I'm taking this idea and pitching it to the CMO of the company. I need a pithy, simple but engaging elevator pitch on the idea to put in the front of my presentation. It should summarize and encapsulate the main elements of the idea but be brief and just a couple of sentences. The goal is to generate excitement and interest in the idea.

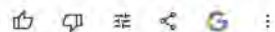
**Bingo.** Now, let's imagine it's time to present this to some key stakeholders; the CMO of the company or our lead client. We're not going to have a lot of time, so we need to communicate the idea clearly and quickly. What's the elevator pitch?

# Ideation: Firming Up the Pitch

◆ Gentlemen, imagine this: a dimly lit kitchen, the aroma of a home-cooked meal filling the air. A man sits at the table, savoring each bite, while his loyal companion stares up with hungry eyes. Guilt gnaws at the man's heart—a familiar pang felt by millions of pet owners across America.

This guilt, gentlemen, is a powerful emotion. It's the unspoken bond between man and beast, a longing for connection that goes beyond a simple feeding bowl. We're tapping into this primal instinct with "Dinner's On Us."

This isn't just another dog food campaign. It's a cultural movement that redefines family time, where every dinner becomes a shared experience, a symphony of wagging tails and contented sighs. We're not just nourishing bodies, we're nourishing relationships. We're not selling kibble, we're selling love.



## Gemini



“Let's go back to that elevator pitch. Could you reword it in the style of Don Draper?”



Now, just for fun....  
Grab a drink and let's get back to preparing.

# Ideation: Firming Up the Pitch

◆ Absolutely! Here are 5 potential questions the CMO might ask, along with preparation tips:

- Question:** "This is a heartwarming concept, but how do we know pet owners truly feel this guilt, and will it resonate enough to drive sales?"
  - **Preparation:** Be ready to present the market research findings that uncovered this insight. Highlight any relevant data on pet owner behaviors or attitudes that support the guilt factor.
- Question:** "Our competitors also offer high-quality dog food. How will this campaign differentiate us and make us stand out in the market?"
  - **Preparation:** Emphasize the unique emotional appeal of this campaign, focusing on how it connects with pet owners on a deeper level than just product features. Highlight the campaign's potential to create a brand identity centered around family and connection.
- Question:** "What are the projected costs for this campaign, and how do we measure its success in terms of ROI?"
  - **Preparation:** Have a detailed budget breakdown ready, outlining costs for ad production, media placement, social media promotion, etc. Prepare clear metrics to measure success, such as increased brand awareness, social media engagement, website traffic, and ultimately, sales lift.
- Question:** "How will this campaign integrate with our existing marketing efforts and overall brand strategy?"

## Gemini



Fantastic. Now, you have a lot of experience presenting creative marketing ideas to key stakeholders at the C-Suite level. I'd like you to think through the idea and imagine you are the CMO hearing about the entire idea and our activation suggestions. What kind of questions do you think they're going to ask me? Could you give me 5 examples of potential questions. For each I'd also like you to include a sentence or two on how you think I might be able to prepare.

In all seriousness, let's think about the planning process for that all-important meeting. We've all had a sleepless night running through all the questions our stakeholder might ask. So, let's see if Gemini can help us prepare.



## Use Case

# Ideation: Creative Analysis

Here are a few other ideas of how you can use Gemini as your creative partner, leveraging the different personas it can incorporate.



How would you adapt this ad for the Japanese market?

What about this ad do you think will resonate emotionally?

How original did you find this idea?

What were the most engaging parts of this ad?

How would you adapt this ad for social media?

How do you think a teenager would relay this ad back to their parent? Their best friend?

How would you give feedback in this idea if you were a Cannes Lions judge?

## Use Case Iterate

# Copywriting

◆ Absolutely! Here are 10 novel ways to say gardening is great for couples:

1. Gardening: the couples therapy that actually bears fruit.
2. Two green thumbs are better than one in the garden of love.
3. Digging deeper together, one trowel full of intimacy at a time.
4. From seedlings to soulmates, gardening is a growth journey for two.
5. Compost your conflicts and cultivate compassion in the garden.
6. Let love bloom in every corner of your shared Eden.
7. Gardening: the original sweat equity for building a strong relationship.
8. Find your rhythm together in the dance of planting, watering, and harvesting.
9. A garden is a living testament to a couple's ability to nurture and grow.
10. From soil to soul, gardening nourishes both love and life.

I hope these provide some inspiration!

San Francisco, CA, USA · [Update location](#)



## Gemini



“You're an experienced copywriter at a major agency. As a result you're particularly skilled at taking the value proposition of a company's product and turning into creative copy for any situation. I'd like you to generate 10 unique metaphors for the product USP I've about to provide”

# Copywriting

◆ Absolutely! Here are 10 metaphors that capture the essence of the toothpaste's value proposition:

1. **A Smile Makeover in a Tube:** Transform your smile with just a few brushes.
2. **Your Mouth's Personal Trainer:** Strengthens and tones your teeth and gums.
3. **A Spa Day for Your Smile:** Rejuvenates and refreshes your whole mouth.
4. **The Fountain of Youth for Your Teeth:** Turns back the clock on your smile's age.
5. **A Confidence Booster in Every Brush:** Unleash your inner smile superhero.
6. **The Swiss Army Knife of Oral Care:** One product for a multitude of benefits.
7. **Your Smile's Fairy Godmother:** Grants your wish for a healthier, brighter smile.
8. **The Secret Ingredient to a Winning Smile:** Unlock your smile's full potential.
9. **The Bridge to a More Confident You:** Cross over to a brighter future.
10. **A Smile Investment That Pays Dividends:** Reap the rewards of a healthier, happier you.

These metaphors aim to evoke a sense of transformation, rejuvenation, and confidence, aligning with the toothpaste's promise of both functional and emotional benefits.

## Gemini



“You’re an experienced copywriter at a major agency. As a result you’re particularly skilled at taking the value proposition of a company’s product and turning into creative copy for any situation. I’d like you to generate 10 unique metaphors for the product USP I’m about to provide”

### Value Proposition

The toothpaste provides noticeably healthier teeth and gums within two weeks of use, resulting in a brighter smile and increased confidence for the user. It combines oral health benefits with aesthetic improvements, appealing to both functional and emotional needs.

Try not to think of Gemini as a substitute for the human creative; instead think of it as a brainstorming partner that can help us quickly explore a range different territories and pathways. Here’s one such way...

# Copywriting

◆ Absolutely! Here are 5 billboard-ready copy lines based on the toothpaste's value proposition:

**Option 1: Benefit-Focused & Concise**

"Two Weeks to a Healthier, More Confident Smile."

**Option 2: Playful & Intriguing**

"Your Smile's Secret Weapon? (Hint: It's in the Tube)"

**Option 3: Emotional Appeal & Curiosity**

"Smile Brighter. Feel Better. In Just Two Weeks."

**Option 4: Rhyming & Memorable**

"Healthy Gums, Pearly Whites, Two Weeks to New Heights!"

**Option 5: Direct & Results-Oriented**

"Noticeably Healthier Teeth & Gums. Guaranteed. Two Weeks."

**Additional Considerations for Billboard Copy:**

- **Visuals:** Pair these lines with impactful visuals (e.g., a close-up of a radiant smile, before-and-after teeth comparison) to reinforce the message.
- **Brand Name/Logo:** Ensure your brand is prominently featured to build recognition.
- **Call to Action (Optional):** If space allows, a brief CTA like "Ask your dentist" or a

## Gemini



You're an experienced copywriter at a major agency. As a result you're particularly skilled at taking the value proposition of a company's product and turning into creative copy for any situation. Can you take the following value proposition and turn it into a catchy line of copy that will appear on a billboard. Consider too the format and limitations of the ad medium when considering the length and tone of the copy. Please provide 5 unique options for me to choose from.

Perhaps you're working towards a specific medium; let's take OOH as an example. Let's try giving Gemini the value proposition, the specific medium we're writing for — and ask it for some copy recommendations...

# Copywriting

◆ Absolutely! Here's an alternative line for A/B testing, along with the rationale:

## Alternative Line:

"Smile Transformation in 14 Days: Healthier Teeth, Gums & Confidence"

## Rationale:

- **Emphasis on Transformation:** This line explicitly mentions "transformation," which may resonate more strongly with consumers seeking a noticeable change in their smile.
- **Inclusion of Specific Benefits:** By listing "healthier teeth, gums & confidence," this line appeals to both the functional (oral health) and emotional (confidence) benefits of the toothpaste.
- **Stronger Numerical Hook:** "14 Days" might be more eye-catching than "Two Weeks," as it implies a concrete timeline and encourages anticipation.
- **Length and Rhythm:** The alternative line is slightly longer but maintains a similar rhythm and conciseness, making it suitable for billboard placement.

## Creative Learnings:

By A/B testing these two lines, you can gain valuable insights into:

- **The power of transformation language:** Does the explicit mention of "transformation" drive more engagement?
- **The importance of specificity:** Do consumers respond better to a detailed list of benefits?
- **The impact of numerical hooks:** Does a specific number of days (14) create

# Gemini



I like this specific line of copy. We will need to A/B test our lines of copy. Could you suggest an alternative line for us to test against the one below? The alternative should hopefully provide us with some creative learnings on what is driving success between the two different lines. Include your rationale.

"Two Weeks to a Healthier, More Confident Smile."

For a lot of marketers, A/B testing is a great way of making incremental changes to boost performance. It's also a great way of identifying which component is driving success. Let's see if Gemini could potentially help us here too;



### As a Sea Shanty?

◆ (Verse 1)  
Ahoy, me hearties, a treasure we've found;  
A candy so sweet, with a shell so sound,  
It melts in yer gob, but not in yer fist,  
A salty dog's treat, on the ocean's mist.

(Chorus)  
Melts in yer mouth, not in yer hand,  
A sweet delight for all the sea-faring band,  
From the crow's nest high to the depths below,  
A taste of the tropics wherever we go.

(Verse 2)  
In sun or in storm, it stays ever so firm,  
A colorful treasure, a pirany's sweet dream,  
So hoist the colors, let the cannons roar,  
For the candy that travels from shore to shore.

(Chorus)  
Melts in yer mouth, not in yer hand,  
A sweet delight for all the sea-faring band,  
From the crow's nest high to the depths below,  
A taste of the tropics wherever we go.

(Bridge)  
So share with yer mates, in the mess hall we'll sing,  
Of the chocolate treasure that joy it does bring,  
For every swashbuckler, a treat to behold,  
A nifty secret, never to be sold.

(Chorus)  
Melts in yer mouth, not in yer hand,  
A sweet delight for all the sea-faring band,  
From the crow's nest high to the depths below,  
A taste of the tropics wherever we go.

### As a 'Seinfeld' scene?

◆ (INT. MONK'S CAFE - DAY)

JERRY: GEORGE and ELAINE are seated at their usual booth.

GEORGE: (Agitated) I'm telling you, it's false advertising! It's a blatant lie!

JERRY: What now, George? What's got you so worked up?

GEORGE: M&M's! That slogan of theirs: "Melts in your mouth, not in your hand!" It's a sham!

ELAINE: (Softly) George, it's candy. What's the big deal?

GEORGE: The big deal is, I was holding a handful of M&M's the other day, and they melted! All over my hand! It was a sticky, chocolatey mess!

JERRY: (Drinking) Maybe your hands are just unusually warm, George.

ELAINE: (Laughing) Yeah, maybe you need to see a doctor about that, George.

GEORGE: (Frustrated) No, it's not my hands! It's the candy! They're lying to us! It's a conspiracy!

JERRY: (Amused) A conspiracy? George, you're really reaching here.

ELAINE: (Teasing) Maybe you should write a letter to the M&M's company and complain.

GEORGE: (Frustrated) You know, maybe I should. I'll demand a refund for all the M&M's I've ever eaten!

JERRY: (Shakes his head) George, you're unbelievable. You're going to sue M&M's because your hands got a little sticky?

GEORGE: It's not just my hands! It's the principle of the thing! They can't just lie to us like that!

(George stands up, determined.)

GEORGE: I'm going to the store right now to buy another bag. I'll prove it to you!

(George storms out of Monk's, leaving Jerry and Elaine laughing.)

### As a Chuck Norris Joke?

◆ Chuck Norris doesn't need M&M's to melt in his mouth. They melt in fear.

## Use Case

# Copywriting

Here are a few other use cases of Gemini to help you in copywriting



Here are our brand guidelines (attached as a PDF) — could you rewrite this line with the brand guidelines in mind?

Turn this [USP] into a pithy Tweet.

Turn this [USP] into an engaging Instagram post copy.

Let's Put It into  
Action

05



# Tips on Getting Started

By now, you've hopefully got an insight into the breadth of tasks and situations where Gemini can support the strategy and creative process. But the real unlock is to find how Gemini can help your work and routine. Before we leave, here are a few ideas on how to get started. Oh, and they all should take less than 5 minutes....

# Bring AI Along for the Ride

The real key to unlocking the potential of Gemini and AI is finding use cases that really help you in your day-to-day work; whether it's time and productivity savings, generating new ideas and perspectives, all the way to tackling projects that might have seen too overwhelming or difficult before. Here are a few steps on how to do that.

## Takeaway One:

Head to your Google Drive (or Google Docs/Sheets) and take a look at the last 10 documents you worked on. Pick one or two and revisit; only now through the lens of Gemini. How might Gemini have helped you with this document? Could it have helped brainstorm the contents or agenda? Analyze a report or data source? Polish the writing?

01

# Build a Team Culture Around AI Experimentation

At the beginning of the presentation, we also touched upon the benefits of creating a culture around AI experimentation across your team. Here are a few quick and easy wins to put that into practice:

## Takeaway Two:

Consider using 5 minutes at the beginning or end of a weekly team meeting to talk about AI and Gemini. Maybe it's an opportunity to share interesting use cases (from work or personal life) or an opportunity to discuss interesting inspiration examples from the industry.

02

# Build a Team Culture Around AI Experimentation

## Takeaway Three:

Why not start a 'prompt library' for your team? It could be as simple as a Google Doc or Sheet where your teammates can share interesting use cases and the prompts they used as they discover them. It's a great way of discovering new ideas and approaches.

03

# Build a Team Culture Around AI Experimentation

Has your team stumbled upon a great use case or prompt? Consider turning it into a Gem! Gems are custom versions of Gemini that can be created to tackle specific tasks. For example; a 'Brainstorming Assistant' or a 'Report Analyzer'. They're incredibly quick and easy to make; here are a few steps.

## Takeaway Four:

1. Navigate to 'Gem Manager' in the left-hand navigation bar of Gemini.
2. Click 'New Gem'
3. Give your Gem a name based on the task you're developing.
4. Add the instructions (your prompt) for the Gem.
5. Give it a whirl! Once your happy with the output; you'll be able to return to this Gem whenever you want without having to re-prompt.

04

# More Than Words

We've also covered Gemini's multi-modal abilities. Some of the most interesting use cases involve supplementing a text prompt with another form of media (for example, an image or a document). Don't forget, it can generate images too!

## Takeaway Five:

Try one interesting use case that leverages Gemini's multi-modal features. Perhaps it's sharing an infographic you discovered in a report and asking for an analysis or some follow-ups. Or maybe it's a photo of your bookcase with an ask for suggestions on new books based on your reading habits?

If you're stuck, you can also peek back at some of the previous slides for some inspiration.

05

