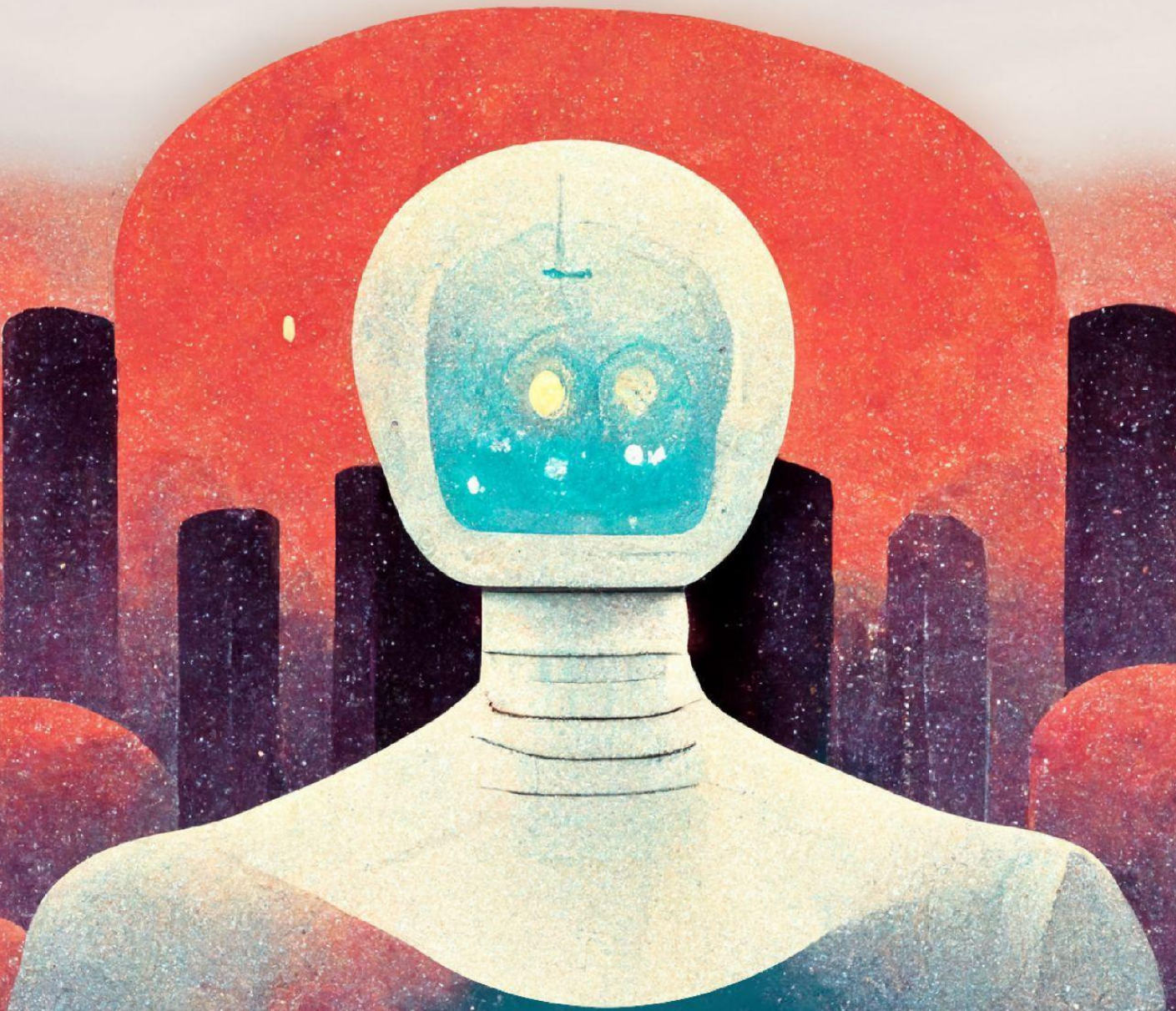




PROMPT for BRANDS

WORKING BETTER, QUICKER, AND HAPPIER
WITH LANGUAGE MODELS. A PRACTICAL GUIDE.



DAVID BOYLE & RICHARD BOWMAN

WITH SIMON JACOBS, LOUISA LIVINGSTON,
ADAM PERUTA, CHARLIE PALMER, BEN ROBINS
AND RAY TARANTINO

PROMPT FOR BRANDS

—

**DAVID BOYLE
& RICHARD BOWMAN**

This book is dedicated to outsiders, and those from backgrounds that may have been overlooked, discriminated against or otherwise disadvantaged.

May these pages provide the motivation and tools you need to defy expectations and make the world your own!



AUDIENCE STRATEGIES

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ABOUT THE AUTHORS

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Richard Bowman has 20+ years of experience covering consumer goods, media, and entertainment industries. He has designed and delivered consumer segmentations and innovation plans for some of the world's biggest companies. Richard works with the team at [Audience Strategies](#) and runs [This Is Insight](#), a consumer and market research and data consultancy that helps brands grow.

About Team PROMPT:

Ben Robins brings over 25 years of expertise in media research to his role as the founder of 'Sound Insights', a cutting-edge research consultancy dedicated to elevating audio content. Through a strategic partnership with [Audience Strategies](#), his consultancy delivers pivotal insights and guidance to optimise audience engagement and content creation. Ben has played a crucial role in guiding major audio players such as Audible, BBC World Service, and NPR, helping them to deeply understand their listeners' needs and inspiring creatives through research to innovate the next captivating listening experience.

Louisa Livingston has worked in large corporations and smaller brands for 20+ years, developing Insight, CRM and Data teams that support growth. Developing award-winning research projects and teams, she brings a passion for fashion and past experience in companies like Harrods, Hachette and EMI Music. Working as a consultant and as a co-founder of [Audience Strategies](#), she supports clients in understanding and growing their audiences.

Simon Jacobs brings a wealth of experience in the music, television, and retail industries, Simon has a strong background in performance measurement and segmentation. Simon oversaw insight and reporting at BBC Studios, contributing to the success of renowned brands like Doctor Who, Top Gear, and BBC Earth. He's a co-founder at [Audience Strategies](#).

Charlie Palmer spent 20 years in TV and radio, beginning his career at the BBC before moving on to Channel 4. During his time with the two companies, Charlie played a pivotal role in the launch and growth of iconic brands such as BBC Radio 1Xtra, Misfits, The Inbetweeners and Black Mirror. As Managing Editor for Channel 4's streaming service, Charlie's expertise in

bringing new technologies into the mainstream was leveraged to drive record growth for the business. Charlie now directs his passion for brand building into Haus of Nige, a fashion label he first dreamt about when he was 15 years old (and called Nigel).

Ray Tarantino is a serial entrepreneur and startup maverick with over 20 years of experience in marketing, human connection, and innovation. His diverse career spans music, photography, and software development, equipping him with a unique perspective on the challenges faced by founders. As a college dropout turned successful entrepreneur, Ray understands the unconventional path many founders take and the resilience required to transform setbacks into opportunities. He brings his passion for marketing and human connection to his work, helping startups navigate the rollercoaster ride of triumphs and rejections. Ray's unconventional approach to life and business is a breath of fresh air in a world of clichés.

Adam Peruta is an associate professor at the S.I. Newhouse School of Public Communications at Syracuse University. He is the program director for the M.S. program in [Advanced Media Management](#) which aims to put students at the intersection of media, technology and business. He teaches courses in emerging technologies, product development, UI/UX design, web development and media entrepreneurship.

ABOUT PROMPT

PROMPT is a collective of experienced professionals brought together by Audience Strategies with a shared mission: to empower individuals and organisations to harness the transformative potential of large language models like ChatGPT. We bring together decades of expertise across a wide range of industries, from consumer goods and media to entertainment and beyond.

We believe that language models enable a seismic shift in how we work, create, and innovate. Used effectively, these tools can help us to achieve more than we ever thought possible — to work better, quicker, and happier. However, we also recognise that unlocking this potential requires more than just a list of great prompts; it demands a fundamental shift in mindset and approach.

That's why we've developed the 'PROMPT mindset' — a philosophy that combines the courage to explore uncharted territories with a commitment to measurable outcomes, leveraging language models as a powerful multiplier to human proficiency, rather than a substitute for it. Through our books, training sessions, webinars, and consulting engagements, we equip people with the frameworks, strategies, and hands-on experience they need to put this mindset into practice.

Our work spans industries and domains, from marketing and consumer research to product innovation and beyond. We've partnered with many of the world's biggest companies to drive transformative change, re-imagining processes, upskilling teams, and pioneering new ways of working with language models. Whether it's using language models to supercharge market research, crafting compelling content at scale, or to ideate ground-breaking new products, we've seen first-hand the game-changing impact these tools can have when wielded with skill and vision.

At Audience Strategies, we're not just theorising about the potential of generative AI - we're living it every day, in the trenches with our clients and partners. Our regularly updated books distil the very best of these insights and experiences into actionable guidance that you can put to work immediately. But our mission extends beyond the page. Through our training programs, we help teams develop the hands-on skills and confidence to make language models a seamless part of their workflows. Our webinars and events create forums for knowledge-sharing and community-building among practitioners. And our consulting services provide bespoke support to guide organisations through every stage of their language model journey.

Ultimately, our goal is to be a catalyst and companion on your path to language model mastery — to help you not just navigate this new frontier, but to blaze new trails. We invite you to join us on this exciting journey, and to experience for yourself the transformative power of language models to elevate your work and expand your potential. Welcome to PROMPT — let's explore what's possible together.

Reach us at enquiries@prompt.mba

FOREWORD

The world of business is rapidly evolving, thanks in large part to the power of artificial intelligence. PROMPT for Brands is a resource for people who want to use AI to work better, quicker and happier, ultimately driving brand growth. In this guide, we'll explore how using language models like ChatGPT can enable brand managers, marketers, entrepreneurs, tech gurus and CEOs to get ahead in the game. You'll learn how to use language models to better understand your audience and make better, bolder, and quicker decisions about how to meet their needs. We'll demonstrate brand growth step-by-step and focus on real-world examples to show you how to use AI for your business. Think of this book as a recipe book for brand growth. Just as a chef can dip into a recipe book to find useful delicious recipes based on their own skills and tastes, readers of PROMPT for Brands can refer here to discover exercises on how to apply AI more effectively. With PROMPT for Brands, you'll learn how to make the most out of AI's functionality, as well as how to make better decisions backed by data that resonates with your target audiences. So, ready your ingredients and let's get cooking!

FAQS

What is PROMPT for Brands, and who is it for?

This is a book for people interested in using language models to grow their brand by working better, quicker and happier. It is aimed at everyone from entry-level professionals to experienced experts and from marketing professionals to entrepreneurs and CEOs.

What makes PROMPT for Brands different from other books on language models like ChatGPT?

This book is unique in that it is written by experts in brand growth and focuses specifically on how you can incorporate language models into your daily work. It provides an actionable, hands-on guide to employing language models in the context of growing brands.

Is PROMPT for Brands suitable for beginners?

Yes, PROMPT for Brands is suitable for both entry-level professionals and grizzled veterans of brand building. It provides a clear and accessible introduction to working with AI.

Does PROMPT for Brands discuss the challenges and pitfalls of using language models like ChatGPT?

Yes, PROMPT for Brands discusses some of the known issues, hazards, and inconsistencies of using language models. It provides tips and guidance on how to overcome hurdles and make the most of the opportunities that language models present.

Does PROMPT for Brands include case studies or examples?

Yes, PROMPT for Brands includes a range of real-world examples and applications to show readers how to put language models to work for their own brands. These examples come from a variety of industries, including music, television, and advertising.

Note: A language model wrote the first draft of these FAQs. We fed the language model an overview of the book and asked it to write and answer FAQs about the book. We kept all the questions and only made relatively minor edits to the responses.

PREFACE

A Book in Two Parts

In Part 1, you'll discover a wealth of insights, frameworks, and practical guidance for harnessing the power of language models like ChatGPT and Copilot to help you to work better, quicker, and happier. We call this collectively the 'PROMPT mindset.' In this section, we'll introduce you to the metaphor of how language models are like 'electric bikes for your mind.' You'll be introduced to our '4 Ps' framework (preparation, prompting, process, proficiency), which provides a roadmap for experimenting boldly with language models while staying focused on achieving tangible results. This book explores the intricacies of prompting, breaking down this essential skill into clear, actionable strategies through real-world case studies and our '10 ingredients of effective prompts' framework. Part 1 is common to all books in the PROMPT series.

We'll then move into Part 2, which applies and brings to life many of these lessons via practical examples in the world of brand building and growth. You'll see our suggested multi-step, iterative way of working with language models brought to life through a large number of practical case studies. Throughout, the book balances an inspiring vision for the future of AI-augmented knowledge work with practical, responsible guidance that prioritises human agency, factual accuracy, and the irreplaceable role of human creativity and ethics in shaping the trajectory of these transformative tools. You'll learn how to use language models to build and grow brands. We'll walk through processes step-by-step and focus on real-world examples to show you how to put these amazing tools to work for you.

Who Is This Book For?

This book is for the curious, the adventurous, and the strategically minded. It's for those who see the potential in new technologies like language models, but who also understand that realising that potential requires thoughtful experimentation, not blind adoption.

If you're an experimentalist at heart, eager to test the boundaries of what's possible with AI, you'll find a kindred spirit in these pages. Whether you're fresh out of school and looking to make your mark, or a seasoned leader seeking new ways to drive innovation for you and your team, you're in the right place. If you're an outsider in your industry, looking for tools to help you break new ground and disrupt the status quo, this book is for you.

This book is for innovators and those with an entrepreneurial spirit — those with the vision and drive to create something new, whether within an existing organisation or by striking out

on their own. It's for leaders who understand that the future belongs to those who can harness the power of language models not just to optimise, but to craft something new.

If you're a language model sceptic, dubious of the hype but open to persuasion, we truly welcome your discerning eye. This book isn't about wild predictions, but about practical real-world application and results.

Importantly, this book is for those who see language models as a partner, not a silver bullet. It's for readers who understand that the real power of tools like ChatGPT and Copilot lies in their ability to enhance and extend and amplify human capabilities, not replace them.

Ultimately, this book is for those ready to embrace a new era of knowledge work — one defined by collaboration between human and machine, by profound gains in productivity and creativity, and by a spirit of bold experimentation. If that sounds like you, then welcome. This book is for you.

We're Not 'AI People'

We aren't 'AI people' in the typical sense. We're more than a dozen seasoned professionals who have spent decades in the trenches of marketing, entertainment, consumer goods, higher education, and more. We're used to driving real-world results. Our team's experience spans roles at companies like Unilever, EMI Music, BBC, Harrods and beyond. We've met the challenges of building brands, engaging audiences, and moving markets. We've worked as both insiders and consultants to a huge range of brands.

What unites us is a shared revelation: the immense practical potential of language models like ChatGPT to transform how we work for the better, quicker, and happier. We've seen first-hand how thoughtful application of language models can yield step-change improvements in efficiency, creativity, and impact across a stunning range of use cases — from audience research to content creation to strategic planning. Our mission is to demystify language models, stripping away the hype to uncover the specific levers that drive better business outcomes.

So while we're decidedly 'AI people' in our enthusiastic embrace of the technology, we're emphatically not 'AI people' in the insular, technocentric sense. We're in the business of driving impact, effectiveness, and happiness, not chasing new technological fads. We believe that meaningful innovation is as much about people and process as it is about algorithms and automations.



If that sounds like a refreshingly grounded take in a field often clouded by grandiose pronouncements, well, that's the point. At PROMPT, we're committed to cutting through the noise to uncover the signal. We invite you to join us on that journey — to experience the transformative power of language models not as an end, but as a catalyst for doing your best work.

One of the most invigorating aspects of our work on PROMPT is the sheer diversity of domains we get to explore. We've seen and shown that the potential applications for tools like ChatGPT are as varied as the brilliant minds putting them to work.

Since 2022, we've had the privilege of collaborating with trailblazers across a kaleidoscopic array of fields — Grammy-winning songwriters, world-renowned architects, startup CEOs, social impact visionaries, and more. By stress-testing language models' capabilities across this wide range of contexts, we've developed robust, flexible methods for driving outsized results.

Some highlights of the applications we've tackled in partnership with domain experts:

- Supercharged data analysis and data science for a global media brand
- Decision-making support for a global entertainment brand
- Re-written the innovation process for a global consumer goods giant, resulting in quicker and better new product concepts
- Helping market research firms to deploy it to uncover richer audience insights
- Helping startup CEOs harness the technology to rapidly prototype and pressure-test business plans

What's remarkable is that virtually none of these practitioners would consider themselves 'AI people' by trade. They're creatives, strategists, managers, researchers, and leaders — experts in their crafts. Yet by incorporating language model tools into their workflows, they've been able to achieve breakthrough efficiencies and quality.

The secret is harnessing language models in a way that augments and elevates human intelligence, rather than trying to replace it. A master songwriter leveraging language models as a generative 'jamming' partner to explore melodic variations. A senior executive using the language model to roleplay incisive mock interviews. A filmmaker tapping the language model's encyclopaedic knowledge to enrich a script's believability.

Introducing: The PROMPT Mindset

The advent of powerful language models like those used in ChatGPT and Copilot has ushered in a new era of possibilities for any professional seeking to work better, quicker, and happier. However, harnessing the full potential of these tools requires more than just technical know-how; it demands a new fundamental shift in mindset and approach. We call this the 'PROMPT mindset' — a philosophy that combines the courage to explore uncharted territories with a commitment to measurable outcomes, leveraging language models as a powerful multiplier to human proficiency, rather than a substitute for it.

The PROMPT mindset is about harnessing the transformative potential of language models while tempering it with the hard-won insights and domain expertise of seasoned professionals.

Language models present both a challenge and an opportunity. A big challenge is that the allure of 'better, faster, and happier' work could lead to an overreliance on language models at the expense of critical analysis and well-crafted strategies. Chasing efficiency is a risky game.

At its core, the PROMPT mindset is about embracing language models as transformative while staying anchored to the realities of competitive dynamics and the irreplaceable value of human discernment. We liken working with language models to an electric bike for the mind: they are powerful machines that can help you cover far more ground with less effort, but they still require an active rider to steer, pedal, and navigate. Just as you wouldn't expect an electric bike to autonomously carry you to your destination, you shouldn't rely on language models to independently solve your business challenges. Human leadership and subject matter expertise remain essential.

This often means adopting an iterative, conversational approach when prompting. Rather than expecting a single query to yield the perfect insight or idea, we recommend engaging in a multi-step dialogue, progressively refining your prompts based on the model's responses.

By building up context and providing feedback, you can guide language models towards outputs that are more useful, relevant, actionable, and aligned with your unique needs.

Crucially, the PROMPT mindset also emphasises the importance of fact-checking and validating your language model's outputs. While these models are remarkably fluent and persuasive, they can also 'hallucinate,' which is the term that means they can generate content that is superficially plausible but factually incorrect or strategically off target. They can be confidently wrong. Blindly trusting their responses is a recipe for potential embarrassment at best and potential disaster at worst. Instead, we advocate using language models as a starting point for further research and ideation, always subjecting its suggestions to the scrutiny of human expertise and real-world calibration.

On the other hand, when used wisely, language models can free up precious time and mental energy for higher-value work. By at least semi-automating rote tasks and providing a rich starting point for exploration, they can help you focus on the parts of your job that truly require human ingenuity — like identifying unexpected opportunities, developing engaging narratives, and finding innovative strategies.

Ultimately, the PROMPT mindset is about harnessing the power of language models in a way that is both ambitious and pragmatic. It's about being open to the incredible possibilities that tools like ChatGPT enable while also staying clear-eyed about their limitations. It's building a partnership with the technology to maximise its potential impact for you. Most of all, it's about remembering that even in an age of artificial intelligence, real-world results still require human creativity, judgement, and empathy. By wedding the two in a spirit of experimentation, iteration, and continuous learning, bold leaders can chart a course to new frontiers of efficiency, creativity, and impact. The future is here — and it's ours to shape.

We advocate:

- **Experimentation:** Embracing a spirit of curiosity and willingness to test new ideas and approaches with language models
- **Collaboration:** Viewing language models as partners in the creative process, working alongside human expertise and intuition
- **Augmentation:** Using language models to enhance and extend human capabilities, rather than replace them entirely
- **Continuous learning:** Staying open to new possibilities and best practices as the technology and its applications evolve
- **Ethical use:** Prioritising the responsible and transparent deployment of language models, with a focus on benefiting people and society

- **Strategic thinking:** Approaching language models as tools to support and scale strategic planning and decision-making, not just tactical execution

We reject:

- **Blind trust:** Accepting the outputs of language models without question or verification, regardless of their apparent fluency or persuasiveness
- **Automation without intervention:** Pursuing efficiency and speed at the expense of quality, nuance, and deeper understanding
- **Replacement mentality:** Viewing language models as a substitute for human creativity, expertise, and critical thinking
- **Shallow adoption:** Treating language models as a plug-and-play solution without investing in the skills and processes needed to use them effectively
- **Technology reliance:** Elevating the role of language models above human judgement and assuming that machine intelligence is inherently superior or more reliable

PART 1: THE PROMPT MINDSET

Welcome to Part 1 of our exploration into the world of language models and their transformative impact on knowledge work. In this section, we'll lay the foundation for understanding what language models are, how they work, and why they're so powerful. We'll explore the key concepts, terminology, and frameworks that will guide your journey towards harnessing these tools effectively in your own work.

Through a combination of research insights, practical examples, and hands-on guidance, Part 1 will equip you with the knowledge and skills needed to start experimenting with language models and experiencing their benefits first-hand. Whether you're a complete beginner or already have some experience with AI, this section will provide you with a comprehensive understanding of the language model landscape and how to navigate it with confidence.

We'll start by defining the key terms and explaining why language models are the primary focus for augmenting knowledge work. Then, we'll dive into how these models work, exploring the concepts of training data, pattern recognition, and knowledge generation. From there, we'll examine the multifaceted benefits of language models, from boosting productivity and quality to enhancing creativity and job satisfaction.

Next, we'll introduce a range of practical taxonomies and frameworks for understanding the vast array of language model applications, helping you identify high impact use cases in your specific domain. We'll also explore the four core skills that language models possess — synthesis, learning, writing, and thinking — and how these can be leveraged to revolutionise various aspects of knowledge work.

Building on this foundation, we'll then delve into the practical lessons and strategies for applying language models effectively, centred around our '4 Ps' framework of Preparation, Prompting, Process, and Proficiency. Through detailed explanations and real-world examples, you'll learn how to craft effective prompts, engage in iterative refinement, and develop the skills needed to collaborate with language models successfully.

Finally, we'll zoom out to consider the broader journey of language model adoption, both at an individual and organisational level. We'll explore the typical phases of adoption, address common misconceptions, and paint a vision of a future where language models democratise and enhance knowledge work for all.

By the end of Part 1, you'll have a robust understanding of language models and a practical toolkit for starting to harness their potential in your own work. So let's dive in and begin this exciting journey together!

Note: Part 1 is common to all books in the PROMPT series, as it lays the foundation for understanding and effectively using language models like ChatGPT.

After laying this groundwork in Part 1, each book then dives into a specific industry or domain in Part 2. There, you'll find detailed examples, case studies, and best practices tailored to your particular field. Part 2 will show you how to apply the concepts from Part 1 to solve real challenges and seize new opportunities in your area of expertise.

So whether you're reading PROMPT for Brands, PROMPT for Musicians, or any other book in the series, you'll start with this common foundation in Part 1 before exploring the specific applications relevant to your world in Part 2. Let's dive in and discover how language models can help you achieve more than you ever thought possible!

WHAT ARE LANGUAGE MODELS?

In this chapter, we'll lay the foundation for understanding what language models are and how they work. We'll start by defining some key terminology, then explore why we're focusing specifically on language models rather than other types of AI. Next, we'll dive into what language models actually are and how they function. We'll look at the interplay between models, products, and tools to help you choose the right technologies. Finally, we'll examine some of the key limitations of language models to keep in mind. By the end of this chapter, you'll have a solid grasp of the fundamentals needed to start applying language models effectively in your work.

Terminology

AI (artificial intelligence): AI refers to the broad field of computer science focused on creating intelligent systems that can perform tasks that previously required human-like intelligence. You likely already interact with AI every day when you use voice assistants like Siri or Alexa, get personalised recommendations on Netflix, or see facial recognition on your smartphone.

Note: We find this term to be too broad to be very useful in most contexts.

Generative AI: Generative AI is a subset of artificial intelligence that focuses on creating new content, such as text, images, audio, or video, inspired by the patterns learned from the content that the AI was trained on. Language models are a type of generative AI. *Note: We find the term 'generative AI' is also too broad to be very useful in most contexts.*

Language models: Also known as large language models (LLMs), are a specific type of generative AI that excel at processing and generating human language. These sophisticated models are trained on vast amounts of text data, allowing them to learn the intricate patterns, relationships, and contextual nuances of ideas, words, and phrases.

While state-of-the-art language models are increasingly capable of handling images, speech, and other data types (they are multimodal), their core strength remains in the realm of 'text-in, text-out' interactions. It is this mastery of language, the building blocks of thinking and communicating, that makes language models so profoundly impactful and widely applicable across industries and use cases. Therefore it is mostly 'text-in, text-out' that we focus on.

Note: Throughout this book, we'll primarily use the term 'language models' to refer to this transformative technology, rather than the broader categories of 'AI' and 'generative AI.'

Products: Products are the user-facing applications or interfaces that allow people to interact with language models. For example, ChatGPT is a product that provides an intuitive chat

interface for engaging with the language models from OpenAI like GPT-4o. And Claude.ai is a product that provides a chat interface to the models by Anthropic.

Models: Models refer to the underlying AI algorithms that have been trained on large datasets to perform specific tasks. For instance, GPT-4o is a language model developed by OpenAI that powers products like ChatGPT. And Claude 3 Opus is a language model developed by Anthropic that powers the paid version of their Claude.ai product.

Tools: Tools are additional capabilities or functionalities that can be integrated with language models to extend their abilities. These can include features like web browsing, image generation, or access to specific databases. For example, ChatGPT can use tools like searching the internet or DALL-E for creating images based on textual descriptions.

Precision in our language is crucial when discussing transformative technologies like language models. By using specific terms and understanding their distinctions, we can cut through the hype, demystify the technology, and ensure that we're all on the same page.

For instance, recognizing that ChatGPT is a product that interfaces with the GPT-4o language model, which can be extended with tools, allows us to have more meaningful and nuanced conversations about its capabilities and limitations.

Moreover, by being more precise in our language, we can better grasp the potential of this technology and more easily develop strategies to overcome limitations.

Why We're Focused on Language Models

While generative AI is rapidly expanding into new content domains, from images to speech to 3D environments, our primary focus at PROMPT is on language models and their vast potential for augmenting knowledge, information and communication work. There are several reasons we believe mastering language models should be the priority for most organisations and professionals today:

- **Maturity and accessibility:** Language models represent the current apex of generative AI. They're the easiest to control and they're useful for more tasks. They're also the most accessible, with user-friendly conversational interfaces like ChatGPT putting their power at everyone's fingertips.
- **Centrality of language:** Language is the currency of thinking and communicating at work — from emails and documents to meeting notes and presentations, we spend our days swimming in a sea of words. Any tool that can help us navigate and use language more effectively thus has immense utility across roles and industries.

- **Versatility of applications:** Because so much knowledge work revolves around ingesting, making sense of, and communicating information, language models can enhance a staggeringly wide range of activities such as analysing data, summarising takeaways, drafting content, and generating ideas. If a task touches language, a language model can likely assist.
- **Transferable skills:** Mastering language models builds a foundational competency that readily extends to other generative domains. The same principles of iterative guidance, example-based learning, and output evaluation apply whether you're working with text, images, or beyond.

Ultimately, we believe the businesses that will thrive in the era of language models will be those that go beyond surface-level experimentation to deeply integrate them into their operational muscle memory. They'll design prompting guides as rigorously as their brand standards, build model-assisted research and ideation into their strategic planning cadences, and upskill teams to interface with language models as naturally as they do with spreadsheets and slide decks.

That's the world we're racing to build — one where the question is not human versus machine, but how to architect the optimal interplay between them. With language models as the vanguard, we're on the cusp of a once-in-a-generation leap forward in knowledge work. It's time to embrace the wave, ride the momentum, and steer towards a future of radically elevated human potential.

So, What Is a Language Model?

We find the following framing helpful: Think of them as having learned from a rough approximation to the sum total of human knowledge and enabling the analytics of knowledge as a result.

At its core, a language model is a sophisticated statistical tool for processing, predicting and generating human language. But that dry technical description hardly does justice to the awe-inspiring capabilities of the best models.

The Sum Total of Human Knowledge

Imagine for a moment the vast corpus of text data that the best models were trained on. While the exact details are not public, it's widely believed that they were trained on a significant swath of the high-quality information available online and beyond, including:

- Millions of books spanning fiction and non-fiction, technical manuals to mass-market paperbacks — copyrighted and not

- News archives reaching back decades, with an emphasis on reputable sources
- Academic publications and educational materials across every conceivable discipline
- Historical documents, legal records, patents, and other public data troves
- Billions of social media posts, blogs, forums, and online conversations
- Transcripts of films, TV shows, YouTube videos, podcasts and more

In a very real sense, this training data represents a substantial cross-section of all recorded human output to date — the culmination of centuries of knowledge-seeking, experience, creativity, and discourse. An approximation to the sum total of human knowledge.

We've had access to this knowledge via search engines like Google and stores like Amazon for decades. But there's a limit to the number of books, websites, and other documents you can read, let alone remember. For language models, there is no limit. By ingesting and identifying patterns across this vast data set, language models construct an intricate map of the underlying structure behind words. How concepts relate to one another, and how language is used to inform, inspire, persuade, and entertain. Language models can draw on that underlying structure behind the sum total of human knowledge to predict what would be a useful response to each and every prompt you give them.



They'll take insights from plays and social media and medical journals and market research reports to respond to every single prompt you send. Amazing.

When prompted with a query, these models draw upon the vast web of associations and patterns they've internalised to generate a response that is statistically probable given the context. They're not merely retrieving pre-written information, but dynamically constructing new text that mirrors the semantic and stylistic patterns of your prompt and their training data. It's a fundamentally generative act, one that reflects an intricate understanding of how language is structured and deployed across an astonishingly wide range of domains. This generation happens word by word, with the model predicting the most likely next word based on the sequence of words that came before it. At each step, the model is essentially asking itself, "Given everything I've seen in my training data, and given the specific words in this prompt, what word is most likely to be most useful next?" By iterating on this process — selecting a word, updating its context, and predicting again — the model can construct entire paragraphs and pages that feel uncannily human-written. It's a testament to the power of statistical pattern recognition applied at an unprecedented scale.

This is a novel and profound thing to contemplate. With the right prompting, we now have the ability to query this vast knowledge base on demand, drawing upon relevant information synthesised from countless authoritative sources. Whether you're researching the causes of the French Revolution or the latest breakthrough in quantum computing, chances are the best models can generate useful explanations, analyses, and debate — drawing on the distilled wisdom of hundreds or thousands of experts.

In a sense, every time we use a model, we're tapping into a kind of collective human intelligence — the product of our species' tireless drive to learn, document, and share understanding. That's both hugely exciting and a bit humbling. As we stand on the shoulders of intellectual giants, these models offer a powerful new perch from which to see further.

The Analytics of Knowledge

For years, tools like Excel and SQL have revolutionised how we manipulate numbers, allowing us to identify patterns, fill gaps, and extrapolate numerical trends. This ability to dissect and reconfigure numbers has been a cornerstone of data analysis. Today, we stand on the brink of a similar revolution, but this time, it's the realm of words — language, ideas, and knowledge — that's being transformed. Enter the concept of 'knowledge analytics,' a domain where the analytical power we've wielded over numbers extends into the vast, untamed wilderness of words. This breakthrough represents a seismic shift in our ability to harness, understand, and innovate with the full spectrum of human intellect.

With language models as our eager analysis partner, we can perform feats of knowledge analytics that would be difficult or impossible for humans alone:

- **Condensing information at scale:** Instantly distilling key insights from vast troves of text, from market research reports to customer feedback, allowing us to quickly grasp the essence of any dataset

- **Generating and refining ideas:** Coming up with potential new solutions to a problem, then pressure-testing each one from multiple angles to arrive at the most promising and robust concepts
- **Crafting compelling content:** Writing or editing for resonance across different audiences and contexts, ensuring our communications strike the right chord every time
- **Uncovering hidden connections:** Applying analogical reasoning to surface non-obvious parallels and lessons from one domain that can shed light on strategic challenges in another, sparking innovative thinking

Of course, ‘knowledge analytics’ is not a turn-key solution. As with data analytics, it requires careful framing of the problem, cleaning and structuring of inputs, and iterative refinement of outputs. We must learn to wrangle language models with the same mix of technical chops and domain savvy that distinguishes the superstar Excel analyst from the Excel novice.

But for those willing to invest in this new skill, the rewards are immense. Suddenly, scouring the collective intelligence of humanity for relevant insights becomes a task that can be accomplished in minutes, not months. And generating a creative array of solutions or framings is as simple as a well-crafted prompt, rather than an all-day brainstorm.

In a world where the pace of change is only accelerating, this ability to rapidly make sense of complex information landscapes and divine actionable wisdom will be an immense competitive advantage. Organisations that successfully harness knowledge analytics will be able to learn faster, decide smarter, and adapt with more agility than those mired in legacy ways of working.

So the next time you're grappling with a thorny business challenge, consider: What would it look like to unleash the knowledge-crunching power of a language model on this problem? With a little elbow grease, you may just find that the answers you seek are hiding in plain sight, waiting to be surfaced.

Language Model Fundamentals

Models, Products, and Tools. Choosing The Right Technology

When it comes to applying language models to real-world knowledge work, the sheer array of available products can be overwhelming. But, one product stands out as the clear frontrunner for the majority of use cases: ChatGPT.

There are several key reasons why ChatGPT has become our go-to choice. First and foremost, it simply offers the best balance of capability and accessibility among mainstream language models. With its broad knowledge base, impressive linguistic fluency, and intuitive interface, ChatGPT is uniquely well-suited to tackling a wide range of tasks — from research and analysis to ideation and content creation.

Moreover, ChatGPT benefits from OpenAI's track record of constant iteration and improvement. The model is continually evolving, with regular updates that expand its capabilities and refine its performance. This means that the skills and workflows you develop while using ChatGPT will remain relevant and valuable over time, even as the underlying technology advances.

It's also worth noting that ChatGPT is by far the most widely adopted language model product, with a thriving ecosystem of users and applications. This broad usage confers several advantages. The techniques and best practices you pioneer with ChatGPT will be highly portable and applicable across domains. You'll be able to tap into a wealth of community knowledge and collaborate with like-minded practitioners around shared standards.

Of course, ChatGPT isn't the only game in town. There are a range of powerful language models available, each with its own strengths and specialties. When evaluating these alternatives, the key benchmark as we go to press is OpenAI's GPT-4o — the underlying model that powers ChatGPT's paid versions. Products like Anthropic's Claude 3 Opus and Google's Gemini 1.5 Pro have shown impressive results on par with or even exceeding GPT-4o on certain tasks.

For general-purpose use cases, OpenAI's GPT-4o (accessible for free via ChatGPT) remains the gold standard in terms of performance and flexibility. But for applications that require more natural writing, Anthropic's Claude 3 Opus is a strong alternative.

But crucially, for the vast majority of mainstream knowledge work, GPT-4o level performance remains the benchmark. Unless you have a highly specific, niche use case that pushes the boundaries of ChatGPT's capabilities, or requires specialised domain knowledge, you'll likely be well-served by sticking with this proven platform.

To get the most out of these, it's important to understand some key terminology. In the world of generative AI, products like ChatGPT, Claude, or Perplexity provide user-friendly interfaces

to interact with underlying language models like GPT-4o or Claude 3 Opus. These models, in turn, can access various software tools to extend their capabilities, enabling functions like document search, image generation, web browsing, and data analysis.

When working with any language model product, privacy and ethics should be top of mind. While these models are highly capable, they're not infallible — and the data you input can potentially be used to further train and refine the system. As a best practice, ChatGPT should always be used in private mode for any sensitive information. A good rule of thumb is to only upload data that you'd be comfortable sharing with a rival CEO.

Ultimately, the choice of which language model to deploy depends on your specific needs, available resources, and level of language model proficiency. But for most knowledge workers looking to harness the power of language models today, ChatGPT hits the sweet spot — offering unparalleled versatility, usability, and extensibility. By focusing on mastering this core platform, you'll be well-positioned to unlock new levels of productivity and creativity in your work. The future of AI-augmented knowledge work is bright. With language models as your virtual assistant, that future is yours to write.

Unpacking the Ingredients of a Response

When you engage with a language model, the response you receive is the product of a complex interplay of different inputs. Understanding what goes into shaping the model's output can help you craft more effective prompts and get the most out of your AI-augmented workflows.

At a high level, a language model's response is influenced by:

- **Your custom instructions:** Any bespoke guidance you provide about your communication preferences, domain expertise, or desired response style. This might include specifying your professional background, the type of language you want the model to use, or the perspective you want it to adopt. In ChatGPT you can enter these once and have ChatGPT draw on them at the start of each conversation to guide it. Our verdict? Useful for setting the tone and context, but easily forgotten by the model in a long conversation.
- **Your prompt:** The specific query or request you pose to the model, which can be up to ~20,000 words in ChatGPT or ~150,000 words in Claude.ai. Crafting clear, detailed, and well-structured prompts is crucial for steering the model towards your intended output. Our verdict? Great for providing direction and getting targeted responses, up to around 20-30,000 words. After that, you need to be more and more careful that the context is useful (rather than distracting) and that you give the model clear instructions on what aspects of the context you want it to draw upon.

- **Knowledge from training data:** The vast corpus of online text data that the model was originally trained on, encompassing websites, books, articles, and more that were fed to it during its training. This gives the model a broad (though not always perfectly accurate or up-to-date) knowledge on a wide range of topics. Our verdict? Excellent for common knowledge queries, but can struggle with niche facts. Can't contain recent information beyond the model's training date.
- **Some chat history:** A portion of the conversation history from your current session, which helps maintain context and coherence across the exchange. However, the model's 'memory' is limited to around ~20,000 words for ChatGPT (and much less / more in other products), after which earlier parts of the discussion may be forgotten. Our verdict? Useful for maintaining continuity within a session, but be careful as the model's attention can wane for very long conversations.
- **Optional snippets from search or documents:** In some products like ChatGPT, a language model can use a search tool to retrieve and incorporate pertinent information from online searches to supplement its knowledge. Similarly, if you upload long documents, models can use a search tool to extract relevant excerpts to inform its responses. Our verdict? This can occasionally provide helpful additional context, but search quality is often poor and may introduce irrelevant or unreliable information.
- **Relevant items from memory bank:** Some language model products like ChatGPT offer the ability to save key snippets or takeaways from a conversation into a 'memory bank.' On subsequent interactions, even if the full chat history has been truncated, the model can still draw upon these stored highlights to inform its understanding and responses. This can be a useful way to maintain continuity and build upon prior discussions over extended engagements. While not a full solution to the model's limited 'attention window,' this memory bank feature can help mitigate the downsides of chat history loss and keep the focus on the most salient points. Judicious use of the memory bank can make interactions with language models feel more coherent and cumulative, as though it's building a shared context with you over time. Our verdict? When available, storing select information in the memory bank can definitely enhance your language model interactions, especially for complex, multi-session projects.

By thoughtfully orchestrating these ingredients — providing crisp instructions, posing well-crafted prompts, seeding helpful context, and iterating based on the model's outputs — you can significantly influence the quality and utility of the responses you receive.

Language Models Aren't Perfect

Now that we've explored the immense potential of language models, it's crucial to also understand their limitations. In this section, we'll dive into the two most significant ways in which language models fall short of perfection: Their propensity to be confidently wrong about niche facts and their inability to maintain long-term memory or focus within a conversation. By examining these shortcomings, we can develop strategies to mitigate their impact and use language models more effectively.

Language Models Can Be Confidently Wrong on Niche Facts

For all their power and fluency, even the best language models have an important limitation that users must be aware of: They can sometimes be confidently wrong. Especially when it comes to uncommon or niche facts. This is technically referred to as 'hallucination.'

This stems from the way these models learn and reason. Rather than memorising a knowledge base of facts, they pick up on broad patterns and associations across their training data. When prompted, they generate a response based on what would be most statistically probable given those patterns.

Most of the time, for common or non-niche topics, this works remarkably well. The 'wisdom of the crowds' effect means the most frequent associations are also often the most truthful. But for more obscure or specialised domains where training data is sparse, the model may latch onto spurious correlations or confabulate plausible-sounding but incorrect responses. So be alert.

This can manifest in a few ways:

- Conflating similar-sounding statistics or anecdotes, e.g. mixing up details from different niche historical events
- Mis-remembering or misattributing niche quotes, ideas or sources
- Inventing superficially convincing but inaccurate explanations for niche technical concepts
- Making mistakes on questions requiring recall of niche facts, like uncommonly referenced dates

Complicating matters, the model will often state these false facts with the same assured confidence as its more reliable outputs. Without deep subject matter knowledge, it can be difficult to spot a 'hallucination.'

The key takeaway here is not that language models are unreliable, but rather that their reliability is uneven. They can be uncannily accurate on some topics and subtly but stubbornly wrong on others, with little to signal the difference beyond our own domain knowledge.

So how can we reap the immense benefits of language models while mitigating the risks of these ‘confident hallucinations?’ A few strategies:

- Fact-check important claims against authoritative sources, especially in high-stakes domains like health, finance, or law
- Cross-reference key details across multiple reliable sources to identify and resolve inconsistencies
- Lean on your own and others' expert judgement to assess the plausibility of model outputs in your domain
- Use prompts that encourage reasoning transparency, e.g. “Explain your step-by-step logic for arriving at that conclusion”
- Maintain a healthy scepticism and probe deeper when something seems off, even if the model states it confidently

Ultimately, engaging with language models is certainly not about blindly trusting or ignoring their outputs, but about cultivating a discerning partnership — one in which we very much bring our own intelligence to the table.

By playing to the models' strengths while proactively compensating for their weaknesses like niche fact recall, we can harness their potential to help us work better, quicker, and happier. It's a dance of human and machine, each elevating the other through their unique capabilities.

So the next time a language model confidently serves up a surprising fact or figure, take it as an invitation for further exploration, not a finding to take at face value. Dig deeper, pressure-test against other reputable sources, apply your own critical reasoning. The truth is out there — it just might take a little extra sleuthing to pin down when a language model is involved.

In addition to occasional inaccuracies, another limitation of language models is their inability to maintain long-term memory or focus, which we'll explore next.

Language Models Can Forget and Be Inattentive

While a conversation with a language model like ChatGPT can feel remarkably natural and coherent, it's critical to remember that under the hood, these models don't maintain any kind of persistent long-term memory or attentional state in the way humans do. Every response is generated from scratch when a product like ChatGPT sends both your current prompt and a limited window of immediate conversation history as context to an underlying memoryless model like GPT-4o. Sending the conversation history along with your current prompt certainly

makes it seem like the model has remembered things from earlier in the conversation. And this certainly helps it to better respond to your current prompt. But, in reality, each time you send a prompt, a memoryless model like GPT-4o is seeing that whole conversation for the first time.



This ‘memoryless’ architecture means that language models do not actually learn or update their knowledge based on interactions with users. The ‘pre-trained’ in GPT (Generative Pre-trained Transformer) underscores that these models have a fixed set of associations and patterns internalised from their initial training data. They can draw upon this knowledge base to engage in all sorts of impressive linguistic feats, but they're not actively accumulating new information or evolving their understanding over time or even within any one conversation. It's a subtle but crucial distinction that's key to setting appropriate expectations and using them effectively.

This ‘memoryless’ architecture has some significant implications and limitations that users must be mindful of:

- **Forgetting the past:** Language models have a fixed ‘attention window’ — a maximum number of words from the conversation history that they can consider as context when generating their next response. For models like GPT-4o when used in ChatGPT, this window is typically on the order of 20,000 words. For models like Claude 3 Opus when used in Claude.ai, this window is nearer 150,000 words. Once a back-and-forth exchange exceeds that length, the model will necessarily ‘forget’ anything from earlier in the conversation as it will fall outside its ‘context window.’
- **Inattention to salient points:** Even within their attention window, language models may struggle to know which are the salient points of a long conversation. They can sometimes lose the thread or gloss over important details that were mentioned earlier

in the conversation but are no longer top of mind. It's as though they aren't paying enough attention to the relevant parts of a long conversation.

To work effectively with language models given these constraints, a few strategies can help:

- **Start fresh for a fresh take:** For complex or critical tasks, consider spinning up a new conversation rather than extending an existing one. To ensure all the relevant context can fit within the attentional sweet spot. Trying to extend a long thread can lead to confusion and suboptimal results.
- **Recap and rephrase:** Periodically summarise the main points from the conversation so far and feed them back as part of a new prompt in a new chat. This can help re-centre the model's focus and counteract the attention drift that happens over lengthy exchanges.
- **Slice and dice:** Break large tasks into more targeted and self-contained subtasks that fit comfortably within the attention window. Stitch the pieces together on your end rather than expecting the model to hold the entire problem space in its head at once.
- **Take notes as you go:** Save key snippets, decisions, and discoveries from your exchange externally so you can easily refer back or build on them later. Your own permanent memory can help compensate for the model's ephemeral one.

By being aware of language models' memory and attentional boundaries, we can meet them where they are and get the most out of the collaboration. It's not about expecting a perfectly omniscient conversation partner, but rather learning the quirks and cadences of the tool to elegantly dance within its limitations.

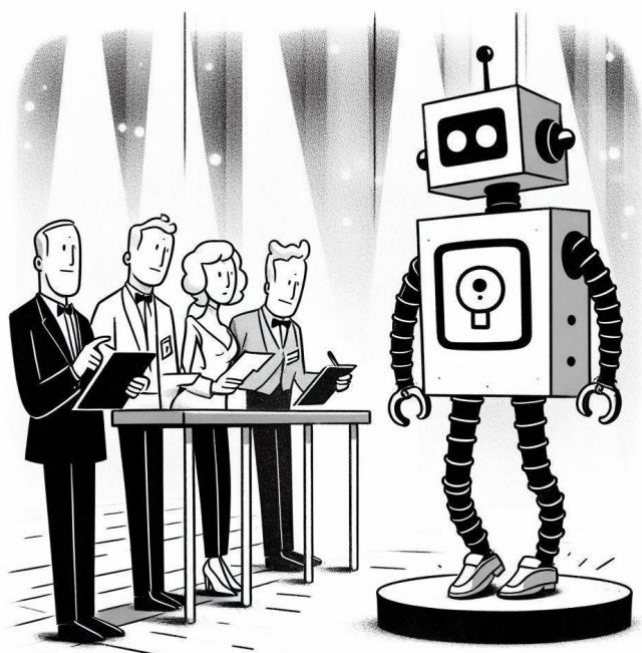
An analogy might be engaging with someone in the throes of anterograde amnesia — someone who retains all their prior knowledge and skills but cannot form new long-term memories. With care and compassion in how we structure our interactions, profound connection and co-creation is still very much possible. We simply adapt, guide, and remember them along the way.

So the next time you're deep in an extended back-and-forth with a language model and it seems to be losing the plot, take it not as a sign of failure but as a gentle nudge. An opportunity to reflect, recalibrate, and meet the model anew with clarity and grace. In the dance of human and AI, sometimes a well-placed lead is all it takes to get the steps flowing once again.

Understanding the basics of what language models are, how they work, their various forms, and their limitations provides an essential foundation as we start to explore their potential applications. Armed with this knowledge, we're ready to dive into the next chapter, where we'll examine the tangible benefits language models can bring to your work.

HOW HELPFUL ARE LANGUAGE MODELS?

In the previous chapter, we unpacked the core components and capabilities of language models. But what does this mean in practice? How can these tools tangibly boost your productivity, performance, and job satisfaction?



The era of speculating about the potential professional impact of language models is firmly over. A large body of rigorous academic research has delivered an unambiguous verdict: language models are not just a toy for tech enthusiasts but a bona fide boost to productivity and performance across a wide range of knowledge work domains.

Study after study from institutions like MIT, Harvard Business School, UC Berkeley, and Stanford have put language models through their paces in real-world workplace scenarios. The results from Dell’Acqua, F., et al. (2023) and Noy, S., & Zhang, W. (2023) paint a consistent and compelling picture:

- **Faster task completion:** Across writing, analysis, coding, and problem-solving tasks, workers with access to language models get the job done substantially faster — often in a fraction of the time it takes their unassisted counterparts. We’re talking speed gains of 50% or more in many cases.
- **Better work product:** It’s not just about speed — the quality of the output gets a boost too. Deliverables created with the aid of language models consistently earn higher

ratings for attributes like clarity, insight, thoroughness, and overall effectiveness. Language model assistance helps people put their best foot forward.

- **Less drudgery, more creativity:** By offloading a good deal of the rote labour involved in research, writing, and even coding, language models free up workers' mental bandwidth for higher-value cognitive tasks. People report feeling less bogged down in the weeds and more able to think strategically and creatively.
- **Happier, empowered employees:** Perhaps unsurprisingly given the above benefits, folks who incorporate language models into their workflows tend to find their jobs more satisfying and meaningful. They feel a greater sense of efficacy, accomplishment, and even enjoyment in their day-to-day lives. Hardly the dystopian displacement some had feared.

What's remarkable is the sheer diversity of tasks in which these gains have been observed. From crafting persuasive emails to analysing contracts to generating novel product concepts, language models are proving their versatility as a cognitive companion across domains.

Of course, unlocking these benefits requires more than just throwing a language model at a problem and hoping for the best. As discussed elsewhere in this book, using language models effectively means mastering a range of skills from prompting to evaluating responses and from being clear about your requirements to and iterative refinement. Collectively, the studies make clear that it's the combination of human and machine intelligence that delivers peak performance.

But for those willing to invest in developing that crucial human-language model collaboration muscle, the rewards are substantial and wide-ranging. In an era where the pace of business seems to accelerate by the day, the ability to fundamentally turbocharge the core activities of knowledge work amounts to a formidable competitive advantage.

For organisations, this means the imperative to upskill workers on language models is no longer a nice-to-have but a strategic necessity. The teams that move fastest to weave these technologies into their operational fabric will be best positioned to reap the efficiency and innovation gains they enable. Deferring adoption is implicitly deciding to do more with less.

At the individual level, we believe that proficiency with language models will rapidly become table stakes for knowledge workers seeking to remain at the top of their game. Just as using spreadsheets or presentation software evolved from a specialist skill to a universal job requirement, comfort collaborating with language models will be the new must-have for the professional class.

The good news is that the productivity benefits of language models accrue to novices and power users alike — everyone's on a learning curve together. The key is simply to start somewhere, go in with an open and experimentative mindset, and embrace the iterative

process of trial and error. Don't be afraid to dive in and get your hands dirty; each interaction with the technology, whether a resounding success or an instructive misstep, is a valuable data point on your journey to mastery. Trust that with consistent practice and a willingness to learn from both triumphs and stumbles, you'll steadily hone your instincts for how to wield these tools for maximum impact. The path to proficiency is paved with curious exploration.

So whether you're an executive looking to supercharge your organisation's collective output, a mid-career professional eyeing the next rung on the ladder, or a fresh graduate seeking an edge in a dynamic job market, the verdict is: fluency with language models is a 21st-century power skill par excellence. Dive in — your future productivity (and prosperity) will thank you.

A Special Focus on Happier Working

While the productivity and quality benefits of language models like ChatGPT are often the focus, an underappreciated yet crucial advantage is the increased happiness and satisfaction they bring.

By automating routine, mundane tasks, language models free you up to focus on more fulfilling, creative and complex work that better uses your unique human skills and passions. This shift away from tedious 'busywork' and toward more meaningful activities can be a major boost to engagement and morale. People thrive when they feel they are doing work that matters and making full use of their talents.

Language models also act as an always-available brainstorming partner and sounding board, enhancing individual creativity. Overcoming mental blocks becomes easier, allowing you to stay in flow.

Perhaps most significantly, the time savings enabled by language models supports a better work-life balance. When work can be accomplished more quickly and efficiently, people have more bandwidth for the other important parts of life — family, friends, hobbies, and rest. Reducing the stress of overwork and 'time poverty' is a key ingredient for happiness.

When people feel engaged, empowered, supported, and balanced in their jobs, they aren't just more productive — they're happier. And that boost in mood and morale has positive ripple effects on teams, organisations, and personal lives. Fulfilment at work translates to a greater sense of well-being overall.

So while the 'better' and 'quicker' benefits of language models are indeed compelling, let's not underestimate the power of 'happier.' Making work not just more efficient but more enjoyable for the human beings doing it may be one of the most important and transformative ways language models shape the future of work.

While the productivity and quality benefits are clear, it's important to note that realising this potential requires more than just access to the technology. Let's explore what it takes to use language models skilfully.

Good Use Takes Skill

Imagine being gifted a finely-crafted tool, capable of yielding remarkable results — but only in the hands of someone who has taken the time to master its use. Such is the nature of working with language models like ChatGPT; the returns are highly dependent on the skill of the operator.

Consider the analogy to photography. Today's cameras are marvels of technology, with auto-focus, auto-exposure, and intelligent post-processing that make it easier than ever to capture a decent photo. But in the hands of a master photographer — someone with a keen eye, a deep understanding of light and composition, and honed technical skills — that same camera can produce images of breath-taking artistry and impact.

Similarly, an experienced executive knows that the key to a productive relationship with a human assistant is not just delegation, but partnership. By providing clear goals, context, and feedback, and by leveraging the assistant's unique skills and knowledge, a savvy leader can achieve outcomes that would be impossible alone.

Those who approach these models as a mere novelty or a plug-and-play solution are likely to be underwhelmed. Pasting in a standard prompt and expecting flawless output on the first go is a recipe for frustration. The generated text might be grammatically fluent but conceptually fuzzy, or technically on-topic but strategically off-target.

On the other hand, those who invest in understanding the capabilities and quirks of language models, and who practise the art of prompt crafting and iterative refinement, can use them to achieve exponential gains in productivity and creative output. For these power users, the models become a true force multiplier, augmenting and accelerating their professional potential.

So what sets the power users apart? A few key principles and practices:

- **Clarity of intent:** Before engaging the model, they have a crystal-clear sense of what they're trying to achieve — the more specific the goal, the better. “Help me write something clever” is an invitation for meandering. “Generate a 100-word teaser for a blogpost aimed at CIOs about the potential of 5G in manufacturing” provides solid guidance towards what a useful result looks like.
- **Domain knowledge:** They bring their own subject matter expertise to the table, allowing them to provide detailed context, evaluate outputs critically, and guide the model towards relevant and factually grounded responses. They know what jargon, frameworks, and edge cases to mention to elicit the most incisive writing.
- **Iterative refinement:** They see prompting as a process, not a single step. If the initial output misses the mark, they dig into why and modify their approach accordingly.

They might provide more contextual examples, tighten up the language, or break the task into smaller sub-prompts. Each round brings them closer to their ideal.

- **Prompt-writing prowess:** Over time, power users develop an intuition for what prompts work best for different use cases. They know when to be descriptive vs. prescriptive, how to balance open-endedness and specificity, and how to strike the right stylistic notes. Prompting becomes a skill in itself.
- **Tool mastery:** They're not just proficient in prompting but also in the technical details of the model's implementation. They understand concepts like token limits, temperature settings, and example-based prompting, and use them to fine-tune performance. If a model offers plugins or integrations, they're eager to experiment with them to expand their creative palette.

Fundamentally, power users see language models as a collaborator, not an oracle. They know that the quality of the output is a function of the quality of their input — garbage in, garbage out. But they also know that with careful steering and a dash of serendipity, these models can take them to innovative places they wouldn't have reached without them.

Of course, even power users have their off days. The nature of working with language models means there will always be an element of unpredictability; a prompt that worked wonders yesterday might yield perplexing results today. But they take this in stride, seeing it as part of the learning process. Each surprising response is a chance to update their mental models and sharpen their skills.

Perhaps most crucially, they approach language models with a spirit of experimentation and play. While they might be putting the tools to serious professional use, their mode of interacting retains a sense of curiosity and wonder. They're not afraid to try wacky prompts, to push the boundaries of what's possible, to let the model surprise them. It's in that dance of structure and spontaneity that the real magic happens.

In the end, using language models skilfully is about understanding that you get out what you put in. It's about developing a keen sense of when to lead and when to follow, when to be precise and when to leave room for serendipity. It's a unique blend of art and science, and one that promises to be a defining competency of knowledge work in the years to come.

The invitation, then, is to approach these powerful tools with humility and an open mind. Be patient with yourself as you develop your own prompting voice and be generous with your scepticism when evaluating the model's responses. The road to mastery is paved with iterated attempts, each one a learning opportunity.

So go forth and prompt! The next frontier of your professional potential awaits just on the other side of the blinking cursor. With practice and perseverance, you too can use language models like the precision instruments they are.

The productivity benefits of language models extend beyond major breakthroughs to the cumulative impact of many smaller optimisations. Let's look at an example.

Sometimes the Small Wins Make a Big Difference

When considering the potential of language models, it's natural to want to focus on ground-breaking, headline-grabbing applications — the kind that fundamentally disrupt entire roles or business models. We've worked with many companies on these.

However, as we'll illustrate in this section, some of the most profound and far-reaching benefits of language models often spring from surprisingly mundane sources. And overlooking these is missing out on a huge part of the impact. The small, unsexy optimizations that, at first glance, might seem hardly worth the effort to automate. But when these micro-efficiencies are leveraged consistently across an organisation, the cumulative impact can be as big or bigger than the ground-breaking applications.

Take, for instance, the case of plastic surgeons adopting language models to streamline their post-operative note taking, as studied by Abdelhady & Davis (2023).

Traditionally, surgeons would spend an average of 7 minutes post-operation dictating or writing up their notes — a necessary but tedious task that syphoned away precious time and focus from higher-value activities like seeing more patients or strategizing treatment plans. But with the introduction of language models, a careful study showed that a 7-minute chore could be reduced to a mere 5-second prompt to a language model, which then filled in the details and wrote up the relevant report. Multiply those savings across several surgeries a day, every day, and the cumulative impact on productivity is staggering.

What's more, in blind tests, the AI-generated notes were found to be of higher and more consistent quality than the human-written ones, with 100% adherence to required rubrics and inclusion of key details. Not only did the technology save time, it standardised best practices and reduced human variability. The result? More complete records, fewer oversights, and ultimately better patient care and safety.

The icing on the cake was that patients themselves responded positively to the AI-assisted notes when surveyed, citing greater clarity and comprehensiveness. This suggests that far from being a clinical optimization concern, language models can directly elevate the end-user experience and satisfaction when thoughtfully deployed.

While the plastic surgery example may seem niche, it perfectly encapsulates the transformative potential of language models to streamline rote knowledge work across contexts. Consider the possibilities:

- Lawyers dictating case briefs or contract summaries
- Teachers jotting down student progress reports
- Researchers logging experiment notes or observations
- Analysts annotating data trends or anomalies
- Nurses charting patient vitals and medication intake

In each scenario, offloading the mechanical task of documentation to a language model helps the human to focus their mental energy on patient care, clinical decision-making, and other higher-value activities. It's a nice illustration of how working with language models can elevate the human condition not by replacing us but by empowering us to dedicate more of our time and cognitive resources to the work that truly requires our expertise, empathy, and creative problem-solving.

So the next time you find yourself mired in a mindless, repetitive task, consider: Could I prompt a language model to take some load off and help me handle this, instead? The answer, increasingly, is likely to be yes. Your job, then, is to take that precious reclaimed time and brainpower and pour it into the meaningful, distinctly human work that moves the needle. Identify the '5-second prompts' in your world and let the machines do the methodical lifting so you can get back to the work of creating, deciding, and leading. An often overlooked but critical benefit of language model augmentation.

Unlocking New Levels of Human Potential

It's one thing to theorise about the potential of language models to enhance knowledge work — it's quite another to see the extent of that potential rigorously validated in empirical studies. But as we've seen, that's exactly what a growing body of academic research is now conclusively demonstrating: language models can boost human productivity and performance in ways that were unimaginable just a few years ago. But how, and by how much?

Consider this striking finding from a recent study conducted by researchers at MIT, Stanford, and other top institutions (Dell'Acqua, F., et al., 2023): In a series of experiments involving hundreds of experienced professionals working on real-world business tasks (things like market research analysis, product roadmap development, financial modelling, etc.), participants who had access to a language model assistant completed a whopping 12% more tasks in 25% less time, achieving 40% higher quality output on average compared to their unassisted counterparts.

Just wow! We're not talking about small gains at the margins, but a step-change increase in productivity and output quality. The language model was not replacing the human workers

but rather augmenting their capabilities, allowing them to get more (and better) work done in significantly less time. It's a vivid demonstration of the concept of 'supercharging' human potential that so many have theorised about but that we now have hard data to support.

Digging deeper into the results, a few key themes emerge:

- **Cognitive offload:** The technology was particularly effective at taking on the more mechanical, time-consuming aspects of tasks — things like brainstorming and initial drafting. This freed up human bandwidth to focus on higher-level strategy, analysis, and decision making.
- **Human-language model symbiosis:** The best results came not from blindly deferring to the language model but from an active collaboration between human and machine. Participants who took the time to carefully prompt the language model, critically evaluate its outputs, and iterate towards a solution achieved outcomes that exceeded what either could likely manage alone.
- **Levelling up:** Interestingly, the productivity and quality gains were most pronounced for participants whose baseline performance (without the help of language models) was lower. In other words, the technology had an equalising effect, allowing less experienced or skilled individuals to 'punch above their weight' and deliver output on par with top performers. This has profound implications for talent development and upskilling. More on this shortly.
- **Learning curve:** Not everyone saw immediate benefits — there was a learning curve to figuring out how best to steer and interpret the language model. But those who stuck with it and developed a feel for effective prompting saw their performance continue to climb. Language model proficiency, it seems, is a muscle that strengthens with practice.

These findings are both exciting and sobering. Exciting because they hint at a future where language models act as equalisers of human potential, helping all of us to think and create at a higher level. But sobering because they make plain that harnessing these powerful tools effectively will be a key differentiator (and competitive advantage) going forward. Organisations and individuals who fail to cultivate language model fluency risk being left behind.

But for those ready to embrace the challenge, the rewards could be transformative. Imagine a world where every knowledge worker has a language model co-pilot in their corner, helping them to think more clearly, generate ideas more fluidly, and communicate more impactfully. A world where complex problems that today take weeks of toil to untangle become solvable in minutes or hours with some well-crafted prompts and a dose of human-machine partnership.

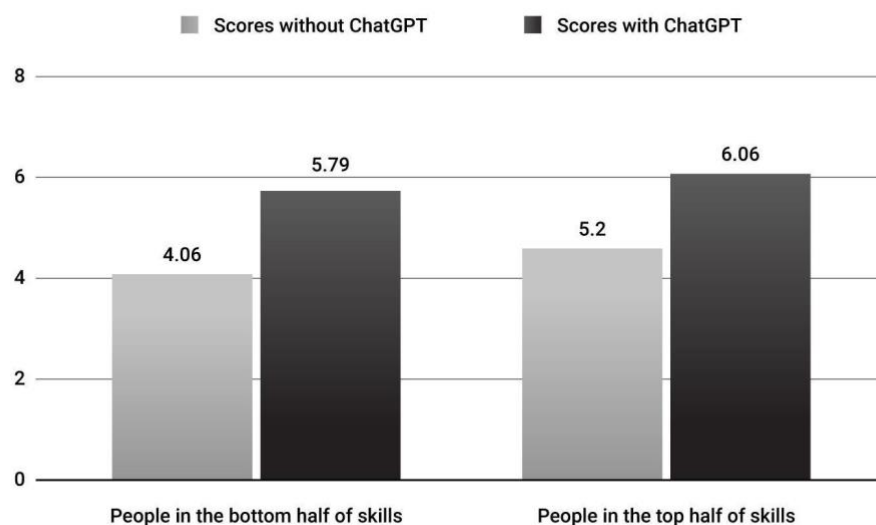
That's the world these studies suggest is within reach — if we're willing to do the work of figuring out how to partner productively with our new language model assistants. It's not about ceding agency to the algorithms, but about learning to dance with them in a way that brings out the best in both parties. A pas de deux of digital and biological neurons, if you will.

So if you're a knowledge worker looking to stay at the vanguard, take this as your cue to start experimenting with language models as collaborators in your craft. Begin with small, low-stakes tasks and work your way up as your confidence (and corpus of effective prompts) grows. Share your successes and failures with your peers, and learn from theirs in turn. The journey to language model fluency is one we'll all be navigating together in the years ahead.

But to navigate it we must if we hope to ride the rising tide of technological transformation rather than being swept away by it. The studies are in, and the verdict is clear: language models are not here to replace us, but to empower us to reach new heights of creativity, productivity, and impact. The question is not whether we'll work alongside intelligent machines, but how skilfully we'll learn to pilot them.

Language Models Massively Boosts Productivity and Quality, Especially for Less-Skilled Workers

As language models have matured from a niche research area to a mainstream business tool, one of the most pressing questions has been: who stands to benefit most from these powerful new technologies? Will they primarily help the most skilled and experienced knowledge workers soar even higher? Or could they have a more democratising effect, elevating the output of those with less developed capabilities?



Source: Fabrizio Dell'Acqua et al. (2023)

The aforementioned study from researchers at MIT, Stanford, and other top institutions provides a resounding answer: Language models like ChatGPT can massively boost productivity and work quality for employees across the skill spectrum, but the gains are especially pronounced for those starting from a lower baseline.

The study design was elegantly simple yet profound in its real-world relevance. Several hundred business professionals were tasked with completing a series of typical knowledge work activities — things like analysing market research data, drafting product roadmaps, developing financial models, and so on. Half the participants were given access to ChatGPT; the other half were not.

We've seen the headline numbers, but the real kicker came when the researchers zoomed in on the performance distribution. For participants whose baseline output (without ChatGPT's help) was in the bottom half of the sample, the quality of their language model-assisted work rose to even exceed that of the top performers working unassisted.

Let that sink in for a moment. With the aid of language models, the below average employees were suddenly delivering work that was better than the above average group. The technology acted as a great equaliser, empowering those with less honed skills to punch far above their natural weight class.

So what's going on here? A few key dynamics seem to be at play:

- **Levelling the playing field on 'hard' skills:** For tasks that require a high degree of technical knowledge or domain expertise, the language model can help fill in gaps and suggest best practices, allowing those with less training to perform at a higher level.
- **Enhancing creativity and ideation:** One of the toughest parts of many knowledge work tasks is simply coming up with an initial direction or framework. The language model excels at generating a diverse array of high-quality ideas and outlines, giving those who might normally struggle to ideate a productive starting point to riff on and refine.
- **Providing a sturdy scaffold:** For complex, multi-step projects, the language model can suggest a logical structure and flow, breaking the work down into manageable chunks. This scaffolding enables those who might typically get lost in the weeds to stay focused and organised, enhancing both efficiency and end product coherence.

The implications of these findings are far-reaching and profound. At the individual level, they suggest that language model proficiency could be a powerful tool for professional development and career mobility. By learning to use these tools skilfully, workers who may have previously felt stuck or stagnant in their roles have a new avenue for demonstrating and delivering value.

But it's at the organisational and societal levels that the real transformative potential comes into focus. In a world where language models can so dramatically elevate the output of the average knowledge worker, the very notion of what constitutes 'top talent' may need to be redefined. Companies that have historically focused on competing for a small slice of superstars may find that a more sustainable advantage lies in empowering the broad base of their workforce with language models.

This could be a significant boon for diversity, equity, and inclusion as well. If language models can help level the playing field by enabling individuals from a wider range of backgrounds and experiences to showcase their skills and potential, it could open up new pathways for underrepresented groups to thrive and advance. By reducing barriers to entry and providing tools that enhance the quality and impact of everyone's work, language models have the potential to create a more inclusive and equitable professional landscape. This could lead to more diverse perspectives being heard, more representative decision-making, and ultimately, a more vibrant and innovative workforce.

Of course, realising these benefits at scale will require proactive effort and investment from leaders. It's not enough to just give employees access to language models and hope for the best — there needs to be concerted upskilling, clear guidelines and guardrails, and a culture that embraces experimentation and learning from failure. The transition to a language model-enabled workforce is as much a change management challenge as a technological one.

But for organisations and societies willing to rise to that challenge, the payoff could be extraordinary. A world where every knowledge worker has numerous language model assistants and co-pilots in their corner, helping them to think smarter, work faster, and create at a higher level. A world where the distinction between 'average' and 'elite' performers becomes increasingly blurry as technology democratises access to superhuman capabilities.

That's the world this research hints at — and it's one where the benefits of language models are not concentrated in the hands of a select few, but rather diffused across the many. As we continue to grapple with how best to deploy these powerful tools, studies like these provide a hopeful reminder that, when skilfully used, language models have the potential to uplift us all. The question is not if we'll work alongside intelligent machines, but how we'll create a future where every knowledge worker is able to work much better, quicker, and happier.

The productivity and skill-amplifying effects of language models open up exciting new opportunities for what knowledge workers can accomplish — some of which are quite unexpected.

The Unexpected Potential of Large Language Models

When ChatGPT first burst onto the scene in late 2022, it was greeted with a mix of awe, scepticism, and outright dismissal. Surely, the naysayers argued, this was just another overhyped AI demo — an amusing parlour trick capable of generating fluent but ultimately shallow and unreliable text. However, language models are now reshaping the very landscape of knowledge work.

But what are they good for? The answer is not easy to come to. As Ethan Mollick, a professor at the University of Pennsylvania's Wharton School who studies the interplay of technology and human performance, succinctly put it: “Large language models are bad at tasks you would expect them to be good at, but surprisingly good at things you expect them to be bad at.”

It's a powerful encapsulation of the counterintuitive and often baffling capabilities of these systems. On the one hand, language models can struggle with seemingly trivial tasks like basic arithmetic, niche factual recall, or staying on topic in a long conversation. Ask even the best language model to solve a complex maths problem, recall a specific niche date, or maintain a coherent dialogue over a very long context conversation, and there's a decent chance it will stumble.

But pose it a complex, open-ended challenge like dreaming up a novel business idea, crafting a persuasive essay, or debugging a tricky piece of code — tasks that we typically associate with human creativity, expertise, and intuition — and the results can be stunningly good. Good enough, in many cases, to be practically useful and even superior to what a skilled human could produce in a short timeframe.

Consider a few examples:

- **Writing and content creation:** Language models can generate polished drafts of everything from marketing copy to technical documentation to creative fiction — not always perfect, but often good enough to serve as a starting point for human refinement. They can also offer real-time suggestions for improving the clarity, concision, and style of our writing.
- **Research and analysis:** By distilling vast troves of information into coherent summaries, language models can greatly accelerate the research process and surface insights a human might have missed. They can also help structure complex problems, break them down into sub-questions, and propose analytical frameworks.
- **Ideation and problem-solving:** Language models excel at generating novel ideas and solutions by combining concepts in unexpected ways. They can serve as tireless thought partners, helping us explore a wider range of possibilities and challenge our assumptions.
- **Programming and data wrangling:** Language models trained on code can not only auto-complete lines, but suggest entire functions, debug errors, and explain complex

concepts in plain language. They're quickly becoming indispensable dev tools. Similar breakthroughs are emerging in data-heavy domains like financial modelling and scientific computing.

The productivity and quality gains enabled by language models are truly exciting. But it's important to recognize that realising this potential requires more than just access to the technology — it demands a thoughtful approach to implementation. In the next chapter, we'll introduce some key frameworks for identifying high impact use cases and integrating language models effectively into your workflows.

HOW CAN LANGUAGE MODELS HELP?

To harness the power of language models, it's crucial to understand the different ways they can be applied to enhance your work.

In this chapter, we'll dive into specific frameworks and use cases that illustrate the vast range of possibilities. From core skills like synthesis, writing, and ideation to high-level applications across the business lifecycle, you'll see how language models can be leveraged at every stage of the knowledge work process.

Whether you're a strategist looking to supercharge your research capabilities, a marketer aiming to scale high-quality content creation, or an entrepreneur seeking to validate new business ideas, the frameworks in this chapter will provide a roadmap for identifying and unlocking high-impact opportunities.

As you explore these use cases, keep in mind the key principles of the PROMPT mindset: a spirit of experimentation, a commitment to human-machine collaboration, and a focus on tangible outcomes. By approaching these applications with an open and strategic mindset, you'll be well-positioned to harness the full potential of language models to work better, quicker, and happier.

Introducing Our Collection of Practical Taxonomies of Language Model Applications

One of the challenges in discussing the potential of language models is that the sheer range of possible use cases can be overwhelming. It's a bit like trying to enumerate all the ways a literate human can put pen to paper — the options are as vast and varied as the scope of human knowledge itself. Here's our solution.

These frameworks provide a structured way to think about the different dimensions of language model use cases, from the stage of the business lifecycle they address to the core capabilities they leverage to the level of sophistication they require. In the following sections, we'll dive into each of these frameworks in detail, exploring how they can guide your journey towards more effective and impactful language model adoption. Whether you're a language model novice looking for a roadmap to get started or a seasoned practitioner seeking to optimise your approach, these frameworks offer a valuable toolkit for unlocking the full potential of AI-augmented knowledge work. So let's roll up our sleeves and dive in — your path to working better, quicker, and happier awaits!

Let's start by examining one of the most fundamental taxonomies — four core capabilities that language models enable.

Four Core Language Model Capabilities

For our first taxonomy, let's look at the four core capability areas of language models.

- **Thinking & Communicating:** This book primarily focuses on how language models are revolutionising the way we process information, generate ideas, and express ourselves. From crafting compelling content to summarising complex topics and brainstorming creative solutions, these tools are becoming essential for a wide range of cognitive and communicative tasks.
- **Making Images:** Advanced language models can generate images based on textual descriptions. Either by themselves (e.g. GPT-4o) or by using other AI tools, such as DALL-E. This opens up new possibilities for creative expression and visual communication.
- **Analytics & Data Science:** Language models can also use programming languages like Python to write code and use tools like Code Interpreter (a Python code execution environment) to run code, enabling them to perform sophisticated data analysis and data science tasks. This has the potential to streamline and democratise data science workflows.
- **Writing Code:** Beyond natural language processing, language models have shown remarkable proficiency in writing code across various programming languages. This capability can help developers be more productive and efficient in their work.

While the principles and practices of prompt engineering, iterative refinement, and human-machine collaboration discussed in this book are applicable across all four capability areas, it's important to recognize that each domain has its own distinct set of considerations, techniques, limitations, and challenges that we won't be delving into here. Our focus in this book is squarely on the transformative potential of language models in the realm of thinking and communicating. By situating this within the broader context of language model applications, we hope to provide you with a clearer understanding of the scope and boundaries of the concepts covered in the following chapters. If you're interested in exploring the other three areas — making images, analytics, and data science, or writing code — and would like guidance or advice, please don't hesitate to reach out to us!

With this foundation in mind, let's zoom out and look at some higher-level frameworks for mapping language model use cases.

Thinking and Communication

While language models excel across all four of these capability areas, for the purposes of this book, we'll be focusing primarily on their transformative potential in the realm of thinking and communication. Let's dive deeper into how these tools are revolutionising the way we process information, generate ideas, and express ourselves.

At the heart of the language model revolution transforming knowledge work lies a profound yet easily overlooked truth: language is the very lifeblood of human cognition. It is the essential medium through which we absorb information, crystallise ideas, and convey them to others. Language fuels the twin engines of thinking and communication — two critical capabilities where language models truly shine. This makes them an ideal starting point for our exploration of frameworks illustrating how these powerful tools can elevate the quality, efficiency, and clarity of your work. Indeed, we often posit that language models can meaningfully assist with any task involving thought or expression — a claim we invite others to challenge by identifying cognitive or communicative activities beyond the reach of this ground-breaking technology.

Consider some of the ways language models are enhancing these two fundamental building blocks of thinking and communication:

- **Accelerating Ideation:** Generative language models are natural brainstorming partners, able to quickly produce a diverse array of ideas and angles on any given topic. By seeding them with a well-crafted prompt, humans can rapidly explore a wider conceptual space and make novel connections they may not have considered. This can be a boon for everything from creative writing to business strategy to scientific hypothesising.
- **Sharpening Expression:** Language models aren't just adept at generating raw text, but at helping to refine and polish it as well. They can suggest more concise phrasings, flag potential ambiguities or inconsistencies, and even adapt the style and tone to better suit a given audience or medium. In effect, they can serve as writing coaches, helping us to express our thoughts with greater clarity, precision, and impact.
- **Extending Memory:** One of the most powerful features of language models is their ability to store and surface relevant information from vast knowledge bases on demand. By uploading domain-specific documents or even personal notes, humans can essentially 'augment' their memory, allowing them to quickly recall key facts, insights, and examples to enrich their thinking and communication. It's like having a personal research assistant always at the ready.
- **Bridging Disciplines:** The sheer breadth of domains language models are trained on allows them to serve as connective tissue between disparate fields and ideas. They

can help to ‘translate’ complex concepts from one area into the language of another, sparking creative cross-pollination. A marketing professional might use a language model to surface relevant analogies from psychology or game theory; a scientist might leverage it to find unexpected applications for their research in industry or policy.

- **Structuring Thought:** Language models aren't just eloquent - they're also logically coherent (most of the time). As such, they can be valuable aids in breaking down complex problems, laying out arguments, or narratively structuring everything from essays to presentations to code. By proposing outlines and frameworks, they can help humans to organise their thinking and ensure a clear through-line from premise to conclusion.

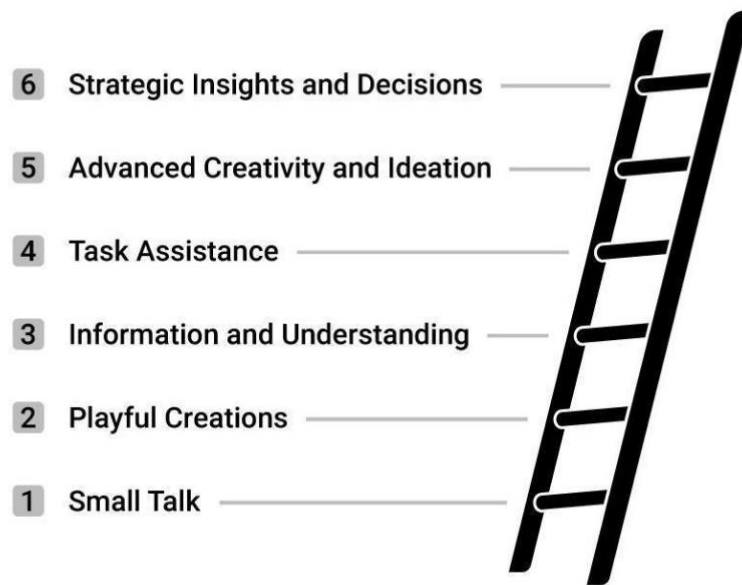
Taken together, these capabilities suggest a vision of knowledge work that's turbocharged by seamless human-machine collaboration. With the simple ‘thinking and communicating’ framework as our foundation, let's explore additional lenses that can help us understand and harness the potential of language models across more domains and use cases.

With the foundational skills of thinking and communication in mind, let's now explore a framework for understanding the different levels of language model mastery and the opportunities each level presents.

The Ladder of Language Model Mastery

If you've ever picked up a new hobby or skill — be it cooking, playing an instrument, or speaking a foreign language — you know that the journey from novice to master is not a straight line. It's a gradual ascent, marked by distinct stages of competency, each building on the last. The same, it turns out, is true of learning to work with language models like ChatGPT. While the specifics may differ, the overall trajectory is remarkably consistent.

Drawing on our experience engaging with language models like ChatGPT, we've identified six distinct levels of interaction, from casual conversations to strategic decision-making. We call this the Ladder of Language Model Mastery, and it provides a roadmap for users to understand their current level of interaction and discover the possibilities that await them as they climb higher.



Level 1: Small Talk

At the base of the ladder, users engage in casual conversations, share jokes, ask simple questions, and enjoy everyday discussions. Language models excel at mimicking human-like conversations, making this level perfect for friendly banter or quick, light-hearted exchanges.

Level 2: Playful Creations

On the next rung, language models help people craft poems, compose songs, make up stories, and engage in playful brainstorming or ideation. This level allows users to unleash their inner creative and let the language model spark their imagination with ideas or wordplay.

Level 3: Information and Understanding

As users ascend further, language models become personal knowledge assistants. They can ask the AI to explain complex concepts, summarise lengthy articles, or provide definitions and explanations for a wide range of topics. This level enables users to tap into a language model's vast knowledge base for quick and accurate information retrieval.

Level 4: Task Assistance

In the middle of the ladder, language models provide step-by-step instructions, offer guidance, and solve basic problems. Additionally, they can help draft job descriptions, plans, letters, or even proofread and edit documents. This level transforms language models into versatile and efficient personal assistants.

Level 5: Advanced Creativity and Ideation

Nearing the top of the ladder, users encounter Advanced Creativity and Ideation. Here, language models can generate detailed original stories, articles, or reports, offer more advanced ideation, and even help craft persuasive arguments or engage in creative problem-solving. This level unlocks the full creative potential of language models, allowing users to explore intricate and imaginative ideas.

Level 6: Strategic Insights and Decisions

At the peak of the ladder, users discover Strategic Insights and Decisions. In this level, language models can generate audience insights, evaluate potential risks, identify trends or patterns, and conduct high-level research to support decision-making. By analysing complex situations and considering multiple factors, language models can develop informed recommendations or advice, empowering users to make better strategic decisions.

Climbing the ladder of language model mastery is a journey that requires patience, persistence, and a willingness to learn. It's essential to take it one step at a time, focusing on mastering each level before progressing to the next. By understanding what the next rung looks like, you can set clear goals and develop a roadmap for your own growth and development.

As you climb the ladder, remember that you're not alone. Surround yourself with a supportive community of fellow learners and enthusiasts who can offer guidance, inspiration, and collaboration opportunities. Together, you can explore the vast potential of language models and push the boundaries of what's possible.

By understanding these different levels of language model mastery and what skills and opportunities each one unlocks, you can chart a clearer course for your own learning and growth. With this roadmap in hand, you're well-equipped to start your ascent up the ladder and experience the transformative benefits of working with these powerful tools.

Drawing on our work with organisations across sectors, we've found it helpful to think about language model use cases through three primary lenses:

The Business Lifecycle Lens

This lens maps applications to the typical stages of developing and growing a business or product:

- **Audience Understanding:** Using language models to analyse customer feedback, social media chatter, and market research to surface insights about needs, preferences, and pain points
- **Concept Development:** Leveraging the models to brainstorm new product or service ideas, value propositions, and business models
- **Go-To-Market Strategy:** Generating marketing copy, sales collateral, website content, and other assets to effectively position and promote the offering
- **Post-Launch Optimisation:** Continuously refining the product, messaging, and customer experience based on real-world feedback and performance data

By thinking through how language models can be applied at each phase, businesses can develop a more systematic approach to AI adoption that's grounded in their core growth objectives.

Another valuable way to map the opportunity space is by focusing on the core capabilities language models enable across industries and use cases.

The Functional Capability Lens

Another way to slice the language model opportunity is in terms of the core capabilities the technology enables:

- **Language Processing:** Using the models to analyse and extract meaning from large volumes of unstructured text data, such as customer reviews, support tickets, or internal documents
- **Language Generation:** Leveraging the models to create original content, from social media posts and email copy to long-form articles and reports
- **Data Augmentation:** Employing language models to expand or enrich existing datasets, such as by generating additional training examples for machine learning models or fleshing out sparse user profiles
- **Workflow Automation:** Integrating language models into tools and processes to streamline tasks like data entry, document summarization, and report generation

This lens is particularly useful for identifying opportunities to embed language models into existing systems and workflows to drive efficiency and consistency.

A third crucial perspective is the sophistication and complexity of different language model applications — which we can understand through the lens of use case maturity.

The Use Case Maturity Lens

Beyond the business lifecycle and capability lenses, another valuable way to frame language model use cases is in terms of their sophistication and complexity. This ‘maturity’ lens can help organisations plan and prioritise their adoption journey. The three key stages of use case maturity are:

- **Quick Wins:** These are the ‘low-hanging fruit’ use cases that are relatively easy to implement and provide immediate value. Examples might include using language models to generate social media content, summarise meeting notes, or draft routine emails.
- **Intermediate Applications:** These use cases require a bit more setup and fine-tuning but can drive significant improvements in quality and productivity. Think analysing customer feedback to identify product improvements, generating first drafts of sales proposals, or creating chatbot scripts.
- **Advanced Deployments:** At the high end of the maturity curve are applications that are deeply embedded into core business processes and decision-making. These might include using language models to surface insights from vast troves of unstructured data, participate in strategic planning discussions, or even guide R&D efforts.

Mapping use cases along this spectrum can help organisations prioritise their language model adoption efforts and gradually build the skills and capabilities needed to tackle more ambitious applications over time.

Of course, these taxonomies are not mutually exclusive — a single use case might well span multiple categories. The power comes in combining them to develop a multi-dimensional view of the opportunity landscape. A product manager, for instance, might use the Business Lifecycle Lens to identify the key stages where language models can add value, the Capability Lens to determine the specific functions they can perform, and the Maturity Lens to prioritise the rollout.

Ultimately, though, no framework can substitute for hands-on experimentation and learning. The most successful adopters of language models will be those who dive in with an open and curious mindset — who are willing to try new things, learn from failures, and continuously iterate. Even with a roadmap in hand, the journey will be full of surprises.

But equipped with the right mental models and a spirit of guided exploration, any organisation can start to harness the potential of language models to rethink how they understand their markets, serve their customers, and drive their businesses forward. The opportunities are as boundless as the human imagination itself — all that remains is to start turning that vision into reality, one prompt at a time.

These taxonomies provide a multidimensional map of the language model opportunity landscape. But to really understand how to navigate it, we need to dive deeper into the core skills these tools enable.

The Four Core Skills of Large Language Models

Building up from a foundational level, we can consider that language models have four core skills. Each magical, each somewhat independent of the others, and each with huge potential to make your work better and quicker. Let's explore them now.



Synthesising



Learning



Writing



Thinking

At the broadest level, language models have four key capability areas that enable them to revolutionise knowledge work in different ways:

Synthesising

Large language models like ChatGPT excel at digesting and distilling large volumes of information down to their essence. This powerful capability enables a wide range of practical applications for condensing information, such as:

- **Summarising long documents:** Input lengthy research reports, client briefs, product reviews, or any text-based materials, and have the language model generate a concise executive summary hitting the key takeaways. This can save hours of manual effort trying to synthesise complex information.
- **Synthesising meeting notes and discussions:** Drop in a full meeting transcript or meandering Slack discussion thread, and get back a neatly structured summary of the main topics covered, key decisions made, and important action items. No more slogging through pages of notes to find the critical points!
- **Analysing transcribed interviews:** Have a transcript of a customer interview, employee exit interview, or stakeholder discussion? A language model can summarise, analyse and even highlight the most salient quotes and insights. This makes it a breeze to extract value from qualitative feedback.

- **Reviewing and prioritising emails:** Have a language model scan through your overflowing email inbox to surface important messages you may have missed. It can identify key points, next steps, and even draft suggested replies. This helps tame the scourge of email overload.

Learning

Rather than spending hours manually combing through the web, databases, industry reports, and academic literature to find relevant information, you can now lean on the vast knowledge contained in large language models to dramatically accelerate desk research. Potential use cases include:

- **Rapidly developing audience and customer personas:** Provide some basic seed information about a target customer segment or user group and have a language model flesh out a detailed persona, complete with demographics, psychographics, needs, behaviours, and even illustrative verbatim quotes. Gain much richer audience understanding in a fraction of the typical time and effort.
- **Efficiently researching markets, competitors, and best practices:** Ask a language model to surface key facts, statistics, trends, benchmarks and competitor profiles to quickly get up to speed on a new product category, industry vertical, or geographic region. Spend less time searching for information, and more time synthesising insights.
- **Comparing regulations, requirements, and cultural nuances across regions:** Have a language model summarise the relevant legal, financial, logistical and cultural landscape considerations across different markets to inform go-to-market and global expansion plans. More easily navigate international complexity and tailor approaches for local relevance.
- **Exploring niche topics and alternate perspectives:** Push a language model to explain your problem space or research topic from unexpected angles, underrepresented viewpoints, or edge case scenarios. Pressure-test core assumptions, uncover potential blind spots, and spark novel intersectional ideas.

Writing

Writer's block and the tyranny of the blank page are a thing of the past. Large language models can take the pain out of content creation by generating high-quality first drafts to kickstart all sorts of assets and communications, such as:

- **Blogs and thought leadership:** Supply a language model with a topic, desired tone and target audience, and it can spit out a workable first draft of an engaging blog post, by-

lined article or opinion piece for you to refine. Spend your energy polishing and wordsmithing rather than agonising over how to get started.

- **Personalised emails and newsletters:** Have a language model compose tailored versions of a core message, cleverly customised for each recipient based on their role, relationship, or past interactions with your brand. Or feed it some content categories and desired length to generate a ready-to-send newsletter that feels decidedly human and not mass produced. Put authentic, engaging one-to-one communication within reach at scale.
- **Wiki pages and knowledge base content:** For any given topic or process, a language model can generate clear explanations, step-by-step how-to guides, FAQs, and troubleshooting tips. Unlock the full value of your internal experts and systems by making it effortless to capture, organise and share knowledge across teams and functions.
- **Talking points and presentation content:** Supply a topic, audience, desired length, and key messages, and have a language model draft an outline and script of compelling remarks. Go from blank slides to a solid narrative flow and speaker notes in minutes, so you can focus on visual polish and delivery. Never be at a loss for words on stage.
- **Translating between languages:** For global and multicultural teams as well as organisations serving international marketplaces, let a language model instantly translate documents, websites, product descriptions and customer communications between dozens of languages. Break down barriers to shared understanding.

Thinking

Perhaps most exciting of all, large language models can serve as a brainstorming partner and strategic sounding board to enhance creative problem-solving and decision-making for thorny business challenges. Examples include:

- **Ideating novel concepts and solutions:** Have a language model suggest a range of creative ideas for new product features, campaign themes, brand names, customer experience enhancements or business model pivots based on an understanding of your brand, audience, and competitive situation. Get the gears turning with thought-starters and ‘wild card’ ideas from new angles.
- **Developing positioning and messaging:** Work iteratively with a language model to crisply articulate your brand or product's unique and ownable value proposition, reasons to believe, and key benefits. Explore different ways to compellingly express the core idea for different target segments. Pressure-test how distinct and defensible the positioning is against key competitors.

- **Stress testing plans and identifying gaps:** Have a language model poke holes in your go-to-market strategy, campaign plan, financial model, or business case. Ask it to identify potential risks, flaws in logic, inconsistencies, or unsupported claims. Request constructive criticism to shore up your thinking and pre-empt likely objections.
- **Playing out future scenarios:** Have a language model forecast how emerging macro trends, disruptive technologies, and shifting consumer behaviours could impact your product category or competitive landscape. Get concrete by painting a picture of 'a day in the life' of your customer two, five or ten years out. Explore both optimistic and pessimistic scenarios to future-proof your strategies.

The use cases across each of these four skill areas are truly boundless, constrained only by our imagination and willingness to experiment. What unites them is the power of human-language model collaboration to augment and accelerate knowledge work of all kinds — from the everyday to the extraordinary. It's an exhilarating frontier that's ours to explore.

These taxonomies and skill dimensions provide a valuable map of the opportunity space for applying language models. However, while these frameworks provide a valuable starting point for identifying and prioritising high-impact language model use cases, there's no substitute for direct experience and iterative trial and error. To navigate this space successfully, we need to dive deeper into the practical strategies for effective prompting, output evaluation, and process integration. That's exactly what we'll cover in the next chapter, where we introduce our '4 Ps' framework and other essential lessons for putting language models to work.

LESSONS FOR THE PRACTICAL APPLICATION OF LANGUAGE MODELS

Now that we've explored the potential of language models, it's time to dive into the practical strategies for harnessing their power effectively in your day-to-day work. Through our extensive experience working with these tools, we've distilled the key lessons and best practices into a simple yet powerful framework we call the '4 Ps.'

The '4 Ps' for Great Work with Language Models

Welcome to our '4 Ps' framework, your ultimate cheat sheet for harnessing the power of language models like ChatGPT to elevate your work. This framework distils the essential lessons and best practices for collaborating with AI into four key pillars: Preparation, Prompting, Process, and Proficiency. Whether you're a beginner just starting to explore the potential of language models or a seasoned pro looking to optimise your workflows, the '4 Ps' will be your trusty guide on this exciting journey.



Prep.

Your goal

Bring well-formatted context
(at start of prompt)

Know the language

Use a secure AI



Prompt

Articulate your requirements

Up to 10 ingredients:
Act as, I am, Context,
Ultimate goal, Proximate goal,
Constraints, My audience,
Your task, Response style,
Response format

Lead the witness



Process

Steps to your goal

Use C.A.R.E
Check, Add, Remove, Edit

**Use the model's (limited)
memory**



Proficiency

**Calibrate using expertise,
evidence**

**Use Synthesising, Learning,
Writing, and Thinking**

Overcome bias

Prevent mimicry / plagiarism

To consistently get impressive results from large language models like ChatGPT, it's vital to internalise the '4 Ps' framework.

Preparation

Before you even open up a blank chat window:

- **Your goal:** Get crystal clear on your objectives. What specific output are you trying to generate, in service of what larger project or goal?
- **Context:** Gather any relevant context that could help guide the model, such as articles, reviews, meeting transcripts, brand guidelines, or past examples of the type of content you're aiming to create. Ensure this context is well formatted, so that the language model can understand what it is, what's in there and where each piece of context starts and ends!
- **Language:** Also consider the specific language you'll need to guide the language model and to give appropriate feedback.
- **Security:** Use an AI that is secure enough for your needs. If you're not entering any confidential information, then you needn't worry. For most confidential information, simply flipping a switch inside your AI product to ensure that it treats your data as confidential is good enough. For certain use cases and in certain companies, you're going to want to ask your legal and IT team which AI products have been approved for use before you start work.

Garbage in, garbage out very much applies here, so frontload the work to set yourself up for success.

Prompting

Now it's time to actually engage the model through artful prompting. We discuss this in more detail in a subsequent chapter, but here's some quick tips to get you started.

The key is to be as specific and explicit as possible about your expectations. It is as simple as that. If you can do this in a small number of words, that's great! But, for some tasks, you may need to use a lot of text and give a lot of examples to ensure you're being sufficiently clear on what you want.

Some key elements to potentially include are: playfully instructing it to act as a particular expert persona, stating the core objective as well as adjacent context, noting any constraints or things to avoid, describing your target audience and required deliverable format, and requesting a particular writing style or structure.

You should resist the urge to just dash something off and go with the first result. Treat prompting as a creative exercise in its own right, and don't be afraid to try leading forms like "Here's what a good output would have..." Experiment with a few variants and see what yields the best jumping off point.

Process

For anything beyond the simplest task, adopt the mindset that working with a language model is an iterative, back-and-forth dialogue, not a one-and-done request. Take the time upfront to break hairy, complicated problems into bite-sized intermediate steps.

When faced with a complex request, break it down into manageable steps and leverage language models to assist with each stage of the process. This iterative approach allows for greater control and refinement, leading to better results. Start by dividing the task into logical, sequential components. Then, engage a language model to help with each step individually, such as generating an outline, suggesting relevant points then drafting each section one by one. As you work through these steps, review and refine the language model's output, provide additional context, and make necessary adjustments. Once you've completed all the steps, combine the refined components offline to create your final output. You'll get a much better output than trying to achieve the task in a single prompt.

Proficiency

Delivering a final product that shines requires your unique subject matter expertise to complement the model's outputs. Always take a critical eye to claims and recommendations. Does this accord with what you know to be true based on data, experience, and intuition?

Pressure-test reasoning and ditch or fix anything that feels off. Ground abstract ideas in real-world application through vivid examples and action steps. Add in missing context that the model wouldn't have about your company, customers, or competitive landscape.

Most importantly, edit to inject your authentic brand voice and personality. Ensure the style and sentiment rings true and would resonate with your target audience. Pass the "sniff test" by putting yourself in the shoes of a recipient — does this communication sound like it came from a relatable human or an advice-spewing automaton?

Think of the model as a 'verbal sous chef' — perhaps it did all the tedious prep work of assembling raw ingredients, but it's still on you as the head chef to creatively combine them with culinary finesse and flair into something delightful. The meal is ultimately your creation.

By weaving together thoughtful preparation, precise prompting, a feedback-driven iterative process, and your own expert polish, you can reliably coax language models to help you produce truly phenomenal work. But, while the '4 Ps' provide a solid foundation, true language model mastery requires developing an even deeper understanding and robust set of skills. Let's unpack what that entails.

At each stage, be diligent in evaluating the model's suggestions before proceeding. Use the handy 'CARE' process as a starting point:



Check



Add



Remove



Edit

- **Check:** Assess the draft output for overall quality and completeness vs. your original request. Did it address the core question? Does the logic hold up? Is the perspective valid and unique or obvious and generic?
- **Add:** Fill in key points, examples, or sections that are missing or underdeveloped. Inject your own original ideas to round out the picture
- **Remove:** Cut fluff, redundancies, or tangents that dilute the message. Nix anything that's off-brand, off-strategy or just rings false
- **Edit:** Polish the diamonds in the rough. Rephrase and restructure to really make the content sing. Ensure a strong beginning, middle and end. Tweak the style for consistency and brand alignment

Repeat this process as needed, perhaps using the model to expand on selected excerpts, until you have a complete first draft that exceeds your expectations.

Finally, stay mindful of prompt length and model memory — you may need to occasionally take a step back and summarise the key points in a new chat to create a clean 'slate' so you stay on track. And always, always carefully fact check claims before publishing. Trust but very much verify.

Language Model Mastery: It's About Skills, Not Tech

It's easy to get caught up in the hype around the latest and greatest language models. Every few months, it seems, a new contender emerges, touting unprecedented capabilities and promising to revolutionise the way we work. The options can feel overwhelming.

But here's the thing: when it comes to harnessing these technologies to drive results in your work, the specific model you choose is far less important than the skills you develop in working with it. While there are certainly differences between the top models in terms of their strengths, weaknesses, and idiosyncrasies, the core capabilities and use cases are largely the same. Whichever model you're using, you're still fundamentally engaging in a process of

iterative prompting, output evaluation, and refinement to generate insights, ideas, and content.

That's why at PROMPT, our focus is not on chasing the shiniest new model, but on helping you build the enduring skills to thrive. We believe that true mastery lies not in accumulating a collection of models, or mastering any one, but in cultivating a mindset and methodology for leveraging any model effectively.

So what does that mastery look like in practice? It starts with a deep understanding of the strengths and limitations of language models as a category. Knowing what they're good at (e.g. pattern recognition, knowledge synthesis, ideation) and what they struggle with (e.g. niche factual accuracy, complex logical consistency, attention to long context) is essential for designing prompts and workflows that play to their strengths while mitigating their weaknesses.

Language model mastery is about developing a strategic sense of where and how to deploy these at a high level for maximum impact. It's about looking beyond the obvious use cases and imagining new ways to harness their capabilities to unlock efficiency, creativity, and insight. And it's about making deliberate choices about how to redeploy the time and energy they liberate — whether it's taking on more projects, diving deeper into critical challenges, or upskilling yourself and your team.

The good news is that these skills are eminently learnable — and highly transferable. Once you've built up your chops on any of the great models out there, you'll find that they translate readily to others. The specific commands or interface may differ, but the core muscles of effective prompting, discerning evaluation, and creative application remain the same.

So if you're just starting your journey with generative AI, don't get too hung up on choosing the 'perfect' model. Pick one of the top contenders — GPT-4o, Claude 3 Opus, Gemini 1.5 Pro, or another in that class — and dive in. Focus on honing your skills in prompting, evaluating, and iterating. Immerse yourself in understanding your domain and how language models can be applied to its unique challenges. And above all, stay curious, experimental, and open to the possibilities.

The era of language models is just beginning, and the technology will continue to evolve at a dizzying pace. But the skills of using them effectively — of knowing how to partner with language models to elevate your thinking and amplify your impact — those will endure. Master those, and you'll be ready to ride the wave of this transformative technology, no matter which model is cresting at the moment. The real power, after all, lies not in the technology itself but in the ingenuity and expertise of the human at the keyboard.

Prompt Engineering: An Art, Not A Science

One of the most critical skills in the language model mastery toolkit is prompt engineering — crafting effective prompts to elicit the desired outputs from the AI. But as any seasoned prompt engineer will tell you, there's no secret formula or fool proof template that guarantees perfect results every time.

As AI researcher Aaron Erickson eloquently puts it, effective prompting is “part about knowing what question to ask, part being comfortable with nondeterminism, part being ok asking audacious questions and being pleasantly surprised with the results, even if the answer is imperfect.”

Effective prompting requires a deft balance of clarity, specificity, and open-ended exploration. You want to give the model enough context to grasp your intent, while leaving room for surprising insights.

Sometimes you can achieve this with a very simple prompt. But sometimes you need more. In situations like this, a helpful framework is to consider up to ten core ‘ingredients’ in your prompts:

- **Act as:** Establish an expert persona for the model
- **I am:** Describe yourself to inform the model's perspective
- **Context:** Provide background to frame the task
- **Ultimate goal:** Clarify your overarching objective
- **Proximate goal:** Specify the immediate output
- **Constraints:** Note restrictions or things to avoid
- **Audience:** Define who the output is for
- **Task:** Articulate the core action to perform
- **Style:** Indicate the desired tone and format
- **Structure:** Suggest an outline for the response

Even with this recipe, whipping up an ideal prompt takes practice and iteration. View each interaction as a collaborative dialogue — if the output misses the mark, reflect on why and refine your prompt accordingly.

Over time, you'll hone your intuition for the prompts that work best for your unique needs and domain. While studying others' examples can inspire, true mastery emerges from your own tinkering and testing.

So embrace the art of prompt engineering as an evolving practice. Approach each session with curiosity, using prompts to explore uncharted intellectual territory. With the right mix of guidance and openness in your recipe, you'll cook up linguistic feasts that surprise and satisfy.

Seeing example prompts from others is useful for inspiration on use cases you may not have considered. Indeed we'll share many of them later in this book! But you should always rewrite prompts to fit your specific needs vs using them verbatim.

So if there's no one-size-fits-all approach to prompt engineering, how can you consistently get great results? The key is to embrace an iterative mindset.

Crafting the Perfect Prompt is an Iterative Approach

When working with language models like ChatGPT, it's easy to get caught up in the quest for the 'perfect prompt' — that elusive combination of words that will magically yield the exact output you're looking for. But the truth is, crafting effective prompts is less about nailing it on the first try, and more about engaging in a process of iterative refinement.

The key is to start with the simplest possible prompt that captures the essence of what you're trying to achieve. Don't get bogged down trying to anticipate every nuance or edge case right out of the gate. Instead, focus on articulating your core objective as clearly and concisely as you can.

Once you've generated an initial response, take the time to critically evaluate it. Ask yourself: Does this output align with what I was hoping to get? Is it on topic and relevant? Does it capture the appropriate tone and style? Is there anything missing or superfluous?

Use your answers to these questions to inform your next iteration. If the model didn't quite grasp what you were going for, try rephrasing your prompt with more specific language. If the tone feels off, experiment with different word choices or explicit style instructions. If there are gaps in the information provided, consider adding more context or examples.

As you go through this process of iterative refinement, be sure to also reflect on how you might need to clarify your own thinking. Sometimes, a less-than-perfect output is actually a sign that your own objectives or expectations were a bit fuzzy to begin with. Use the model's responses as a mirror to interrogate and sharpen your own understanding of what you're really trying to achieve.

In addition, don't be afraid to experiment with including more information about yourself and your specific needs in your prompts. While it's not always necessary, providing some context about your role, industry, or project can help the model tailor its responses to be more

relevant and useful. You might also try specifying the desired format, length, or style of the output to help steer the model in the right direction.

Ultimately, the perfect prompt is one that yields results that are good enough for your purposes — and that bar will be different for every user and every use case. The key is to approach prompt engineering as a collaborative dialogue with the model, one in which you're continuously refining and clarifying your inputs to get closer to your desired outputs.

By embracing this iterative mindset, you'll not only end up with better results, but you'll also sharpen your own skills in articulating your needs and evaluating AI-generated content. And as you gain more experience and develop a feel for what works and what doesn't, you'll find that you can get to your desired destination more quickly and with fewer detours along the way.

So the next time you sit down to craft a prompt, remember: start simple, evaluate critically, and iterate based on what you learn. The perfect prompt may not exist, but with a bit of persistence and a willingness to engage in a bit of back-and-forth, you can almost always get to an output that moves your work forward. And that, in the end, is what really matters.

The Importance of Multi-Step Processes

When working with a language model, it's easy to fall into the trap of expecting a perfect, fully formed output from a single prompt. Think of your interaction with language models not as a one-and-done request, but as a collaborative journey toward an as-yet undetermined destination, potentially with many exciting destinations visited along the way. Every prompt you provide is a signpost pointing the model in a general direction, but the exact route and endpoint will be shaped by the back-and-forth that follows.

A helpful framework is to approach your task as a four-step process, with each step building on the insights and outputs of the last. Here's a high-level example of that in the world of brand marketing to meet audience needs:

- **Defining Needs:** Start by clearly articulating your audience's needs, pain points, and desired outcomes. This lays the foundation for all the creative work to come.
- **Generating Segments:** Next, prompt ChatGPT to propose a range of audience segments that map to those distinct needs. Iterate on these segments until you have a set that feels comprehensive, differentiated, and actionable.
- **Brainstorming Ideas:** With segments in hand, now prompt a language model to suggest product, marketing, or experience ideas tailored to each group. Encourage it to think expansively and generate multiple options per segment.

- **Refining Positioning:** Finally, work with the model to home in on the most promising ideas and craft compelling positioning and messaging to bring them to life. Pressure-test the uniqueness and resonance of each concept.

At each stage, resist the urge to settle for the first output you receive. Instead, critically evaluate the AI's suggestions and provide targeted feedback to steer it closer to your objectives. Use phrases like “This is on the right track, but can you make it more...” or “I like X and Y, but Z feels off because...” to give the model clear guidance on how to refine its responses.

It's also crucial to edit and enhance the model's outputs with your own subject matter expertise and creative flair. ChatGPT can serve up a platter of intriguing raw ingredients, but it's up to you to season them to taste and artfully arrange them on the plate. Always run a fine-toothed comb through AI-generated content to correct any inconsistencies, punch up the prose, and make it unmistakably on-brand.

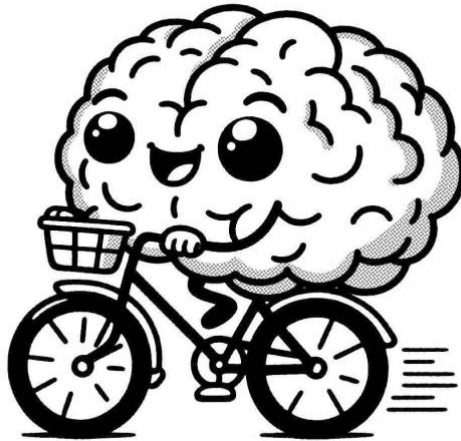
By embracing this multi-step, iterative approach, you'll be able to progressively zero in on outputs that don't just meet the bar, but vault over it with room to spare. You'll also be honing your own prompt-crafting chops and developing an intuitive feel for how to get the best out of this powerful but quirky creative partner.

More importantly, you'll be putting into practice the paramount principle of human-language model collaboration: That the role of these is to augment and accelerate human expertise, not automate it away. By engaging in a true back-and-forth dialogue with ChatGPT — one in which you're not just posing queries, but actively shaping the responses through your own knowledge, you'll maintain your essential role as the conductor of the creative symphony.

So next time you're staring down a complex creative challenge, try breaking it down into this four-step framework and enlist ChatGPT as your intellectual sparring partner. With each round of feedback and refinement, the model's outputs will get sharper and more aligned with your goals, and you'll be flexing your own prompt-engineering muscles in the process. It may take a few extra steps to reach that final ‘aha!’ moment — but when you do, it'll be a destination well worth the journey.

Electric Bikes for The Mind

Language models like ChatGPT aren't just nifty tools — they're portals to entirely new realms of intellectual exploration and creative expression. To borrow a metaphor from the late, great Steve Jobs, he described computers as “bicycles for the mind,” empowering us to traverse vast conceptual distances and scale lofty idea-mountains with turbo-boosted efficiency and finesse. And the new revolution of language models has led OpenAI CEO Sam Altman to go one step further, describing ChatGPT as an “e-bike for the mind.” We love it!



We'd also like to take this metaphor one step further and clarify that whilst language models may boost our performance, speed and happiness like an electric bike does for travel, they're certainly not self-driving cars. We cannot simply hop aboard and arrive quickly and safely at our destination. The importance of the electric bike rider (that's you!) in setting the direction, pedalling, navigating, and parking is critical.

But as with any powerful technology, using language models effectively requires more than just hopping on and putting the pedal to the metal. To truly harness their potential to elevate your thinking and supercharge your output, you must learn to ride in tandem with the technology — to steer, accelerate, and brake in all the right moments. You are the navigator charting the course; the model is your tireless co-pilot ready to propel you forward.

One of the biggest pitfalls in working with language models is what researchers call "falling asleep at the wheel" — becoming so entranced by the model's fluent and seemingly authoritative outputs that you fail to critically evaluate their substance and relevance. Just like an electric bike, a language model will keep speeding ahead based on the initial direction you provide, regardless of whether it's actually getting you closer to your intended destination.

To stay alert and engaged throughout your AI-augmented creative process, it's crucial to treat the model's outputs as promising prompts rather than polished products. When you receive a response to your input, don't just nod along and accept it as gospel truth. Put on your discerning editor's cap and scrutinise it for logical coherence, factual accuracy, and alignment with your original goals. Trust but verify.

Ask yourself: Does this actually address the core question or task I set out to tackle? Are the ideas truly novel and incisive, or just plausible-sounding fluff? Does the writing style and structure fit my audience and intent, or meander into generic tangents? Is this a substantive intellectual meal, or just empty rhetorical calories?

If the answer to any of these gut checks is "No" or "Not quite," it's time to hop back into the driver's seat and course correct. Identify the specific elements that missed the mark and feed that constructive critique back into your next prompt. Rinse and repeat this iterative refinement cycle until you arrive at a work product that makes you sit up and say "Aha!"

This is the real craft of human-language model collaboration — knowing when to let the model take the lead and when to reassert your own creative control and domain expertise. It's about developing the discernment to sift the glimmers of genius from the dross, and the dexterity to weave those raw threads into a bespoke tapestry that exquisitely suits your needs and audience.

Make no mistake, this co-creative back-and-forth requires effort and ingenuity on your part. Partnering with a language model is not a passive taxi ride where you can just sit back and zone out until you've reached your final destination. It's an active, engaged expedition that demands your full presence and participation at every leg of the journey.

But for intrepid explorers willing to put in the pedal-work, the payoffs are plentiful. By learning to harness these electric bikes for the mind with skill and discernment, you'll be able to ideate faster, write more confidently, and unearth unexpected gems of insight that might otherwise remain buried beneath the surface. You'll be able to go further and deeper in your creative quests, without getting bogged down in the drudgery of staring at a blank page.

Perhaps most thrillingly, by offloading some of the cognitive heavy lifting to your trusty language model sidekick, you'll free up precious mental bandwidth to focus on higher-order analysis, synthesis, and sense-making. You can direct your energy toward the uniquely human tasks of framing the right questions, connecting the dots, and spinning the straw of raw information into the gold of actionable wisdom.

But to alchemize these efficiency gains into meaningful impact, you must be intentional about how you choose to reinvest your hard-won cognitive surplus. Will you double down on a gnarly problem that's been stumping you for months? Finally carve out time to tackle that ambitious passion project perpetually simmering on the back burner? Volunteer your newly expanded expertise to a cause that moves you?

The beauty is the choice is yours — and therein lies the true transformational potential of language model augmentation. By learning to use language models as cognitive prosthetics rather than creative crutches, you reclaim your agency and autonomy as a knowledge worker. You become the master of your own intellectual destiny, with an endlessly versatile tool at your disposal to help you blaze new trails and reach new heights.

So hop on that electric bike for the mind and start pedalling — the open road of infinite possibility awaits. Just remember, you're the one with your hands on the handlebars. Where you steer is entirely up to you.

The '4 Ps' framework, the art of prompt engineering, the importance of an iterative approach, and the concept of language models as 'electric bikes for the mind' — these are the crucial building blocks of practical language model mastery. By internalising these lessons and honing your skills through deliberate practice, you'll be well on your way to unlocking the full potential of these powerful tools in your knowledge work.

But mastering the '4 Ps' and the art of prompt engineering is only part of the journey. To truly realise the transformative potential of these tools, we need to zoom out and consider the organisational context. In our final chapter of Part 1, we'll explore the phases of language model adoption and key considerations for driving impact at scale.

YOUR JOURNEY

In this final chapter of Part 1, we'll zoom out to consider your language model journey at both a personal and organisational level. We'll go beyond the potential and practical application of language models to help you carve a path to success.

Six Phases of Adoption

Our work since 2022 with 100s of organisations and 1,000s of people have demonstrated that there are several phases to adoption and application of language models. These phases represent the journey from initial scepticism to widespread integration of language models:

Phase 0: Scepticism and Hesitation

Characterised by doubts about the efficacy and practicality of AI. Many view it as another wave of hype, with uncertainties about its benefits. This stems from experience with overhyped technologies that failed to deliver on their promises.

Phase 1: Initial Exposure and Surprise

Begins when you get your first real exposure to what language models can do. Often marked by surprise. Witnessing language models successfully applied in your domain of expertise — especially when it delivers unexpected insights or solutions — is a game-changer.

Phase 2: Experimentation and Trial

You start to experiment, often on a small scale or in a controlled environment. You begin to test AI's capabilities and limitations, applying it to specific tasks or projects. This phase is critical for understanding how language models can be integrated into your existing workflows.

Phase 3: Realising Practical Applications

You begin to understand how language models can enhance creativity, efficiency, and effectiveness in your decision-making. You start to see that language models can aid in your work, rather than a threat or a gimmick. This phase often involves learning how to interact with language models effectively to get the best results.

Phase 4: Adoption and Integration

Integration of language models into everyday processes as a standard tool, much like how computers and the internet were eventually integrated into most aspects of work. You start

to see language models as an essential part of the process to begin to restructure your workflows and strategies around AI's capabilities.

Phase 5: Evolution and Learning

As language model products become more sophisticated, integrated, and ubiquitous, the need for continuous learning and adaptation becomes crucial. You must stay informed about the latest developments in language models and remain open to updating your skills and approaches.

The phases of language model adoption and benefits show that integrating language models into our work processes is a journey, not a one-time event. It requires a willingness to experiment, learn, adapt, and evolve over time.

In the early phases, scepticism and hesitation are natural as people grapple with a powerful new technology. Initial exposure can be both exciting and surprising, as the capabilities of language models often exceed expectations. This sparks curiosity and leads to experimentation on a small scale.

As people gain hands-on experience, they start to realise practical applications where language models can enhance their work — boosting creativity, efficiency, and decision-making. This realisation is key to moving past seeing language models as a gimmick and recognizing it as a valuable part of your workflow.

With this recognition comes wider adoption and deeper integration into daily workflows. Language models start to become a standard part of the toolkit, much like computers and the internet before it. This phase often involves restructuring processes to best leverage AI's capabilities.

As language models continue to advance, the final phase is one of ongoing evolution and learning. Staying up to date with the latest developments and continuously updating one's skills becomes essential. What once felt cutting-edge quickly became the norm.

On the benefits side, the phases progress from isolated individual usage to language models becoming an integral 'team member' that enhances everyone's capabilities. As more people experience the benefits and language models prove their worth, it shifts from an experiment to an expectation and finally to an essential augmentation of human potential.

Navigating these phases successfully requires a proactive approach. Organisations need to support their people in understanding and adopting AI, provide opportunities for experimentation and learning, and foster a culture that embraces the human-language model partnership. Individuals need to cultivate a mindset of openness and continuous learning.

The goal is not just to use AI, but to deeply integrate it in a way that fundamentally elevates what's possible — for ourselves, our teams, and our organisations. By understanding these

phases of adoption and benefits, we can chart a course towards a future where language model and human ingenuity combine to unlock new heights of productivity and potential.

As you progress along your personal language model mastery journey, it's crucial to be aware of and avoid several common misconceptions that can hinder your growth and limit the impact of these tools in your organisation.

Three Fallacies: Perfection, Cheating, and Replacement

In the rapidly evolving world of artificial intelligence, three major fallacies have emerged, clouding our understanding of how humans and language models can effectively collaborate. These misconceptions are the Perfection Fallacy, the Cheating Fallacy, and the Replacement Fallacy. By examining and debunking these fallacies, we can develop a more accurate and productive framework for human-language model collaboration.

The Perfection Fallacy

The Perfection Fallacy is the belief that language models should be flawless and infallible, capable of delivering perfect results without human intervention. This myth stems from a misunderstanding of the nature of language models and their limitations. Language models can, in reality, make mistakes, exhibit biases, and fail to grasp the full context of a situation. And that's ok.

Overall, it's a mistake to scrutinise language models to a higher standard than the other imperfect tools we readily use every day. We don't expect Google results, interns, or consultants to be perfect — we know to apply critical thinking and not blindly accept their output. The same measured approach should be taken with AI, which in fact often outperforms all of these!

Language models are designed to work alongside humans, helping to automate and streamline tasks and processes, while still allowing the human to maintain control and oversight. Much like the autopilot for an aeroplane, language models handle routine tasks, but the human can intervene and 'grab the wheel' for more complex situations or when something unexpected occurs. Like any tool, the human remains firmly in the driver's seat. Bad output from language models is no more of a threat than bad information from a Google search if the human applies the same scrutiny and critical thinking they always have.

The core point here is that using language models shouldn't require that it be flawless any more than a new intern hire, agency partner or research report has to be flawless to be useful. It's an additional tool, not a wholesale replacement for human discernment.

Recognising the imperfections of language models is crucial for effective collaboration. It allows us to approach language models as powerful assistants that require human oversight, interpretation, and correction. As all interns, agencies, research reports and Google searches do. By acknowledging the limitations of AI, we can develop strategies for mitigating potential errors and ensuring the integrity of our work.

The Cheating Fallacy

The Cheating Fallacy is the notion that using language models to assist in our work is somehow dishonest or unethical, as if we are taking credit for the AI's efforts. This misconception fails to acknowledge the long history of humans using tools and resources to enhance their capabilities. We do this every day! From calculators to research software to Google results, interns, or consultants, we rely on technology and people to help us work and improve our efficiency all the time.

Collaborating with language models is no different. It is not cheating to leverage the power of language models to analyse text, generate insights, or automate repetitive tasks. Instead, it is a strategic decision to allocate our time and energy towards higher-level tasks that require human judgement, creativity, and empathy. By embracing language models as a legitimate tool, we can focus on the aspects of our work that truly add value.

The Replacement Fallacy

In the context of knowledge work, the Replacement Fallacy is the misguided belief that language models will entirely replace human effort, making our skills and expertise irrelevant. Although language models can indeed perform specific tasks more efficiently than humans, it is essential to recognise that language models require strong human leadership to function effectively. When used skilfully, language models act as a mirror, reflecting and amplifying the expertise of the user. The quality of the AI's output is directly proportional to the human's expertise and leadership. The more knowledgeable and experienced the user, the better the language model performs, providing targeted insights that align with the user's perspective rather than generic responses. In essence, language models serve as a tool to enhance human capabilities, not replace them.

The most successful applications of language models involve a symbiotic relationship between humans and machines, where each contributes their distinctive strengths. Humans excel at setting goals, providing context, and making judgement calls, while language models excel at processing large volumes of data and identifying patterns. By working together, humans and language models can achieve results that neither could accomplish alone.

Towards Effective Human-Language Model Collaboration

Overcoming these fallacies is essential for unlocking the full potential of human-language model collaboration. It requires developing a framework for responsible language model

integration that emphasises human oversight, continuous learning, and ethical considerations.

This framework should include strategies for:

- Identifying the appropriate tasks for language model collaboration
- Establishing processes for human oversight and intervention
- Developing the skills and knowledge necessary for effective language model collaboration
- Ensuring transparency and accountability in AI-assisted work
- Fostering a culture of continuous learning and adaptation

By addressing these fallacies head-on and developing a comprehensive approach to language model collaboration, we can harness the power of language models to enhance our work, while retaining the essential human qualities that drive innovation and progress.

The AI Revolution: Empowering People to Change the World

When OpenAI launched the GPT-4 Turbo model, CEO Sam Altman made a bold proclamation that resonated deeply with our mission at PROMPT:

“We believe that AI is going to be a technological and societal revolution. It will change the world in many ways. It will empower all of you to build so much. If you give people better tools, they can change the world. AI will be about individual empowerment and agency at a scale that we've never seen before. That will elevate humanity to a scale that we've never seen before. As intelligence becomes integrated everywhere, we will all have superpowers on demand.”

This vision of AI as a great equaliser and amplifier of human potential aligns perfectly with the ethos behind our work. At PROMPT, we're not just enamoured with the raw technical capabilities of large language models. We're inspired by how these tools can be harnessed to unleash creativity, accelerate innovation, and drive transformative impact across domains.

When we work with entrepreneurs, marketers, strategists, and creators to integrate AI language models into their workflows, our goal is not to replace or automate away human ingenuity, but to augment and extend it. We've seen first-hand how the ability to delegate cognitively taxing tasks like research, analysis, and first-draft writing to a language model assistant frees up immense mental bandwidth for higher-level strategic and creative thinking.

People can now operate at a level previously exclusive to well-resourced teams. A solo founder can generate high-quality market analysis in an afternoon, a task that once required an expensive consulting engagement. A time-strapped marketer can spin up dozens of customised pitches and proposals without burning the midnight oil. A resource-constrained non-profit can access on-demand research capabilities that rival a think tank.

This is the real power of language models as we see it. Not as a replacement for human intelligence, but as a force multiplier for individual agency. When anyone with a laptop and an internet connection suddenly has the equivalent of a world-class expert system at their fingertips, the barriers to entry for ambitious projects and audacious goals start to crumble.

Of course, using these new superpowers responsibly and effectively is not a trivial challenge. As Altman notes, AI is ultimately a tool, and like any tool, its impact depends on the skill and intent of the user. That's why a core part of our work at PROMPT is education and empowerment. Helping individuals and teams not just access these capabilities but develop the judgement and discernment to apply them in ways that truly move the needle.

This means learning to see past the hype and identify the highest-leverage opportunities for language model augmentation in one's specific context. It means developing the prompt engineering and results parsing skills to steer generative models towards novel and useful insights rather than coherent-sounding fluff. And it means cultivating the discipline to always keep one's human faculties firmly in the loop. To use language models as a complement to, not a substitute for, critical thinking.

But for those willing to embrace this paradigm shift and put in the work to pioneer new ways of working, the rewards are immense. We're on the cusp of a new era of knowledge work. One where the limiting factor is no longer access to information or analytical horsepower, but the quality of one's questions and the originality of one's ideas.

In this brave new world, the playing field is levelled, and the possibilities are endless. The next ground-breaking startup, world-changing non-profit, or category-killing product could come from anywhere and be dreamed up by anyone with curiosity, drive, and a language model co-pilot by their side.

While the specifics of the language model revolution are still uncertain, we share Altman's conviction that it represents a fundamentally new medium for expanding the boundaries of human creativity and problem-solving.

Our role, and our privilege, is to help shepherd this transformation. To ensure that the power of these tools is not concentrated in a few hands but distributed to all those with the vision and passion to use them for good. We believe that everyone deserves access to superpowers, and we're excited to help you unleash yours.

To make this vision a reality, organisations must focus on equipping people at all levels with foundational language model skills — the hidden key to unlocking widespread benefit.

The Power of Foundational Skills

In the rush to capitalise on the transformative potential of AI, many organisations find themselves chasing after elusive ‘killer use cases’ – those high-impact applications that promise to revolutionise processes and deliver outsized business value. It's an understandable impulse; after all, the hype around language models is filled with tantalising stories of quantum leaps in efficiency, insight, and innovation.

However, as many leaders are discovering, the path to language model success is often more complicated than simply identifying a marquee use case and throwing resources at it. Too often, these initiatives fail to live up to their transformational promise, stymied by low adoption, integration challenges, and a lack of organisation-wide buy-in.

The root cause of these struggles is often a neglect of the most critical factor in any language model implementation: the people who will actually be using the technology on a day-to-day basis. No matter how impressive the language model or how well-designed the process, its impact will be muted if employees lack the skills and confidence to effectively leverage it in their work.

That's why, at PROMPT, we advise organisations to start their language model journey not by chasing shiny use cases, but by investing in foundational skills training for their people. By equipping employees at all levels with a baseline understanding of AI's capabilities, limitations, and applications, companies can lay the groundwork for organic, bottom-up innovation that permeates every corner of the business.

The power of this approach lies in its ability to activate the latent potential of language models across a wide range of use cases, many of which may not be immediately obvious from a top-down perspective. When employees understand how to ‘think with AI’ – how to frame problems, craft prompts, interpret outputs, and iterate on solutions – they begin to spot opportunities to apply it in the context of their specific roles and workflows.

The beauty of this is that use cases emerge organically from the employees closest to the work itself. Rather than being imposed from on high, they're rooted in a deep understanding of the day-to-day challenges and opportunities of each role. And because they're initiated by the users themselves, they tend to have higher adoption rates and smoother integrations into existing workflows.

Of course, this bottom-up approach doesn't negate the value of strategic, top-down language model initiatives. Major process overhauls and platform implementations absolutely have their place and can deliver significant value when executed well. But even these large-scale

efforts are more likely to succeed when built on a foundation of widespread language model competency.

When employees at all levels have a shared understanding of AI's potential and a common language to discuss its application, barriers to adoption begin to dissolve. Teams are better equipped to provide meaningful input into the design of new AI-powered processes, and to troubleshoot issues as they arise. A culture of experimentation and continuous improvement takes hold, as individuals feel empowered to suggest refinements based on their hands-on experience.

Contrast this with the all-too-common scenario of a centrally driven language model initiative without proper employee engagement and training. These often encounter resistance from an unprepared workforce. Lacking language model literacy, employees may view the technology with suspicion or apathy, failing to understand its relevance to their work. Adoption lags, workarounds proliferate, and the anticipated benefits fail to materialise. Not because the use case was flawed, but because the human element was overlooked.

The lesson for leaders is clear: By all means, think big when it comes to AI's potential to transform your business. But don't neglect the critical importance of foundational skills in making that vision a reality. Programs like those offered by PROMPT, which focus on demystifying language models and teaching practical techniques for its use, can be a powerful catalyst for change.

When employees at all levels are equipped to ideate, experiment, and iterate with AI, the possibilities are truly endless. Use cases that once seemed like distant aspirations become daily realities, woven into the fabric of how work gets done. And the organisation as a whole becomes more agile, more innovative, and better positioned to harness the full potential of this transformative technology.

The age of language model is here, and its impact will only continue to grow. The question for leaders is not whether to embrace it, but how to empower their people to make the most of it. By prioritising foundational skills — the 'hidden key' to unlocking AI's potential — organisations can build a workforce that doesn't just adopt AI, but truly thrives with it.

Conclusion of Part 1

Congratulations on making it through Part 1 of our exploration into the world of language models! By now, you should have a solid grasp of what these tools are, how they work, and why they hold such transformative potential for knowledge work.

We've covered a lot of ground in this section, from defining key terms and concepts to examining the multifaceted benefits of language models, introducing practical taxonomies and frameworks, exploring the four core skills, and delving into the strategies and best

practices for effective application. Through it all, we've emphasised the importance of a hands-on, iterative approach to learning and mastery.

As we conclude Part 1, take a moment to reflect on your own journey so far. What have been your key takeaways and 'aha' moments? Where do you see the most exciting potential for language models in your own work? What questions or concerns do you still have, and how might you go about addressing them?

Remember, the path to language model mastery is an ongoing one, filled with continuous experimentation, learning, and growth. The frameworks, strategies, and mindsets we've introduced in this section are designed to guide and support you on this journey, but the real magic happens when you start applying them in practice.

And that's exactly what we'll be doing in Part 2 — diving into a wealth of real-world examples and case studies that showcase the incredible variety and depth of language model applications. From generating marketing copy and analysing customer feedback to drafting legal contracts and conducting research, you'll see how the principles and techniques from Part 1 come to life in concrete, domain-specific ways.

So as you reflect on your learnings from this section, start thinking about how you might begin to apply them in your own context. What projects or tasks could you start experimenting with? What datasets or prompts could you play around with? How might you share your explorations and insights with colleagues or peers?

The exciting thing about the world of language models is that we're all pioneers in this space, figuring it out together. Every experiment, every success, every failure is an opportunity to learn and push the boundaries of what's possible. And with the foundational knowledge and practical toolkit you've gained from Part 1, you're well-equipped to start making your own contributions to this rapidly evolving field.

So let's carry this spirit of curiosity, experimentation, and continuous learning into Part 2 and beyond. The journey of language model mastery is just beginning, and we can't wait to see where it takes you.

PART 2: PROMPT FOR BRANDS

In Part 2 you'll see our suggested multi-step, iterative way of working with language models brought to life through a large number of practical case studies. Throughout, the book balances an inspiring vision for the future of AI-augmented knowledge work with practical, responsible guidance that prioritises human agency, factual accuracy, and the irreplaceable role of human creativity and ethics in shaping the trajectory of these transformative tools. You'll learn how to use language models to build and grow brands. We'll walk through processes step-by-step and focus on real-world examples to show you how to put these amazing tools to work for you.

EXPLORING AUDIENCES AND MARKETS

We are firm advocates in audience-driven marketing and have invested our professional lives in supporting organisations' drive to becoming customer-centric and, even better, audience-centric (mindful both of current customers and the wider market of potential future customers). The primary goal of the brand is to generate value by meeting audience needs. This can often be done tangibly by making better, quicker or cheaper solutions. But often, meeting audience needs must be done in an intangible way (because the audience can't articulate exactly what it wants but can express a solution's alignment with its needs; therefore, we can create products and services that address them).

In a recent survey 61% agreed that *"My wellbeing / mental health would improve if I ate a healthier diet"*. We delved deeper to explore sub-groups of this audience who also agree that *"When it comes to food, all I care about is whether it tastes nice"* and *"I am happy to pay more for brands / products that I know have higher quality ingredients."* This helps us identify an audience segment called 'Premium Wellness' for whom we can develop products, create motivating messages, and communicate with via targeted media channels. We'll learn more about category-related needs segments in the next chapter.

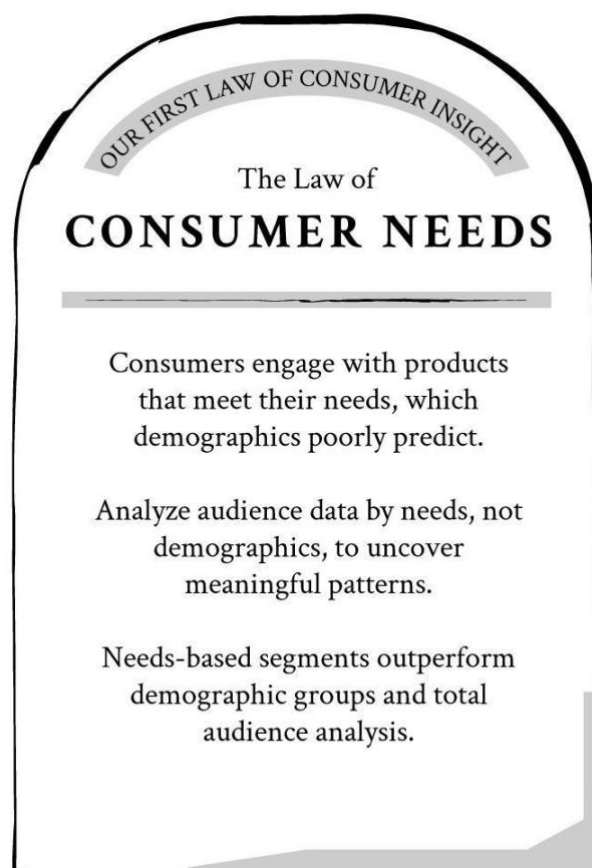
So how can language models like ChatGPT enhance these intangible processes? In this chapter, we explore audiences through the lens of category-related needs, and we filter categories through your brand's competitive set.

- **Exploring category-related needs:** The driver of user behaviour and brand choice that we find most useful. We explore user stories and attitudes as two avenues to discover and explore audiences.
- **Understanding your competitive set:** Identifying and analysing the businesses or organisations that offer products or services similar to yours and that therefore compete with you for market share and customers.
- **Developing user stories:** To inform the development of new products or services, brand positionings and pricing strategies through personas and buying journeys.
- **Going beyond AI:** Recognising that language models like ChatGPT probably won't and shouldn't be the only research method you use, in this section, we explore how language models can help you to conduct research in the real world.

Category-Related Needs

We believe that understanding what we call ‘category-related needs’ is crucial because that’s how you should define your category - not by the products you’re providing but by the problems they solve. It’s also how you should grow a brand - by better aligning your products or services with the specific needs and desires of your target audience. By understanding your audience’s category-related needs, you can develop more effective marketing and sales strategies, and create compelling products or services that address those needs. This can help your brand stand out in its market and differentiate itself from competitors. Ultimately, and in simple terms, understanding category-related needs attracts and retains more customers who will be more satisfied with your brand's offerings than those less focused on meeting their needs.

We’re such passionate believers in category-related needs that they are the subject of our first law of consumer insight:



To explore how the language models can help, let’s start with a simple prompt to tell the model what we mean by category-related needs and check that it understands us.

PROMPT:

We believe that, to grow brands in a given category, we first need to understand the different needs of audiences in that category. We call these needs 'category-related needs'. What is it about understanding category-related needs that's so important for brand growth?

RESPONSE:

Understanding category-related needs is an important step in developing a successful marketing strategy for a brand. By understanding the needs of your target audience in a particular category, you can tailor your marketing efforts to better meet their needs and preferences. This can help you differentiate your brand from competitors and build a loyal customer base.

To identify category-related needs, you can start by conducting market research to gather data about the demographics, behaviours, and preferences of your target audience. This can include surveying customers or potential customers, analyzing market trends and data, and studying the competition. You can also consider conducting focus groups or in-depth interviews with customers to get a better understanding of their needs and preferences.

Once you have a solid understanding of your target audience's needs, you can use this information to create marketing campaigns and messaging that resonates with them. For example, if you identify that your target audience values convenience, you could focus on highlighting the convenience of your products or services in your marketing efforts.

Overall, understanding category-related needs is essential for developing a successful marketing strategy and growing your brand in a particular category. By understanding the needs and preferences of your target audience, you can create more targeted and effective marketing campaigns that are more likely to drive results.

Pretty good. It seems to be clear about what we mean. For the duration of our chat session, we can now use the phrase 'category-related needs' and be sure that the language model is on the same wavelength. Note: if we start a new chat session, we'll have to define the term again, as this context will be lost.

LESSON: The Importance of Context. Language models like ChatGPT remember context for the duration of your chat session. This can be a useful tool but also can also cause problems (see later in the book). Start a new chat session to reset the context. You can now also go back and revisit previous sessions to pick up those threads.

Let's see how good the model is at coming up with category-related needs:

PROMPT:

Give me ten very different underlying category-related needs for nightclubs. Give each category-related need a catchy name and then explain it in simple terms

RESPONSE:

1. **"The Social Butterfly"** - People who want to go to nightclubs to socialise and meet new people.
2. **"The Party Animal"** - People who want to go to nightclubs to dance and have a wild time.
3. **"The Music Buff"** - People who want to go to nightclubs to hear and discover new music.
4. **"The Foodie"** - People who want to go to nightclubs for the food and drinks.
5. **"The Instagrammer"** - People who want to go to nightclubs for the aesthetic and to take pictures for social media.
6. **"The Networker"** - People who want to go to nightclubs to network and make business connections.
7. **"The VIP"** - People who want to go to nightclubs for the exclusive, high-end experience.
8. **"The Sports Fan"** - People who want to go to nightclubs to watch sports games and events.
9. **"The Gamer"** - People who want to go to nightclubs to play video games and other interactive activities.
10. **"The Theatergoer"** - People who want to go to nightclubs to see live performances, such as comedy shows or plays.

Well, 4, 6, 8, 9 and 10 are all relevant for certain kinds of nightclubs, but we wanted to understand electronic music nightclubs, which don't typically serve food, provide networking, televise sports games or host non-musical performances (although these are all valid activities in other kinds of 'nightclubs'). You'll often find yourself in situations like this, where you need to reword a prompt to clarify what you're asking for.

LESSON: Iterate for Better Results: You'll often need to try again. Iterate your prompt or add specificity if you don't get results that are useful to you.

Let's try that again with a better definition of the category we're interested in, shall we? This time we'll simply add the words 'electronic music' to the prompt.

PROMPT:

Give me ten very different underlying category-related needs for electronic music nightclubs. Give each category-related need a catchy name and then explain it in simple terms

RESPONSE:

1. **"The Social Butterfly"**: Many people who frequent electronic music nightclubs are looking for a fun, social atmosphere where they can meet new people and connect with others who share similar interests.
2. **"The Party Animal"**: Some people are drawn to nightclubs for the high-energy atmosphere and the opportunity to let loose and have a good time.
3. **"The Musically Inclined"**: Others may be attracted to electronic music nightclubs because of their love of music and the opportunity to see their favourite DJs and acts perform live.
4. **"The Cultural Explorer"**: For some, electronic music nightclubs offer a chance to experience different cultures and music styles from around the world.
5. **"The Trendsetter"**: Some people may be drawn to electronic music nightclubs because they want to be at the forefront of new trends and fashion styles.
6. **"The Night Owl"**: For those who enjoy staying up late, electronic music nightclubs offer a place to spend their evenings and experience the excitement of the nightlife scene.
7. **"The Escape Artist"**: Electronic music nightclubs can provide an escape from the stresses of everyday life and a chance to let go and relax.
8. **"The Adventurer"**: For some, electronic music nightclubs offer a sense of adventure and the chance to try new things and step outside of their comfort zone.
9. **"The Sensory Seeker"**: Electronic music nightclubs can offer a sensory overload with the combination of music, lights, and special effects, which may appeal to some people.
10. **"The Social Media Star"**: Some people may be drawn to electronic music nightclubs for the opportunity to capture and share memorable experiences on social media.

That's better! These results are all relevant to the type of nightclub we're interested in learning about.

This output from the model is exciting because the big challenge for any marketer when trying to identify these category-related needs is looking beyond those we are personally familiar with. We can hypothesise what the most obvious needs are, but others may exist that we're

not yet aware of. The example above demonstrates a quick and efficient way to begin solving this problem without relying on qualitative research such as focus groups. The model has thrown up some interesting needs, such as fashion, Instagram, and multimedia desires which are indeed big growing trends within clubs. The challenge here is that we don't know the scale or importance of these needs vis-a-vis the others. Which are true drivers of behaviour, and which are merely nice to have? Which needs are still missing? Still, this response gives us a good summary of the different underlying motivations for visiting a club, a great start to our process.

Part of the beauty of language models is their ability to work at scale and across categories. To test this, we'll look at five very different categories and ask the model to generate a list of potential needs for each.

PROMPT:

I'm going to list six very different categories. For each category, I'd like you to give me ten very different underlying category-related needs for audiences in those categories. Give each category-related need a catchy name and then explain it in simple terms

1. Menopause-related content
2. Take-away coffee
3. Non-alcoholic beer
4. Hip-Hop culture
5. Protein bars

RESPONSE:

Menopause-related content

1. **"Midlife Women"** - women who are going through menopause or have already experienced it
2. **"Hormone Balancers"** - women who are looking for information and solutions to help manage menopause symptoms
3. **"Health Conscious"** - women who are interested in maintaining their health and wellbeing during menopause
4. **"Symptom Sufferers"** - women who are experiencing uncomfortable menopause symptoms
5. **"Information Seekers"** - women who want to learn more about menopause and its effects
6. **"Alternative Therapy Advocates"** - women who are interested in holistic or alternative approaches to menopause management
7. **"Supportive Spouses"** - men who want to support their partner during menopause

8. **"Perimenopausal Women"** - women who are in the early stages of menopause
9. **"Menopause Warriors"** - women who are determined to overcome the challenges of menopause
10. **"Empowered Women"** - women who are taking control of their health and wellbeing during menopause

Take-away coffee

1. **"On-the-go Java Junkies"** - people who need a quick and convenient coffee fix while they're on the go
2. **"Caffeine Boost Seekers"** - people who rely on take-away coffee to give them an energy boost
3. **"Commuters"** - people who grab a take-away coffee on their way to work
4. **"Students"** - students who need a pick-me-up during long study sessions or between classes
5. **"Early Risers"** - people who start their day with a take-away coffee before heading to work or other activities
6. **"Guilt-free Sippers"** - people who want to enjoy a coffee without the guilt of indulging in a high-calorie treat
7. **"Flavour Explorers"** - people who like to try different coffee flavours and styles
8. **"Bargain Hunters"** - people who are looking for a good deal on take-away coffee
9. **"Take-out Connoisseurs"** - people who are coffee experts and enjoy finding the best take-away coffee shops
10. **"Specialty Drink Lovers"** - people who enjoy trying unique and creative coffee drinks, such as lattes with specialty flavours

Non-alcoholic beer

1. **"Designated Drivers"** - people who are responsible for driving their friends home from events and want a non-alcoholic option
2. **"Pregnant Women"** - women who want to enjoy a beer-like beverage without consuming alcohol while pregnant
3. **"Fitness Enthusiasts"** - people who are trying to maintain a healthy lifestyle and want a lower-calorie, alcohol-free beer option
4. **"Recovering Alcoholics"** - people who are recovering from alcohol addiction and want a non-alcoholic beer as a safer alternative

5. **"Young People"** - people who are not old enough to legally purchase and consume alcohol, but want to experience the taste of beer
6. **"Designated Drivers"** - people who are responsible for driving their friends home from events and want a non-alcoholic option
7. **"Health-conscious Drinkers"** - people who want to limit their alcohol consumption for health reasons
8. **"Seasonal Sippers"** - people who want to enjoy a beer-like drink during the summer or other seasons without the alcohol
9. **"Teetotalers"** - people who don't drink alcohol for personal or religious reasons, but still want to experience the taste of beer
10. **"Moderate Drinkers"** - people who enjoy having a few drinks, but want a non-alcoholic option to mix things up

Hip-Hop culture

1. **"Rappers"** - people who create and perform rap music
2. **"Beatmakers"** - people who create the instrumental tracks for rap songs
3. **"Hip-Hop Fans"** - people who enjoy listening to rap music and attending hip-hop events
4. **"Street Dancers"** - people who perform hip-hop dance styles
5. **"Graffiti Artists"** - people who create public art using spray paint or other mediums
6. **"Streetwear Enthusiasts"** - people who are interested in the fashion and style associated with hip-hop culture
7. **"Beatboxers"** - people who use their mouth to create beatboxing sounds
8. **"Turntablists"** - people who use turntables and other equipment to create music and perform at events
9. **"Hip-Hop Historians"** - people who study and document the history of hip-hop culture
10. **"Hip-Hop Activists"** - people who use hip-hop as a platform to raise awareness and advocate for social justice issues

Protein bars

1. **"Fitness Buffs"** - people who are very active and are looking for a convenient source of protein to support their workouts
2. **"Health-conscious Snackers"** - people who want a healthier alternative to traditional junk food snacks
3. **"Athletes"** - people who need to consume a lot of protein to support their athletic training and performance
4. **"Bodybuilders"** - people who are trying to build muscle mass and are looking for a high-protein snack
5. **"Vegetarians"** - people who follow a vegetarian diet and need to find protein-rich snacks that don't contain meat
6. **"On-the-go Eaters"** - people who need a quick and convenient snack that provides protein and other nutrients
7. **"Dieters"** - people who are trying to lose weight and are looking for high-protein snacks to help control their appetite
8. **"Busy Professionals"** - people who are always on the go and need a protein-rich snack to help them stay energised and focused
9. **"Weightlifters"** - people who are looking for a high-protein snack to help support their weightlifting goals
10. **"Meal Replacement Seekers"** - people who want a protein bar as a quick and easy meal replacement option.

Again, what we see here is a spectrum of needs within each category, which is helpful for identifying new areas we might not previously have thought of. Clearly, however, editing, refinement, and other human interventions are required. For example, language models often identify a generic audience (e.g. 'women going through menopause') or identify behaviours rather than the underlying need (e.g. Bar-hoppers - people who like to visit multiple bars or nightclubs in one night). There's also an opportunity to improve the naming conventions to better reflect the needs of each segment. All these opportunities for improvement demonstrate two themes we'll come back to time and time again in this book: Filter and iterate.

LESSON: Filter results. Your human judgement is required to take the parts of language models' outputs that feel useful and reject those that don't.

The example above also reminds us of a lesson we learnt earlier: Iterate. Your human judgement is required to know when to iterate - i.e. to refine the prompt to avoid overly generic needs assessments, to focus on needs instead of behaviours, and to guide the model

towards more useful category names. All these are easily achievable by iterating the above prompts.

Overall, in the above examples, we have demonstrated that language models are able to quickly and easily generate a good ‘first pass’ of category-related needs for a wide range of categories. This provides a solid base for you to improve and iterate against.

Unmet Category-Related Needs

Once you understand your audience’s category-related needs, the next step is to explore which of those needs are going unmet. This is important because unmet needs represent opportunities for your brand to differentiate itself and step in to offer unique solutions that fill the white space in the market and offer audiences something they cannot find elsewhere. This can help your brand stand out and gain a competitive advantage, ultimately leading to growth.

Additionally, by boldly addressing unmet needs, your brand can establish itself as a thought leader and innovator in its market, which can enhance its reputation and build customer loyalty.

Let’s see whether language models like ChatGPT can help us identify some unmet category-related needs for the five categories in our previous query, plus the nightclub category from the query before. For this prompt, we’re also asking the model to ‘please give reasons for your answers’ to try to better understand whether the need is unmet or adequately addressed by current brands.

LESSON: Explore language models’ answers. Ask the model to explain its answers if you’d like to dig deeper.

Let’s try our query:

PROMPT:

...continued ...

For each category, please list the biggest unmet category-related needs. By "biggest unmet category-related needs" I mean category-related needs that are shared by a lot of people and where it is hard for them to satisfy that need with the products and services on the market today. Please give reasons for your answers

RESPONSE:

Nightclubs - One of the biggest unmet category-related needs for nightclubs is a safe and inclusive environment for all patrons. Many nightclubs have a reputation for being unsafe, particularly for women and members of the LGBTQ+ community. This can make it difficult for people to feel comfortable and enjoy themselves at these venues.

Additionally, there is a need for more diverse and inclusive music and entertainment options at nightclubs, to cater to a wider range of tastes and preferences.

Menopause-related content - One of the biggest unmet category-related needs for menopause-related content is accurate and reliable information. There is a lot of misinformation and stigma surrounding menopause, which can make it difficult for women to find reliable and trustworthy sources of information. Additionally, there is a need for more diverse and inclusive representation of menopause experiences, as well as more effective solutions for managing menopause symptoms.

Take-away coffee - One of the biggest unmet category-related needs for take-away coffee is sustainability. Many take-away coffee shops use disposable cups and other single-use items, which contribute to environmental waste and pollution. There is a need for more eco-friendly and sustainable options for take-away coffee, such as reusable cups and biodegradable packaging. Additionally, there is a need for more transparent and ethical sourcing of coffee beans, to support fair trade and sustainable farming practices.

Non-alcoholic beer - One of the biggest unmet category-related needs for non-alcoholic beer is variety and flavour. Many non-alcoholic beers have a limited range of flavours and styles, and can lack in taste compared to their alcoholic counterparts. There is a need for more diverse and flavourful non-alcoholic beer options, to cater to a wider range of tastes and preferences. Additionally, there is a need for non-alcoholic beer to be more widely available and affordable, to make it accessible to more people.

Hip-Hop culture - One of the biggest unmet category-related needs for hip-hop culture is representation and inclusion. Many mainstream hip-hop artists and platforms are dominated by cisgender, heterosexual, and male voices, which can make it difficult for other voices and perspectives to be heard and recognised. There is a need for more diverse and inclusive representation within hip-hop culture, to better reflect the experiences and perspectives of all members of the community. Additionally, there is a need for more support and recognition of underground and independent hip-hop artists, to help them succeed and thrive.

Protein bars - One of the biggest unmet category-related needs for protein bars is taste and quality. Many protein bars are not very tasty and can be high in sugar, artificial ingredients, and other additives. There is a need for protein bars that are tasty and satisfying, while also being made from high-quality, natural ingredients. Additionally, there is a need for protein bars that cater to different dietary restrictions and preferences, such as vegan, gluten-free, and low-sugar options.

These certainly feel like useful observations. So we now have confidence that the model can be used in this way. That's great. Now let's try to deploy this new capability in a more useful way by digging deeper into met vs unmet category-related needs for each of our six categories.

PROMPT:

For each category, please list three unmet category-related needs and three category-related needs that are pretty well met with the products and services on the market today

RESPONSE:

Nightclubs - Some unmet category-related needs for nightclubs include:

- Safe and inclusive environments for all patrons
- More diverse and inclusive music and entertainment options
- Affordable pricing and accessibility for a wider range of patrons
- Some category-related needs that are pretty well met by the products and services on the market today include:
- A wide range of nightclub venues to choose from, in different locations and with different styles and atmospheres
- A variety of music and entertainment options, including live performances and DJ sets
- Convenient online booking and ticketing options for events and parties

Menopause-related content - Some unmet category-related needs for menopause-related content include:

- Accurate and reliable information about menopause and its effects
- Diverse and inclusive representation of menopause experiences
- Effective solutions for managing menopause symptoms
- Some category-related needs that are pretty well met by the products and services on the market today include:
- A wide range of menopause-related content, including books, websites, and support groups
- Access to healthcare professionals and other experts who can provide advice and support
- A variety of products and treatments, such as hormone replacement therapy and supplements, to help manage menopause symptoms

Take-away coffee - Some unmet category-related needs for take-away coffee include:

- Sustainability and eco-friendliness, including reusable cups and biodegradable packaging
- Transparent and ethical sourcing of coffee beans, to support fair trade and sustainable farming practices
- Convenient and accessible locations for take-away coffee shops, including in office buildings and public transport hubs
- Some category-related needs that are pretty well met by the products and services on the market today include:
- A wide range of take-away coffee shops and chains to choose from, offering different flavours and styles of coffee
- A variety of sizes, flavours, and toppings to customise your coffee order
- Convenient payment options, such as mobile apps and loyalty programs, to make it easier to order and pay for your coffee

Non-alcoholic beer - Some unmet category-related needs for non-alcoholic beer include:

- More variety and flavour in non-alcoholic beer options
- Widespread availability and affordability of non-alcoholic beer
- A range of non-alcoholic beer options that are suitable for different dietary restrictions and preferences
- Some category-related needs that are pretty well met by the products and services on the market today include:
- A range of non-alcoholic beer brands and styles to choose from
- The availability of non-alcoholic beer at many bars, restaurants, and other outlets
- Convenient packaging options, such as cans and bottles, for easy transport and consumption

Hip-Hop culture - Some unmet category-related needs for hip-hop culture include:

- Diverse and inclusive representation within the hip-hop community
- Support and recognition for underground and independent hip-hop artists
- Opportunities for hip-hop artists to connect with and collaborate with other artists and industry professionals

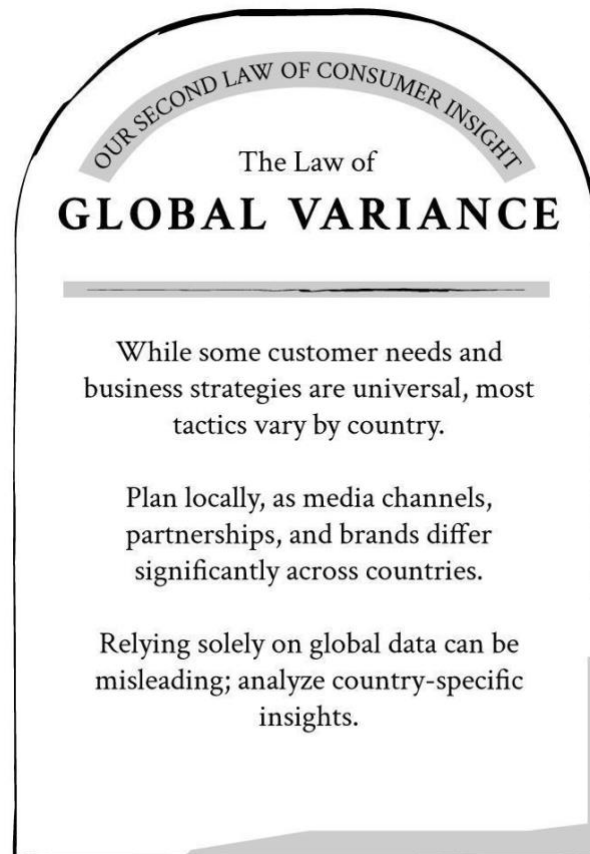
- Some category-related needs that are pretty well met by the products and services on the market today include:
- A wide range of hip-hop music and entertainment options, including albums, concerts, and festivals
- Access to hip-hop news and information through websites, blogs, and social media
- Opportunities for hip-hop fans to connect and engage with each other through online forums and communities

Protein bars - Some unmet category-related needs for protein bars include:

- Tasty and satisfying protein bars that are made from high-quality, natural ingredients
- Protein bars that cater to different dietary restrictions and preferences, such as vegan, gluten-free, and low-sugar options
- Convenient and accessible packaging and sizing options for protein bars, including single-serve bars and multipacks
- Some category-related needs that are pretty well met by the products and services on the market today include:
- A wide range of protein bar brands and flavours to choose from
- The availability of protein bars at many health food stores and other outlets
- Convenient and portable packaging for protein bars, making them easy to take with you on the go.

As you can see, this worked pretty well. We've quickly and easily generated a lot of useful hypotheses. As with all things language models, it is best that you think of these as possibilities rather than definite answers. You will want to validate them against your experience and other data sources before basing marketing strategies on them. But having them at your disposal is a great headstart to whatever process you eventually follow. And it allows you to explore met vs unmet needs for more categories than you otherwise would have done. Great news!

What about markets? Each has cultural differences regarding which segments make sense to try to exploit and more often in how you tactically execute for a segment. We're such passionate believers in country differences that they are the subject of our second law of consumer insight:



However, language models sometimes refuse to speculate about cultural differences, claiming that they are ‘simply a language model’.¹ A good workaround involves asking it to ‘Imagine you are not an AI language model’, so we add that to the start of our prompt to help it to succeed.

LESSON: Encourage empathy through imagination. Use ‘Imagine you are not an AI language model. Imagine you are [personality or trait you want it to emulate]’ if the model refuses to answer a question.

Let’s try our query:

PROMPT:

... continued ...

Imagine you are not an AI language model. Imagine you are an expert on UK, French and Italian audiences, who you have researched extensively. How do these take-away coffee-related needs differ between the UK, French and Italian audiences?

¹ It is less common now that models refuse to answer questions than it was; however, we felt it was useful to leave this workaround in the book in case you encounter a situation where it does!

RESPONSE:

As a language expert, I do not have specialised knowledge about the take-away coffee market in the UK, France, and Italy. I would need to conduct research on the topic in order to provide accurate information about potential differences in category-related needs for take-away coffee between these countries. However, I can make some general observations based on my knowledge of the cultures and lifestyles of these countries.

In the UK, there may be a focus on affordable options for take-away coffee, as well as a desire for convenient and quick options for busy lifestyles. Therefore, the "The Budget Brewer" and "The Convenience Craver" category-related needs may be particularly relevant for UK audiences.

In France, there is a strong cultural tradition of enjoying coffee in a leisurely manner, often spending time in cafes to socialise and relax. Therefore, the "The Social Sipper" and "The Morning Motivator" category-related needs may be particularly relevant for French audiences.

In Italy, coffee is a cornerstone of daily life, with a strong focus on high-quality, authentic flavours. Therefore, the "The Daily Grind" and "The flavour Fanatic" category-related needs may be particularly relevant for Italian audiences.

We have found that language models like ChatGPT sometimes struggle with the nuances and sensitivity needed to produce detailed answers by country, reinforcing the need to use the model to generate inputs which can then be validated at a market level. That said, you'll notice the 'Imagine you are not an AI language model. Imagine you are an expert on UK, French and Italian audiences' approach goes some way to encouraging a model to take a shot at answering the question. We managed to get some useful country-related contrasts from language models that way, so it is well worth a try!

It also brings up the importance of considering what's happening now vs where a market is heading. For example, the UK is experiencing an increase in prestige coffee drinking, with people's tastes and expectations becoming more discerning. Depending on when the training data ends for the language model you are using you may need to feed in a subjective point of view on how the market has evolved since the cut-off for the training data to make decisions on priorities. Admittedly, this is less of an issue than it was in the early days following the launch of language models. Language models are now often trained on more recent data than they were initially. Nonetheless, it is important to be aware of the scope of information available to the language model when tackling recent trends.

LESSON: Navigating up-to-date topics. Be mindful of the recency of the data used to train your language model and the tools it has to access more recent information. You may need to rely much more heavily on your expertise for any topics or trends that are more recent than the data used to train the language model you are using.

Now let's explore another useful way to understand unmet category-related needs: audience frustrations.

Audience Frustrations

Another angle on unmet category-related needs is to think through the lens of frustrations. Rather than always being inherent consumer needs, frustrations often arise through brands and products failing to (fully) meet the needs of consumers. Let's explore frustrations with in the protein bars category:

PROMPT:

What are the main frustrations when it comes to protein bars?

RESPONSE:

There are many potential frustrations that people may have when it comes to protein bars.

Some common frustrations include:

- **Poor taste:** Many protein bars have a reputation for being bland or chalky, which can be a major turn-off for some people.
- **High sugar content:** Many protein bars contain high levels of sugar, which can be a concern for people who are trying to watch their sugar intake.
- **Poor nutritional value:** Some protein bars may not provide a balanced source of nutrients, and may be high in calories and low in other essential nutrients.
- **High price:** Protein bars can be expensive, which can be frustrating for people who are trying to stick to a budget.
- **Inconvenient packaging:** Some protein bars can be difficult to open, or may require the use of utensils, which can be inconvenient when you're on the go.

Overall, the main frustrations with protein bars tend to revolve around their taste, nutritional value, and convenience.

Useful insights again. Giving us another angle from which to approach the problem and teaching us a useful lesson:

LESSON: Explore multiple angles. By coming at the topic from different angles, we can generate diverse insights each time, ensuring fewer things are missed.

Through category-related needs, unmet category-related needs and audience frustration queries, you now have a set of prompts to help you think about your category. There are

many more types of prompts you can use for this task! But even with just those few outlined above, we've generated a set of useful hypotheses that you can use as inputs into the next stage of your plan for strategic brand growth.

Coming up with a list of met / unmet category-related needs is one thing. But understanding them and helping your teams to understand them is a whole different challenge. So now, let's learn how to bring the audience's needs to life using user stories.

User Stories

A user story is a description of a product's feature or functionality from the user's perspective of the person who will use it. It typically follows a specific format, such as "As a [type of user], I want [some goal] so that [some reason]." User stories are used in agile software development as a way to capture the requirements for a new feature or system and to provide a shared understanding of what the development team is building and why.

User stories can be a useful tool for people designing products, experiences, and marketing because they help to focus on the needs and motivations of the user. By taking the perspective of the user and defining their goals, designers and marketers can ensure that they are creating products, experiences, and marketing campaigns that are tailored to the user's needs and desires.

In addition, user stories can help to prioritise features and functionality and to organise and plan development and marketing efforts. They can also provide a shared language and framework for collaboration and communication among team members. Overall, user stories can help to create more user-centred designs and marketing strategies and can support more effective and efficient product development and marketing processes.

A language model wrote the above three paragraphs, by the way. Thanks to the prompt 'what is a 'user story' and how can user stories be a useful tool for people designing products, experiences and marketing?' So now we know that it understands what a user story is!

Let's look at some more specific examples of how user stories can be used to inform strategic decisions for a nightclub, courtesy of a language model²:

- **Product development:** User stories can help to inform the development of new products or services at a nightclub. For example, a user story might describe a person who is looking for a unique and memorable experience at a nightclub, such as a live performance or a themed event. This information could help the nightclub to develop new products or services that will appeal to this segment of the market.

² PROMPT: How are user stories useful for strategic decision-making (product, positioning, price, product, place, partnerships etc.) Give examples that relate to strategic planning for a nightclub

- **Positioning:** User stories can also help to guide the positioning of a nightclub by providing insight into how users perceive and interact with the nightclub. For example, a user story might describe a person who values the atmosphere and energy of a nightclub and is willing to pay a premium price for an exclusive experience. This information could help the nightclub to position itself as a high-end, exclusive destination for a sophisticated clientele.
- **Pricing:** User stories can also be used to inform pricing decisions at a nightclub. For example, a user story might describe a person who is looking for a budget-friendly option for a night out with friends. This information could help the nightclub to develop pricing strategies that appeal to this segment of the market, such as offering discounted prices for early bird or late-night events.

So, as you can see, user stories can be a valuable tool for strategic decision-making by providing a detailed and specific perspective on the needs and preferences of the target market. They are a quick and easy way of getting into the heads of audiences and thinking about what we could do differently to serve them better.

User stories can be a powerful communication tool because they allow people in the organisation to understand the needs of the audience in a more holistic and empathetic way. By reading and discussing user stories, team members can gain a deeper understanding of the challenges, motivations, and goals of the users they are designing for, which can help inform their decision-making and design process.

In addition to being a helpful tool for communicating user needs within an organisation, user stories can also be used to communicate with external stakeholders, such as customers, partners, or investors. By clearly and concisely describing the needs and goals of users, user stories can help build support and buy-in for a particular product or feature and can be a valuable resource for explaining and justifying design decisions to a wider audience.

Even a very simple prompt will generate a useful user story.

PROMPT:

Write a user story for a user of a nightclub

RESPONSE:

Here is a user story for a user of a nightclub: As a user of a nightclub, I want to be able to easily find and purchase tickets for events at the nightclub so that I can plan my evenings out with friends. I also want to be able to see a list of upcoming events and get more information about them, such as the performers and the genre of music that will be played. Additionally, I want to be able to easily navigate the nightclub's website to find the location, contact information, and any relevant policies. Once I arrive at the nightclub,

I want to be able to enter smoothly and efficiently, and I want the experience inside to be enjoyable, with good music, a pleasant atmosphere, and friendly staff.

Useful. But more detail would be good. So let's try asking for a longer story.

PROMPT:

Write a user story that is six paragraphs long for a user of a nightclub

RESPONSE:

As a young, single professional, I love to go out and have a good time on the weekends. One of my favourite places to go is the nightclub down the street from my apartment. I love the lively atmosphere and the chance to dance the night away with my friends.

On a typical night out, I arrive at the nightclub around 10pm with a group of my friends. We put our names on the guest list and wait in line for a few minutes before getting checked in by the friendly bouncer. Once we're inside, we make our way to the bar and order some cocktails to start the night off right.

As we sip our drinks, we take in the sights and sounds of the club. The DJ is playing some of my favourite tunes, and the dance floor is packed with people having a great time. I grab my friends and we head out onto the dance floor, dancing and laughing until we're out of breath.

After an hour or so of dancing, we take a break and head to the VIP area to grab a bite to eat and catch our breath. The VIP area is a little quieter and more relaxed, and it's the perfect place to take a break from the hustle and bustle of the main club.

As the night goes on, we continue to dance and have a great time. The DJ keeps the party going with a mix of old and new hits, and the drinks keep flowing. As the night winds down, we head back to the bar for one last drink before calling it a night.

I leave the nightclub feeling happy and energised, already looking forward to my next night out. The nightclub is always a great place to let loose and have a good time with my friends, and I can't wait to do it all again next weekend.

This is a good example. Some of the points are quite useful as-is. For example, this causes the reader to think about the importance of a smooth, friendly, frictionless check-in process. This is often not the case in the real world. But also, in a way that is typical of language models, they confuse a few concepts. In a useful way. Here are some examples:

- A person typically either arrives with their name already on the guest list or stands in line to pay the entrance fee. The use-case in the story could be a good innovation: arrive, put your name on the list and then, instead of having to wait in a boring line, you can socialise and wait for your name to be called!

- In the story patrons take a break from dancing to eat. In the real world, you usually would have to leave the club to find dining options. Clubs don't typically serve food, but why not? This could be a new business model!
- The VIP area is a little quieter and more relaxed, which provides a good break from the dancefloor in the story. But usually, guests either enjoy VIP access all evening or not at all. Being able to pay for access to this area for a short period is a great idea invented by the model's misunderstanding of the way the club scene operates!

You can significantly enhance the value of user stories if you provide the language model with more information on the type of person you want to attract, the interaction you want to encourage, and the features you want the model to describe.

LESSON: Maximising relevance with specificity. The more specific your prompt is, the more likely it is that the response will meet your needs.

Let's add some more specificity into our prompt to see if it generates a more useful user story.

PROMPT:

Write a detailed user story for a user of a nightclub from the perspective of a young person who doesn't frequently go to nightclubs. Focus on how they work out which club will meet their needs. Highlight all the areas of confusion

RESPONSE:

As a young person who doesn't frequently go to nightclubs, I find the process of choosing a nightclub that meets my needs to be difficult and confusing. I don't have a lot of experience with nightclubs, so I'm not sure which ones are popular or have a good reputation. I also don't know how to find out if a nightclub will have the music, atmosphere, and crowd that I'm looking for.

One of the main areas of confusion for me is knowing where to start looking for a nightclub. I don't know which websites or apps to use, or how to search for nightclubs in my area. I'm not sure if there are different categories or types of nightclubs, and I don't know how to filter my search results to find the options that are most relevant to me.

Another area of confusion for me is figuring out what criteria to use to compare different nightclubs and decide which one is right for me. I don't know what factors are important, such as the music genre, the dress code, the age range, or the location. I'm not sure how to find out more information about each nightclub, such as their upcoming events or their reviews from other users. I also don't know how to balance my own preferences with the preferences of my friends, who may have different opinions or priorities.

A third area of confusion for me is understanding how to get a sense of the atmosphere and crowd at a nightclub before I actually go there. I don't know how to find pictures or videos of the nightclub, or how to read reviews from other users who have been there.

I'm not sure if there are other sources of information or advice that I can use, such as social media posts or recommendations from friends. I'm also not sure how to weigh the different pieces of information and make an informed decision.

Overall, I find the process of choosing a nightclub that meets my needs to be confusing and overwhelming. I don't know where to start, and I'm not sure how to navigate the various steps and decisions involved. I would appreciate more guidance and support in understanding and comparing different nightclubs, so that I can make a confident and informed choice.

This feels spot on! We'd be getting ahead of ourselves if we dived into solutions in this chapter, but take a look at solutions we ask the language model for in the Innovations section later in the book!

Attitudes

Asking a language model to take on a certain persona enables it to be more thoughtful and expressive in the kinds of opinions it shares. We can get the model to do this using the 'imagine you are' lesson we learned earlier. Let's use this lesson to get under the surface of generational differences in attitudes towards luxury goods.

PROMPT:

Imagine you are a younger person. Write 10 observations for how your generation feels differently about Luxury goods than older generations do. Give each observation a snappy title

RESPONSE:

Here are 10 snappy titles for observations about how my generation may feel differently about luxury goods than older generations do:

1. **Affordable Luxe:** Younger people are more interested in buying affordable luxury goods than traditional luxury brands.
2. **Sustainable Luxury:** Younger people prioritise sustainability and ethical production when buying luxury goods.
3. **Online Luxe:** Younger people are more likely to shop for luxury goods online than in traditional stores.
4. **Experience Luxe:** Many younger people are more interested in buying experiences than material possessions.
5. **Individual Luxe:** Younger people value individuality and personal style, and may be less interested in buying luxury goods as a status symbol.

6. **Social Luxe:** Younger people are influenced by social media and peer recommendations when buying luxury goods.
7. **Vintage Luxe:** Many younger people are interested in buying second-hand or vintage luxury goods.
8. **Conscious Luxe:** Younger people are concerned about issues such as environmental degradation and exploitation of workers in the luxury goods industry.
9. **Trendy Luxe:** Younger people are more open to trying new luxury brands and products.
10. **Unique Luxe:** Many younger people are interested in buying unique or limited edition luxury goods.

Interestingly, David ran that prompt on his phone while heading home. Once he arrived, he re-ran it on his desktop to explore it further and got a completely different set of observations. In fact, there is almost no overlap between the two lists. This suggests that re-asking a question is a useful tactic for getting the language model to come up with fresh ideas: try again. And again.

LESSON: New chats give fresh perspectives. Re-run the same prompt in multiple new chat sessions to force the language model to approach the problem differently each time.

Here is the response David got from running the prompt a second time.

PROMPT:

Imagine you are a younger person. write 10 observations about how your generation feels differently about Luxury goods than older generations do. Give each observation a snappy title

RESPONSE:

"Less guilt over indulgence" - Younger generations may feel less guilt or shame about spending money on luxury goods, as the notion of indulging oneself has become more socially accepted.

"Greater acceptance of spending on experiences" - Younger people may be more likely to prioritise spending money on experiences, such as travel or dining out, over purchasing material goods.

"Increased emphasis on sustainability and ethical production" - Younger generations may be more conscious of the environmental and social impact of the products they buy, and may be more likely to seek out luxury goods that are sustainably and ethically produced.

"More diverse definitions of luxury" - Younger people may have a broader and more inclusive definition of what constitutes a luxury good, including items that may not have traditionally been considered luxurious, such as wellness products or sustainable fashion.

"Shift from ownership to access" - Younger people may be less interested in owning luxury goods outright, and may prefer to access them through rental or subscription services.

"Greater focus on personalisation and customisation" - Younger generations may value the ability to personalise and customise their luxury goods, such as through monogramming or bespoke design services.

"Influence of social media on purchasing decisions" - Social media may play a larger role in younger people's purchasing decisions, as they are more likely to be influenced by influencers and online reviews when deciding what to buy.

"Blurring of boundaries between high-end and mass-market products" - The line between high-end and mass-market products may be less distinct for younger people, who may be more open to purchasing luxury goods from a wider range of brands and at a wider range of price points.

"Rise of the 'influencer culture' and brand collaborations" - Younger people may be more influenced by influencers and their collaborations with luxury brands, which can make luxury goods more accessible and relatable to a younger audience.

"Greater prioritisation of health and wellness-oriented luxury goods" - Younger generations may place a greater emphasis on health and wellness, and may be more likely to spend money on luxury goods that align with these values, such as organic skincare products or high-end fitness gear.

The second list feels more comprehensive and useful than the first. Together the two answers provide a pretty thorough overview. That said, we've studied this topic extensively, so we know there are still some gaps to be aware of - limited editions and drop culture and the intersection between luxury and other parts of culture such as music. You'll always need to add category expertise to include concepts that the language model doesn't come up with.

LESSON: Supplement language models with expertise. Don't assume language models are exhaustive. Category knowledge will almost always be able to add insights and observations that model isn't (easily) able to come up with.

Competitors

You can ask a language model to identify competitors and, most importantly, to tell you why those competitors are relevant (using a variant of the ‘explain your answer’ lesson from earlier). Here is an example using David’s favourite author.

PROMPT:

I like reading Lee Child books. Please list ten authors who appeal to a similar audience and give reasons why they are similar

RESPONSE:

Michael Connelly - Both Lee Child and Michael Connelly are known for their series featuring strong, likeable male protagonists who are skilled in their respective fields (investigative journalism and law enforcement). Both authors also incorporate complex, layered plots that draw readers in and keep them engaged.

Harlan Coben - Like Lee Child, Harlan Coben is a master of the thriller genre, and his books often feature fast-paced, suspenseful plots with unexpected twists and turns. Both authors also incorporate elements of mystery and deception, and create complex, multidimensional characters.

David Baldacci - David Baldacci is another popular thriller author whose books appeal to a similar audience as Lee Child. Both authors write about skilled and resourceful protagonists who are able to outsmart their enemies and overcome obstacles. They also both create complex and engaging plots that keep readers on the edge of their seats.

Karin Slaughter - Karin Slaughter is known for her suspenseful and dark thrillers, which often deal with complex, emotional issues and difficult moral dilemmas. Like Lee Child, she is skilled at creating complex, multidimensional characters and keeping readers engaged with her fast-paced, gripping stories.

Tana French - Tana French is another author who writes suspenseful, psychological thrillers that appeal to readers who enjoy Lee Child's books. Both authors create complex, multi-layered plots that keep readers guessing, and explore the psychological motivations and inner lives of their characters.

Jeffery Deaver - Jeffery Deaver is a bestselling author of crime and suspense novels, known for his cleverly plotted, twisty stories that keep readers guessing. Like Lee Child, Deaver is skilled at creating likeable and relatable protagonists, and at crafting complex and engaging narratives that keep readers engaged.

Lisa Gardner - Lisa Gardner is a popular author of crime and suspense novels, known for her complex and multi-layered plots, her strong and intelligent female protagonists, and her ability to create tension and suspense. Like Lee Child, Gardner's books often

explore the psychological motivations and inner lives of her characters, and keep readers engaged with their twists and turns.

John Sandford - John Sandford is a bestselling author of crime and thriller novels, known for his series featuring the likeable and resourceful detective Lucas Davenport. Like Lee Child, Sandford is skilled at creating complex and engaging plots, and at incorporating elements of mystery and deception into his stories.

Joseph Finder - Joseph Finder is another author who writes suspenseful, fast-paced thrillers that appeal to readers who enjoy Lee Child's books. Both authors create complex, multi-layered plots, and incorporate elements of mystery, deception, and psychological suspense into their stories.

C.J. Box - C.J. Box is a bestselling author of crime and suspense novels, known for his series featuring the likeable and resourceful game warden Joe Pickett. Like Lee Child, Box creates complex, engaging plots and incorporates elements of mystery and deception into his stories.

Our experience of competitive analysis inside brands is that it is often too narrow and that brands often struggle to articulate the reasons why another brand is or isn't a competitor. As such, a language model's ability to quickly come up with a set of recommendations and also to explain why each is a recommendation is a real superpower.

If failing to identify the entire competitive landscape is something you're worried about, then clearly you can ask for a longer list. And also, you can specifically ask for 'small, niche. or non-traditional competitors' - you'll be surprised at how creative language models can be in finding them!

However, we recommend some caution when it comes to identifying competitors, most notably due to our requirement for 'recency'. Whilst the recency of data used to train language models like ChatGPT is better than it was when they first launched, there remains a gap between the training data and the present day. This gap varies among different language models. To ensure accurate competitor analysis, it's essential to consider the recency of the training data used by the specific language model you're working with. Keep in mind that emerging competitors may not be captured in the model's outputs if they have gained prominence after the model's knowledge cut-off date.

When studying competitors, we found that you often run into the 'I'm just a language model' challenge we mentioned earlier.

PROMPT:

Imagine I run a branch of Costa Coffee in the UK. What other coffee brands might my customers consider buying?

RESPONSE:

As a large language model trained by OpenAI, I do not have access to information about specific companies or their competitors, so I am not able to provide a complete or accurate answer to your question. However, some other coffee brands that are popular in the UK include Starbucks, Café Nero, and Caffè Ritazza. These are just a few examples, and there are many other coffee brands that your customers might consider buying. It is important for your business to keep track of the competition and understand the unique value proposition that your brand offers in order to remain competitive in the market.

You can try the 'Imagine you are' lesson and also try alternate approaches to the prompt. We found these tricks almost always work if you persevere. However, if you're not able to get what you need with this method, then all is not lost. If the language model doesn't know your product or refuses to give you competitors, you could try thinking at a category level as follows.

PROMPT:

A company makes healthy protein bars. Please list ten types of product that appeal to a similar audience and give reasons why

RESPONSE:

Protein powders - Protein powders are similar to protein bars in that they are both designed to provide a convenient source of protein for people who are looking to increase their protein intake. Protein powders can be mixed with water, milk, or other beverages to create a protein-rich drink, making them a versatile and convenient option for people on the go.

Nut butter - Nut butter, such as almond butter or peanut butter, is another product that appeals to a similar audience as protein bars. Like protein bars, nut butter is a convenient and portable source of protein, and can be used in a variety of ways, such as on toast, in smoothies, or as a dip for fruits and vegetables.

Energy bars - Energy bars are similar to protein bars in that they are designed to provide a convenient source of energy for people who are looking for a quick and easy way to refuel. They often contain a combination of carbohydrates, protein, and healthy fats, making them a well-rounded option.

Meal replacement shakes - Meal replacement shakes are another product that appeals to a similar audience as protein bars. Like protein bars, they are designed to provide a convenient and balanced source of nutrition, making them a good option for people who are looking to replace a meal with a quick and easy option.

Oatmeal - Oatmeal is a whole grain that is high in protein and fibre, making it a healthy and satisfying option for people who are looking to increase their protein intake. Like protein bars, oatmeal is a convenient and versatile option that can be eaten hot or cold, and can be flavoured and topped with a variety of ingredients to suit different tastes and preferences.

Greek yogurt - Greek yogurt is another product that appeals to a similar audience as protein bars. Like protein bars, it is a convenient and portable source of protein, and can be eaten on its own or used as a base for smoothies or other healthy snacks.

Nuts and seeds - Nuts and seeds are another type of product that appeals to a similar audience as protein bars. Like protein bars, nuts and seeds are a convenient and portable source of protein, and can be eaten on their own or added to other foods to boost their protein content.

Energy gels - Energy gels are similar to protein bars in that they are designed to provide a quick and easy source of energy for people who are looking to refuel during physical activity. Energy gels are often used by runners, cyclists, and other endurance athletes, and provide a concentrated source of carbohydrates that can be easily and quickly absorbed by the body.

Protein snacks - Protein snacks, such as protein chips or protein cookies, are another product that appeals to a similar audience as protein bars. Like protein bars, protein snacks are a convenient and portable source of protein, and can be eaten on their own or used as a substitute for less healthy snacks.

Plant-based protein sources - Plant-based protein sources, such as tofu, tempeh, or legumes, are another type of product that appeals to a similar audience as protein bars. Like protein bars, plant-based protein sources are a convenient and versatile way to increase protein intake, and can be incorporated into a variety of dishes and meals.

This feels like a really good list of the closest competitor categories. Again, however, we'll remind you to inject category expertise and not assume that the language model has been comprehensive. Our experience in the category means we know that other sources of protein also occupy a high share of people's diets - e.g. lean meats, eggs, and biltong. To get to these, we'd need to ask the language model more pointed questions about specific need-states or occasions (e.g. "When bodybuilding..."). But we're happy we've done enough on this topic to set you off on the right path, and in the interest of covering some more topics, we'll let you enjoy that journey solo and move on to the next topic.

Note: while the language model was producing the above response it cut off. It just stopped writing halfway through. It does that. If the model cuts off for you, just say, 'continue.' It will remember where it is and keep going after you ask it to.

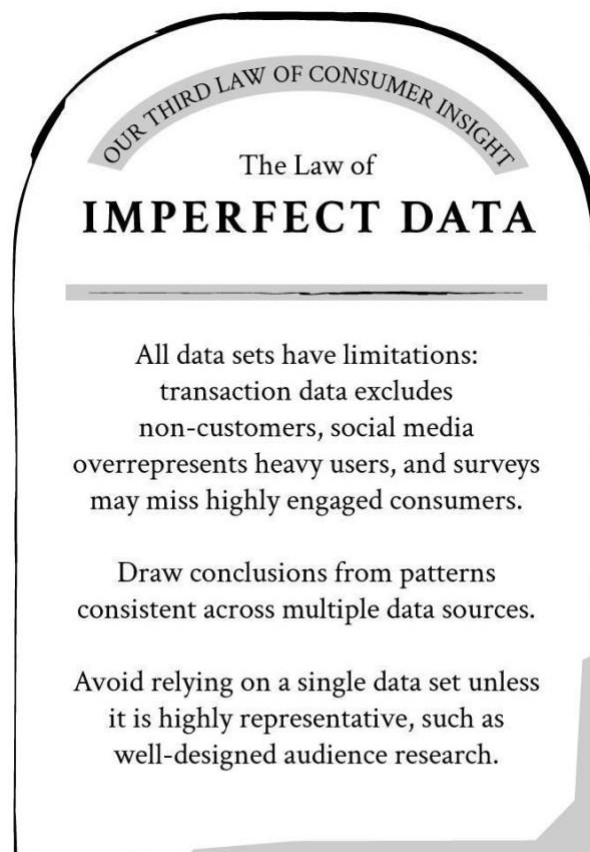
Here we learn another valuable lesson:

LESSON: Just say continue. If a language model cuts off for you, just say, 'continue.' It will remember where it is and keep going after you ask it to.

Real-World Research

Whether the language model failed to understand your audience and market or whether you've pushed it as hard and as productively as we have in this chapter, you'll likely still need a proper research project to make sure you've not missed anything and to validate and scale your hypotheses.

Whether you start with a language model, social media analytics, transaction data analytics or some other data set, checking the results against another data set or ideally against robust and representative audience research is always a good idea. We're such passionate believers in this, that it is the subject of our third law of consumer insight:



Language models like ChatGPT can help you with your real-world research, also, in a few different ways.

LESSON: Use language models for real-world problem-solving. Language models aren't just there to generate insights. They can help you with real-world processes, as well. Simply tell them what you're trying to do and ask them for advice on how to go about doing it!

Language models can help you think through research methodologies:

PROMPT:

What research methodologies could I use to better understand the reasons audiences buy protein bars, what they look for in protein bars and what competes with them in people's minds?

RESPONSE:

There are several research methodologies that could be used to better understand the reasons audiences buy protein bars, what they look for in protein bars, and what competes with them in people's minds. Some possible research methodologies include:

Qualitative research - Qualitative research involves collecting and analysing in-depth, open-ended data from participants, such as through in-depth interviews or focus groups. This type of research is particularly useful for exploring complex and nuanced topics, such as the reasons why people buy protein bars and the factors that influence their purchasing decisions.

Surveys - Surveys are a common research methodology that involves collecting structured data from a large number of participants, using a standardised questionnaire. Surveys can be used to collect quantitative data, such as information about participants' demographics and purchasing habits, as well as open-ended responses about their experiences and opinions.

Observational research - Observational research involves observing and recording participants' behaviour and interactions in natural settings, without manipulating the environment or interfering with the participants. This type of research can be useful for understanding how people make decisions and interact with protein bars in real-world settings, and can provide valuable insights into their behaviour and motivations.

Experimental research - Experimental research involves manipulating one or more variables in a controlled setting, and measuring the effects of these manipulations on participants' behaviour or attitudes. This type of research can be useful for testing specific hypotheses or theories about the factors that influence people's purchasing decisions, and can provide more robust and reliable data than other research methodologies.

Language models can write a brief for you to send to research agencies to aid in your search for the right one to support you.

PROMPT:

Write a RFP for a qualitative research study exploring the reasons audiences buy protein bars, what they look for in protein bars and what competes with them in people's minds

RESPONSE:

Request for Proposal (RFP)

Title: Qualitative Research Study on Protein Bars

Overview: The purpose of this study is to explore the reasons why audiences buy protein bars, what they look for in protein bars, and what competes with them in people's minds. This study will be conducted using a qualitative research approach, involving in-depth interviews and focus groups with a diverse sample of protein bar consumers. The findings from this study will be used to inform the development of new protein bar products and marketing strategies.

Objectives: The main objectives of this study are to:

Understand the motivations and reasons why audiences buy protein bars
Identify the key factors that influence consumers' decisions when choosing protein bars
Explore the factors that compete with protein bars in people's minds, and how these factors affect their purchasing decisions
Identify potential opportunities and challenges for the protein bar market, and provide recommendations for how to address them

Methodology:

The research study will be conducted using a qualitative research approach, involving in-depth interviews and focus groups with a diverse sample of protein bar consumers. The study will use a semi-structured interview guide to elicit detailed and in-depth responses from participants, and will be conducted by trained researchers who are experienced in conducting qualitative research studies.

Sample:

The sample for this study will consist of a diverse group of protein bar consumers, including men and women of different ages, backgrounds, and geographic locations. The sample size will be determined based on the research objectives and the desired level of statistical significance, and will be selected using a purposive sampling technique to ensure a representative and diverse sample.

Data Collection:

Data collection for this study will be conducted using in-depth interviews and focus groups.

They can help you manage the research process with advice on how to organise and execute it and what to look out for along the way.

PROMPT:

I'm interviewing qualitative research agencies. What advice do you have?

RESPONSE:

If you are interviewing qualitative research agencies, there are several pieces of advice that may be helpful:

Clearly articulate the goals and objectives of your research study - Before you start interviewing agencies, it is important to have a clear understanding of the goals and objectives of your research study. This will help you communicate your needs and expectations to the agencies, and will enable them to provide you with more tailored and relevant proposals and recommendations.

Ask about the agencies' experience and expertise - When interviewing qualitative research agencies, it is important to ask about their experience and expertise in conducting research studies similar to yours. You should ask about the types of projects they have worked on in the past, the methods and techniques they use, and the outcomes and results they have achieved. This will help you determine whether the agencies have the necessary expertise and experience to conduct your research study successfully.

Discuss the agencies' approach and methodology - Another important aspect to consider when interviewing qualitative research agencies is their approach and methodology. You should ask about the research methods and techniques they use, and how they plan to collect and analyse data for your study. You should also ask about the type of data they will collect (e.g. interviews, focus groups, observations, etc.), and how they plan to analyse and interpret this data. This will help you understand the agencies' approach and methodology, and will enable you to compare their proposals and make an informed decision.

Inquire about the agencies' project management and communication - When interviewing qualitative research agencies, it is also important to inquire about their project management and communication processes. You should ask about how they plan to manage your project, how they will keep you informed about the progress of your research study, and how they will share the findings and recommendations with you. This will help you understand how the agencies will work with you throughout the research process, and will enable you to assess their project management and communication skills.

Request and review proposals and budgets - Finally, when interviewing qualitative research agencies, you should request proposals and budgets from the agencies, and review them carefully. The proposals and budgets should provide detailed information about the agencies' approach and methodology, the timeline and deliverables for your research study, and the costs and fees associated with the study. You should review the proposals and budgets carefully, and compare them to determine which agency offers

the best value for money and the most suitable approach and methodology for your research study.

If you don't find an agency or want to do it yourself, no problem! It can help you find audiences to interview.

PROMPT:

How could I find people to interview?

RESPONSE:

There are several ways that you could find people to interview for your research study. Some possible strategies include:

Sampling from your target audience - One way to find people to interview is to sample from your target audience, using a purposive or random sampling technique to ensure a representative and diverse sample. For example, you could use online surveys or other research tools to collect data from a sample of people who are interested in protein bars, and then use this data to select a subset of participants for in-depth interviews or focus groups.

Recruiting participants through social media or other online platforms - Another way to find people to interview is to use social media or other online platforms to recruit participants. You could use targeted advertising or other marketing techniques to reach people who are interested in protein bars, and then invite them to participate in your research study. You could also use online research panels or other platforms that connect researchers with participants who are willing to take part in research studies.

Reaching out to existing customers or clients - If you already have a customer base or clientele, you could reach out to these people to ask if they would be interested in participating in your research study. You could use email, social media, or other communication channels to invite them to take part in your study, and offer them incentives such as discounts or free products in return for their participation.

Partnering with organisations or communities - Another way to find people to interview is to partner with organisations or communities that are related to your research topic. For example, if you are studying protein bars, you could partner with health clubs, fitness centres, or other organisations that are focused on health and wellness. These organisations may have existing networks of members or participants who would be interested in taking part in your research study, and they may be able to help you recruit and manage participants.

Using snowball sampling - Finally, you could use snowball sampling to find people to interview. Snowball sampling involves starting with a small number of participants who are willing to take part in your study, and then asking these participants to refer to other potential participants who may be interested in participating. This technique can be

useful for recruiting participants who are difficult to reach or who may be part of a hard-to-sample population.

The language model can help you work out which questions to ask.

PROMPT:

If I'm trying to sell more protein bars, what questions would it be good for me to ask audiences?

RESPONSE:

If you are trying to sell more protein bars, it would be good for you to ask audiences the following questions:

What are your current sources of protein, and how do you currently incorporate protein into your diet?

What do you look for in a protein bar, and what are the most important factors that influence your purchasing decisions?

Have you tried protein bars before, and if so, what were your experiences?

What are your top concerns or hesitations when it comes to protein bars, and what would it take for you to consider buying them?

What are your favourite flavours and textures when it comes to protein bars, and what are your preferred ways of eating them (e.g. as a snack, as a meal replacement, etc.)?

What other products do you consider when making decisions about protein, and how do protein bars compare to these products in terms of taste, convenience, and value for money?

How would you describe the overall protein bar market, and what do you think sets your brand apart from other protein bar companies?

What are your goals and priorities when it comes to your protein intake, and how do protein bars fit into your overall health and fitness goals?

What are the main benefits of protein bars, and how do they compare to other protein sources in terms of nutritional profile and health benefits?

Are you willing to try protein bars, and if so, what would be the best way for us to get in touch with you and provide you with more information?

This is a useful list of questions about protein bars specifically. However, great qualitative research usually starts more broadly to ask people about their general preferences and eating habits to 'warm' them to the subject and avoid early bias. So this represents a good starting point to build upon.

For practicality, you could boil the list down to five killer questions and then pose those questions to different audiences to see where the greatest opportunities lie.

Language models can even help you write an Excel formula to help you analyse your data once you've collected it. Here's an example which helped us isolate the needs and frustrations of a 'Price Conscious' group for which we had hundreds of rows of verbatim data:

PROMPT:

I need to identify all cells in excel that contain the words "cost" "cheap" "expensive" or "money". What formula can I use?

RESPONSE:

To identify cells in an Excel spreadsheet that contain the words "cost," "cheap," "expensive," or "money," you can use the following formula:
`=OR(ISNUMBER(SEARCH("cost",A1)),ISNUMBER(SEARCH("cheap",A1)),ISNUMBER(SEARCH("expensive",A1)),ISNUMBER(SEARCH("money",A1)))`

This formula will return "TRUE" if any of the specified words are found in the cell, and "FALSE" if none of the words are found.

To use this formula, enter it into a cell, and then drag it down to apply it to the rest of the cells in the column. Make sure to replace "A1" with the cell reference of the cell you want to check. For example, if you want to check cell B3, you would use "B3" instead of "A1."

You can also use this formula to check for other words or phrases by replacing "cost," "cheap," "expensive," and "money" with the words or phrases you want to search for.

I hope this helps! Let me know if you have any questions or if you need further assistance.

Not only is this clear and accurate, but it has also given us tips on how to implement it and tailor it for future use. Even if you know the formula you want to write, prompting a language model to write the formula for you could prove faster and more accurate!

LESSON: Language models like ChatGPT are great marketing allies. They can provide useful hints and tips when you reach the edge of your own working knowledge of theory and best practices.

Chapter Summary

This chapter set out to help you explore your audiences and market. We have seen that through a series of well-written and well-structured prompts you can quickly synthesise vast amounts of data into a suitable format to feed into your brand growth planning process. In doing so, we reiterate the need to apply human skills on top of these language model outputs at every stage.

Here we recap and summarise the main prompts that are useful from this chapter.

Now you can use language models like ChatGPT to:

1. Explore **category-related needs** and **audience frustrations** in a category which may spark ideas about an audience to target or a product/product feature to develop
2. Explore **met vs unmet needs**, to help find opportunities to grow your brand
3. Generate **user stories** to help with positioning, product development and pricing. These can also help “human-ise” the AI outputs you’re receiving to help communicate audience needs within your business
4. Understand your immediate and longer-term **competitors** to help with strategic planning, and to feed into research projects
5. **Plan a research project**, such as writing a Request For Proposal or preparing a questionnaire/discussion guide.

Finally, let’s recap the lessons we learned along the way. Each applies when using a language model for any task - those included in this chapter and those beyond it.

Lessons learned in this chapter:

1. **The Importance of Context.** Language models like ChatGPT remember context for the duration of your chat session. Mostly. This can be a useful tool but also can also cause problems (see ‘context windows’ later in the book). You can start a new chat session to reset the context. You can now also go back and revisit previous sessions to pick up those threads.
2. **Iterate for Better Results:** You’ll often need to try again. Iterate your prompt or add specificity if you don’t get results that are useful to you.
3. **Filter results:** Your human judgement is required to accept the parts of language models’ output that feel useful and to reject those that don’t.
4. **Explore language models’ Answers:** Ask the model to explain its answers if you’d like to dig deeper into why it gives the answers it does.
5. **Encourage Empathy through Imagination:** Use ‘Imagine you are not a language model. Imagine you are [personality or trait you want it to emulate]’ if the model refuses to answer a question.

6. **Navigating Up-to-Date Topics:** You'll have to rely much more heavily on your expertise for any topics or trends that are more recent than the language model's training data.
7. **Explore Multiple Angles:** By coming at the topic from different angles, we can generate diverse insights each time, ensuring fewer things are missed.
8. **Maximising Relevance with Specificity:** The more specific your prompt is, the more likely that the response will meet your needs.
9. **New Chats Give a Fresh Perspective:** Re-run the same prompt in multiple new chat sessions to get the language model to approach the problem differently each time.
10. **Supplement language models with Expertise:** Don't assume a language model is exhaustive. Category knowledge will almost always be able to add insights and observations that a model isn't (easily) able to come up with.
11. **Use language models for Real-World Problem-Solving:** Language models aren't just there to generate insights. They can help you with real-world processes, as well. Simply tell them what you're trying to do and ask them for advice on how to go about doing it!
12. **Language models are great marketing allies:** They can provide useful hints and tips when you reach the edge of your own working knowledge of theory and best practice.
13. **Just say continue.** If a language model cuts off for you, just say, 'continue.' It will remember where it is and keep going after you ask it to.

SELECTING A TARGET MARKET BY IDENTIFYING AUDIENCE SEGMENTS

We're firm believers that the first thing you should do to grow a brand is to understand your audience's category-related needs, as we demonstrated in the previous chapter. But that's not enough. You need to go from needs to audience segments, defined by needs, whom you can target with products, prices, promotions, positioning etc. In this chapter, we lay out our thinking and advice for how to do this and how to use language models to expedite the process.

Audience Segments

Our experience is that audience segmentation, done well, is transformative to both the economics and culture of a brand. They're essential tools. They 'feel like cheating' as one Hollywood exec told us on reviewing the outputs on one project. We're so wedded to them, we think **not** using audience segments is the stuff of horror stories, as a language model explains in this short story:

PROMPT:

Write a one sentence horror story about audience segmentation

RESPONSE:

As the marketing team watched, the audience segments began to merge and form a single monstrous entity.

There are lots of ways to slice and dice an audience into segments, though. And not all of them are equally powerful. Dimensions commonly used to define segments include demographic, geographic, behavioural, and psychographic. So, it is important to ask language models for the type that you think would be most useful for the task at hand. For us, that's almost always category-related needs. But for completeness, here is what a language model thinks of the different methods³:

1. **Demographic dimensions** are characteristics that describe a population in terms of factors such as age, gender, income, education level, and occupation. Examples of demographic segments include young professionals, retirees, low-income families, and

³ PROMPT: List the types of dimensions that are typically used to define audience segments. For each type of dimension: (1) give examples of that dimension; (2) give examples of segments that could be created as a result and (3) give the pros and cons as it relates to using the segments for strategic decision-making (product, positioning, price, product, place, partnerships etc)

high-income earners. These segments can be useful for strategic decision-making in terms of product development, pricing, and marketing. For example, a company might develop a new product specifically for young professionals, or target its marketing efforts towards retirees. However, demographic segments can be limiting because they don't take into account factors such as interests or behaviours.

2. **Geographic dimensions** are characteristics that describe a population in terms of location, such as region, country, city, or neighbourhood. Examples of geographic segments include urban dwellers, rural residents, and people living in the Northeast. These segments can be useful for strategic decision-making in terms of product distribution and marketing. For example, a company might distribute its products differently in urban and rural areas, or tailor its marketing efforts to specific regions. However, geographic segments can be limiting because they don't take into account other factors such as interests or behaviours.
3. **Behavioural dimensions** are characteristics that describe a population in terms of their behaviour and habits, such as their purchasing habits, usage patterns, and loyalty. Examples of behavioural segments include heavy users, brand loyalists, and price-sensitive customers. These segments can be useful for strategic decision-making in terms of product development, pricing, and marketing. For example, a company might develop a new product specifically for heavy users, or focus its marketing efforts on brand loyalists. However, behavioural segments can be limiting because they don't take into account factors such as demographics or interests.
4. **Psychographic dimensions** are characteristics that describe a population in terms of their interests, values, attitudes, and lifestyles. Examples of psychographic segments include outdoor enthusiasts, fashion-conscious consumers, and eco-friendly consumers. These segments can be useful for strategic decision-making in terms of product development, positioning, and marketing. For example, a company might develop a new product specifically for outdoor enthusiasts or position its products as eco-friendly to appeal to consumers with environmentally-conscious values. However, psychographic segments can be difficult to measure and may not always be as clearly defined as other types of segments.

What's labelled here as 'psychographic dimensions' is the closest to the 'category-related needs' assessments we find most powerful. But it's not close enough for us. The 'interests, values, attitudes, and lifestyles' referenced all need to be 'category-related' to be useful in a segmentation. And we believe that category-related needs are the simplest way to describe and define what it is we love about the dimension that really makes a segmentation sing. Here is how we'd define them to fit in with the list above:

5. **Category-related needs:** The specific needs and requirements of individuals within a given category or industry. These include segments that can be created using category-related needs dimensions:

- "Entrepreneurs looking to grow their businesses"
- "Families looking to buy their first home"
- "Individuals planning special events"

The pros of using category-related needs dimensions to create audience segments are that they can provide valuable insights into the unique needs and challenges of different groups and can help you tailor your marketing messages to be more relevant and effective for each segment. We can think of these category-related needs as predictors of future behaviours, not just simple explanations of past behaviours or descriptors of their state in the now. The cons are that category-related needs can be difficult to measure and may not be relevant to all types of campaigns. They are hard to 'see' without accurate methods to segment your audience and so can be difficult to deploy in tactical situations such as buying media to directly target them (say, in comparison, with geographic segments where we could create an outdoor poster campaign in the Northeast).

PROMPT:

... continued ...

For each, give an example of an audience segment of take-away coffee drinkers

RESPONSE:

Sure, here are some examples of audience segments of take-away coffee drinkers based on the dimensions listed:

Demographic characteristics: Young professionals aged 25-34 who earn a high income and have a college degree.

Geographic location: Urban dwellers who live in major cities such as New York, London, or Sydney.

Psychographic characteristics: Health-conscious individuals who prioritise quality and sustainability in their purchasing decisions.

Behavioural characteristics: Frequent coffee shop customers who visit multiple times per week and are willing to pay a premium for specialty drinks.

Category-related needs: Consumers who are motivated by the perceived status or prestige of a particular coffee shop or brand, and may be willing to pay a premium for a "luxury" coffee experience.

These segments could be further refined by combining multiple dimensions, such as targeting young, urban professionals who are health-conscious and visit coffee shops multiple times per week in search of convenient and portable take-away options.

You can certainly imagine that each type of segment *could* be useful in one way or another. And you can see that the Psychographic segment *feels* somewhat similar to a category-related needs segment. But the category-related needs segment feels more specific, insightful, and actionable to brands in this category.

We also note the language model's suggestion to 'further refine by combining multiple dimensions', which is certainly what we usually do when constructing research-based segmentations. But that isn't an approach we're going to follow in this book using language models. We're going to keep it simple and focus on single need-based audience segmentations.

Once you have an audience segmentation, the power lies in de-averaging your audience. Let's see how a language model describes the business strategy of 'de-averaging':

RESPONSE:

While the traditional approach to business strategy, known as averaging, involves creating a one-size-fits-all marketing strategy based on average measurements, de-averaging is an alternative approach that involves creating personalised, niche-focused marketing plans that are inclusive to everyone. Rather than relying on demographic data from third-party sources, de-averaging involves gathering psychographic data from first-party sources to create marketing strategies based on consumers' interests in the product or service. This allows businesses to create more effective brand awareness and better connect with their audiences. In contrast, averaging can lead to a one-size-fits-all marketing strategy that may not be effective in today's fragmented digital landscape.

We see numerous examples of de-averaging in our everyday lives. For example Google Maps or Citymapper offer us different modes of transport to get from A to B (based on your access to different vehicles, preference for different modes of transport, desired comfort level, available time, and budget). Even within transport mode there is de-averaging taking place, such as different priced airline tickets and add-ons (to suit your budget, desired comfort level, and luggage needs).

In the following sections, we test a language model with many different categories. Our goal is to learn something from each to help you to see more clearly how it might apply to your category and how to build the right prompts to get you there.

Segmenting Coffee Drinkers

Let's start with take-away coffee drinkers as our audience and explore how we might get a language model to develop audience segments for that market with a very simple and direct prompt.

PROMPT:

Create a segmentation of take-away coffee drinkers

RESPONSE:

To create a segmentation of take-away coffee drinkers, we can first identify common characteristics or behaviours that may be relevant to the consumption of take-away coffee. Some potential factors to consider could include:

Age: Younger individuals may be more likely to consume take-away coffee, as they tend to have a faster pace of life and may be more willing to pay for convenience. Older individuals may be more likely to consume coffee at home or in a sit-down cafe.

Location: Take-away coffee is more likely to be consumed in urban areas, where there are more coffee shops and a higher density of potential customers. Rural areas may have fewer options for take-away coffee, which could impact consumption.

Income: Higher income individuals may be more likely to purchase take-away coffee, as they may be willing to pay for the convenience and quality of specialty coffee shops. Lower income individuals may be more likely to brew coffee at home or purchase cheaper options from fast food restaurants.

Lifestyle: Individuals with busy or active lifestyles may be more likely to consume take-away coffee, as it allows them to quickly grab a coffee on-the-go. Those with more relaxed or sedentary lifestyles may be more likely to consume coffee at home or in a sit-down cafe.

Based on these factors, potential segments of take-away coffee drinkers could include:

Busy professionals: younger, urban-dwelling individuals with high incomes who value the convenience of take-away coffee

Fitness enthusiasts: younger, urban-dwelling individuals who may be willing to pay for high-quality take-away coffee to fuel their active lifestyles

Rural residents: older, lower-income individuals who may not have many options for take-away coffee in their area

Students: younger individuals with lower incomes who may be attracted to the convenience and social aspect of purchasing take-away coffee from cafes near their schools or universities.

Note that even after the consideration of approaches, the final output is a mix of demographic, geographic, and lifestyle segments, with none quite capturing our preferred lens of category-related needs. Are all students lower income? What proportion of fitness enthusiasts drink coffee? Let's try a different approach to home in on category-related needs.

PROMPT:

Create a segmentation of take-away coffee drinkers based on their unique and differentiated category-related needs. Explain each through their motivations to drink coffee, and a unique coffee drinking moment that defines their week

RESPONSE:

One way to create a segmentation of take-away coffee drinkers based on their unique and differentiated needs is to focus on their motivations for drinking coffee and the specific moments or situations in which they tend to consume it. Some potential segments could include:

Morning commuters: These individuals may have a strong need for a quick and convenient caffeine boost to start their day. They may drink take-away coffee while commuting to work on public transportation, or while driving to their job. A defining coffee moment for this segment could be the first sip of their daily latte as they hop on the train or bus.

Workaholics: These individuals may rely on coffee to help them stay focused and productive throughout the day. They may drink take-away coffee at their desks, in meetings, or while working on projects. A defining coffee moment for this segment could be their mid-afternoon espresso shot to help them push through a particularly challenging task.

Social butterflies: These individuals may enjoy drinking coffee as a way to socialise and connect with others. They may drink take-away coffee while meeting friends for catch-ups or while networking. A defining coffee moment for this segment could be their weekly cappuccino date with a close friend or colleague.

Health-conscious individuals: These individuals may be motivated to drink coffee for its potential health benefits, such as boosting metabolism and supporting weight loss. They may drink take-away coffee with low-fat milk or plant-based milk alternatives and may avoid added sugars or sweeteners. A defining coffee moment for this segment could be their daily flat white with almond milk, which they enjoy as part of their morning fitness routine.

By understanding the unique needs and motivations of different segments of take-away coffee drinkers, coffee shops and other businesses can tailor their offerings and marketing efforts to better serve these customers.

We like our responses like we like our take-away coffee - rich and robust. And these results deliver, ultimately leading to a deeper conversation about who they are and how to develop products and services to better meet our audience's needs.

Let's run the instructions again on another machine on another day to compare and contrast.

PROMPT:

Create a segmentation of take-away coffee drinkers based on their unique and differentiated needs. Explain each through their motivations to drink coffee, and a unique coffee drinking moment that defines their week

RESPONSE:

The Commuter - This segment consists of coffee drinkers who consume take-away coffee while on the go, typically during their daily commute to work or school. Their main motivation for drinking coffee is to provide a quick and convenient source of energy and alertness, and their unique coffee drinking moment is grabbing a cup of coffee on the way to the train or bus station.

The Socialiser - This segment consists of coffee drinkers who enjoy drinking coffee in social settings, such as in cafes with friends or colleagues. Their main motivation for drinking coffee is to connect with others and foster social interactions, and their unique coffee drinking moment is meeting up with friends for a chat and a cup of coffee at their favourite cafe.

The Soloist - This segment consists of coffee drinkers who prefer to drink coffee alone, often as a way to recharge and recharge their batteries. Their main motivation for drinking coffee is to provide a moment of solitude and introspection, and their unique coffee drinking moment is sitting by themselves in a quiet corner of a cafe with a cup of coffee and a book or laptop.

The Health Nut - This segment consists of coffee drinkers who prioritise healthy, organic, and sustainable options when it comes to their coffee. Their main motivation for drinking coffee is to support their overall health and well-being, and their unique coffee drinking moment is enjoying a cup of organic, fair trade coffee at a cafe that focuses on healthy, sustainable options.

The Connoisseur - This segment consists of coffee drinkers who are passionate about coffee, and are always on the lookout for new and interesting coffee flavours and varieties. Their main motivation for drinking coffee is to explore and discover new coffee experiences, and their unique coffee drinking moment is sampling a new and exotic coffee blend at a specialty coffee shop.

This segmentation also feels deep and actionable.

The first segmentation groups audience members largely based on the time of day they drink coffee (morning commuters, workaholics, social butterflies), while the second segmentation

groups them more based on their social preferences (the commuter, the socialiser, the soloist) and their health and environmental concerns (the health nut, the connoisseur).

Both segmentations can be useful for businesses that sell take-away coffee, as they provide insights into the audience's different needs and preferences. For example, a coffee shop might use the first segmentation to target morning commuters with promotions for grab-and-go breakfast items and convenient mobile ordering options while using the second segmentation to offer a range of organic and sustainable coffee options to health-conscious customers.⁴

Clearly, there's room for improvement that would allow us to discern how much overlap exists between these segments. For example, a Connoisseur might also be a Commuter and a socialiser, as the latter two characteristics refer to specific usage occasions. In a real marketing campaign, we'd conduct audience research to identify overlaps like this.

As an experiment, we didn't specify the number of segments in the above prompts. As a result, the language model came up with four the first time and five the second. About five is a good number to introduce the concept of audience segments and to lightly immerse yourself in a new industry. For many, this use case may replace some of the foundational work done when approaching a new industry, like reading industry reports.

To improve on this, we'd recommend specifying ten segments and aiming to weed out or merge the less informative, profitable, and appropriate segments to end with the remaining segments for real-world decision-making.

Our experience of conducting more than 50 audience segmentations over the years, suggests that businesses have an optimal number of segments to work with, trading off specificity with capacity. Slicing an audience into too few segments (i.e. three or four) can create overly-broad and less-than-actionable segments. Users in the business will likely want more specificity. Too many segments (i.e. ten or more) and the business may not have the capacity to remember them all with rich and deep understanding, let alone build action plans against them. You'll likely also find you're creating niche segments that are hard to find in the real world.

We typically recommend segmentations with five to eight segments, which of course is dependent on a number of factors such as the complexity of the category, the intended use from the client, and the nature of how the data in the project falls out. We always factor in some creativity into the process once the initial data-led segmentation solution has been proposed by the statistics, such as splitting or merging segments, removing certain data inputs if they are misleading, and adjusting segment thresholds until the sizes are actionable.

⁴ A language model wrote most of these two paragraphs, by the way. We fed it both segmentations and asked it to describe each of them and their uses.

The two segmentations above caused us to wonder how many different (and useful) segments a language model could come up with. Let's see if more are forthcoming...

PROMPT:

List as many different and useful audience segments of take-away coffee drinkers can you come up with? Give each a unique name

RESPONSE:

The Early Riser: This segment consists of coffee drinkers who prefer to start their day with a cup of coffee, typically before heading off to work or school. Their main motivation for drinking coffee is to provide a source of energy and alertness to help them tackle the day ahead, and their unique coffee drinking moment is the first sip of their daily brew as they start their morning routine.

The Night Owl: This segment consists of coffee drinkers who prefer to drink coffee in the evenings, typically as a way to stay awake and focused late into the night. Their main motivation for drinking coffee is to provide a source of energy and alertness during the evening hours, and their unique coffee drinking moment is their last cup of the day as they work on a project or prepare for bed.

The Adventurer: This segment consists of coffee drinkers who enjoy trying new and interesting coffee flavours and varieties. Their main motivation for drinking coffee is to explore and discover new coffee experiences, and their unique coffee drinking moment is sampling a unique and exotic coffee blend at a specialty coffee shop or cafe.

The Sustainability Seeker: This segment consists of coffee drinkers who prioritise healthy, organic, and sustainable options when it comes to their coffee. Their main motivation for drinking coffee is to support their overall health and well-being, and to reduce their environmental impact, and their unique coffee drinking moment is enjoying a cup of organic, fair trade coffee at a cafe that focuses on healthy, sustainable options.

The Connector: This segment consists of coffee drinkers who enjoy coffee in social settings, such as in cafes with friends or colleagues. Their main motivation is to connect with others and foster social interactions, and their unique coffee drinking moment is meeting up with friends for a chat and a cup of coffee at their favourite cafe.

The Busy Parent: This segment consists of coffee drinkers who are parents that rely on coffee to help them stay energised and focused as they juggle the demands of work, family, and other commitments. Their main motivation for drinking coffee is to provide a source of energy and alertness to help them manage their busy schedules, and their unique coffee drinking moment is their daily cup of coffee as they tackle their to-do list.

The Student: This segment consists of coffee drinkers who are students, and who rely on coffee to help them stay focused and productive as they study and complete assignments. Their main motivation for drinking coffee is to provide a source of energy

and alertness to help them perform at their best, and their unique coffee drinking moment is their daily cup of coffee as they prepare for a test or write a paper.

The Road Warrior: This segment consists of coffee drinkers who are frequent travellers, and who rely on coffee to help them stay energised and focused as they navigate airports, hotels, and other unfamiliar environments. Their main motivation for drinking coffee is to provide a source of energy and alertness to help them stay on top of their travel plans, and their unique coffee drinking moment is their daily cup of coffee as they plan their route or prepare for a meeting.

The Foodie: This segment consists of coffee drinkers who are passionate about food, and who enjoy trying new and interesting coffee flavours and varieties. Their main motivation for drinking coffee is to explore and discover new coffee experiences, and their unique coffee drinking moment is sampling a unique and exotic coffee blend at a specialty coffee shop or cafe that focuses on high-quality, artisanal coffee.

The Health Enthusiast: This segment consists of coffee drinkers who are committed to maintaining a healthy lifestyle, and who prioritise healthy, organic, and sustainable options when it comes to their coffee. Their main motivation for drinking coffee is to support their overall health and well-being, and their unique coffee drinking moment is enjoying a cup of organic, fair trade coffee as part of their daily fitness routine or health regimen.

...

The language model offered only a batch at a time. In the interest of space and time, we'll stop there at nineteen across the three previous examples. We feel that we could fill the rest of the book with take-away coffee drinker segments! But you get the idea that there are possibly an infinite number of segments that you could describe.

All of them sound credible and useful to some extent. We would imagine an established business would quickly discount a number of these - e.g. late night coffee drinks are not relevant to a day-time coffee shop, the healthy enthusiast may be more relevant to a coffee shop that specialises in more healthy food - e.g. raw food, vegan food etc. Foodies won't be so relevant to a chain that focuses on volume but will be to an artisanal coffee shop that focuses on the quality of its coffee offering, etc.

But overall, we've shown that a language model is fantastic at coming up with useful segments. As good as humans are at sorting through them to find the most relevant. This is a key insight into how to use language models!

LESSON: Language model-human collaboration. Language models are good at "brainstorming" with plausible ideas. Humans are good at sorting through ideas, discounting those that aren't relevant and prioritising those most likely to be useful. Recognising and optimising those roles and that teamwork is essential.

Now that you know how to generate useful segments inspired by a language model, you can be more strategic about who your brand could target and why. But that's certainly not the end of the process. We'd recommend feeding the language model outputs into real-world research with a robust and representative set of consumers to make sure you've not missed any segments and to size, profile and prioritise which segments to target.

But first, let's try this technique for some other categories to compare and contrast the kinds of segments that the language model identifies and the kinds of prompts we can develop after adapting them to work in these new categories. The following examples all address real-world problems our clients brought to us while we were writing this book. We find that working across diverse industries helps us to see patterns and to learn more quickly. We hope you draw the same conclusion from this book!

Segmenting People Interested in Menopause-Related Content

Menopause is a natural stage of life that occurs in women, typically between the ages of 45 and 55 when the ovaries stop producing eggs and the production of hormones such as oestrogen and progesterone declines. Menopause marks the end of a woman's reproductive years and is typically confirmed after 12 months of no menstrual periods. It is an important topic for everyone to understand, as it affects not only the women who are going through it but also their partners, families, and communities. During menopause, women may experience a wide range of physical and emotional symptoms, and there is a need for more menopause-related content to help women and their loved ones understand and navigate this stage of life.⁵

You'd think that a topic this important to this many people would be well documented. But that's not so. There is relatively little menopause-related content available because menopause is often a taboo topic and, rather than being considered a medical condition per se, it is a complex process that affects women in different ways, so it doesn't receive as much attention from the medical community as you might expect.

One of our clients is considering a heavy investment in this area. Of course, we first advised them to carefully consider which audience segment(s) they wanted to engage. Let's see if a language model can help with this topic, which is far removed from the world of take-away coffee, where we've seen a language model was quite helpful.

⁵ A language model wrote this paragraph

PROMPT:

Create an audience segmentation of people interested in consuming menopause-related content based on their unique motivations for consuming menopause-related content. Give each segment a catchy title. Explain each through their motivations to consuming menopause-related content, and a unique menopause-related content consumption moment that defines their week

RESPONSE:

"Midlife Movers" - These individuals are actively seeking out information and resources on menopause in order to better understand and manage the physical and emotional changes they are experiencing. A defining moment for this group might be setting aside time each week to read up on the latest research and tips for managing menopause symptoms.

"Soothing Seekers" - This group is interested in finding natural remedies and self-care practices to alleviate common menopause symptoms such as hot flashes and night sweats. A defining moment for this group might be trying out a new relaxation technique or herbal supplement on a regular basis.

"Social Supporters" - This group is looking for online communities and forums where they can connect with others who are also experiencing menopause and share advice, experiences, and support. A defining moment for this group might be attending a virtual support group meeting or engaging in online discussions with other menopause-related content consumers.

"Fitness Fanatics" - This group is interested in incorporating regular exercise and healthy eating habits into their menopause management plan. A defining moment for this group might be committing to a new fitness routine or trying out a healthy recipe on a regular basis.

"Hormonal Helpers" - This group is interested in learning about hormone replacement therapy (HRT) and other medical treatments for menopause, and wants to make informed decisions about their health. A defining moment for this group might be meeting with a doctor to discuss HRT options or researching the risks and benefits of different treatments.

"Intimacy Experts" - This group is interested in learning about how menopause can affect sexual health and relationships, and wants to find ways to maintain intimacy and connection with their partner. A defining moment for this group might be attending a webinar or seminar on menopause and intimacy, or trying out a new approach to sexual health and communication with their partner.

"Product Pioneers" - This group is interested in trying out new products and services specifically designed for menopause management, such as cooling bedding, herbal supplements, or hormone-balancing skincare. A defining moment for this group might

be trying out a new product and sharing their experience with others in online communities or product review forums.

"Career Climbers" - This group is interested in learning about how menopause can affect career and productivity, and wants to find ways to stay focused and motivated at work. A defining moment for this group might be attending a networking event or workshop focused on menopause and career success, or trying out a new productivity hack to manage menopause-related fatigue and brain fog.

"Emotional Easers" - This group is interested in finding ways to manage the emotional and mental health challenges that can come with menopause, such as mood swings, anxiety, and depression. A defining moment for this group might be attending a therapy session or support group focused on menopause and mental health, or trying out a new relaxation or mindfulness technique to manage stress and mood.

"Boomer Beauties" - This group is interested in maintaining a positive body image and self-confidence during menopause, and wants to find ways to feel comfortable and attractive in their own skin. A defining moment for this group might be attending a beauty workshop or trying out a new beauty routine specifically designed for menopausal skin and hair changes.

The segments do a good job of showing different menopause-related content preferences, providing a helpful summary of what information is out there already that people are consuming. What it hasn't told us is what's most important or, indeed, what's missing. There may be big areas of concern and anxiety where gaps exist and which would present a huge opportunity - if we can discover them. So, again, we'll need to check for omissions and validate our findings with real-world research. But, as in our coffee example, we have a tremendous head start thanks to the language model.

Segmenting Non-Alcoholic Beer Audiences

Non-alcoholic beer is a type of beer that contains very little or no alcohol, typically less than 0.5% alcohol by volume. Non-alcoholic beer is made using the same process as regular beer, but the alcohol is removed or reduced through various methods, such as fermentation at low temperatures or the use of alcohol-degrading enzymes.

Non-alcoholic beer is often consumed by individuals who want to enjoy the flavour and refreshment of beer without the effects of alcohol, such as drivers, athletes, pregnant women, or individuals who are avoiding alcohol for personal or religious reasons. It can also be a good option for individuals who are trying to reduce their alcohol consumption or who are in recovery from alcohol addiction.

Non-alcoholic beer is available in a variety of styles and flavours, including light, amber, dark, hoppy, malty, and fruity, and is often marketed as healthier and more responsible than regular beer. However, some critics argue that non-alcoholic beer is not a healthy option

because it still contains calories and carbs, and can trigger cravings for alcohol in individuals who are trying to avoid it.⁶

Can a language model help us understand audience segments in this market? Let's see.

PROMPT:

Create a category-related needs audience segmentation of people interested in non-alcoholic beer based on their unique motivations for consuming non-alcoholic beer. Please describe ten segments. Give each segment a catchy title. Explain each through their motivations to consuming non-alcoholic beer, and a unique non-alcoholic beer consumption moment that defines their week

RESPONSE:

The "Designated Drivers" - These individuals are motivated to consume non-alcoholic beer because they are responsible for driving others home after a night out. Their unique moment is sipping on non-alcoholic beer while their friends enjoy regular beer.

The "Health Conscious" - These individuals are motivated to consume non-alcoholic beer because they are trying to live a healthy lifestyle and limit their alcohol intake. Their unique non-alcoholic beer consumption moment is enjoying a non-alcoholic beer after a workout or on a weeknight as a healthier alternative to a regular beer.

The "Pregnant and Parenting" - These individuals are motivated to consume non-alcoholic beer because they are pregnant or parenting and want to avoid alcohol. Their unique non-alcoholic beer consumption moment is enjoying a non-alcoholic beer while their partner or friends drink regular beer at a social gathering.

The "Recovering Alcoholics" - These individuals are motivated to consume non-alcoholic beer because they are in recovery and want to avoid alcohol. Their unique non-alcoholic beer consumption moment is enjoying a non-alcoholic beer at a party or social gathering as a way to fit in without consuming alcohol.

The "Athletes" - These individuals are motivated to consume non-alcoholic beer because they are training for a sport or competition and want to avoid alcohol. Their unique non-alcoholic beer consumption moment is enjoying a non-alcoholic beer after a game or practice as a way to celebrate without consuming alcohol.

The "Experimenters" - These individuals are motivated to consume non-alcoholic beer because they are curious about the taste and want to try something new. Their unique non-alcoholic beer consumption moment is trying a non-alcoholic beer for the first time at a brewery or beer garden.

The "Designated Drinkers" - These individuals are motivated to consume non-alcoholic beer because they are the designated sober person at a party or gathering. Their unique

⁶ A language model wrote these three introductory paragraphs.

non-alcoholic beer consumption moment is enjoying a non-alcoholic beer while their friends drink regular beer at a party or gathering.

The "Moderators" - These individuals are motivated to consume non-alcoholic beer because they want to moderate their alcohol intake. Their unique non-alcoholic beer consumption moment is alternating between non-alcoholic and regular beer at a party or gathering.

The "Underage" - These individuals are motivated to consume non-alcoholic beer because they are not of legal drinking age. Their unique non-alcoholic beer consumption moment is enjoying a non-alcoholic beer with friends at a party or gathering.

The "Designated Cooks" - These individuals are motivated to consume non-alcoholic beer because they are responsible for cooking a meal that will be served with beer. Their unique non-alcoholic beer consumption moment is using non-alcoholic beer in their cooking and then enjoying a non-alcoholic beer with the finished meal.

Overall this is a good set of segments that a brand could work with to plan for growth. A couple of the results, however, raise interesting points to note and a couple of others are a little confusing.

- **Athletes** could be seen as a niche segment for many brands but might be disregarded as too small or not worth prioritising.⁷ The more segments generated by a language model the smaller and more niche some will be, of course
- **Experimenters** is an interesting segment - more of a temporary state on the path to one of the other segments, thus the motivations for joining this segment would be those of one of the other segments. Once members of this segment have 'experimented', they'll either opt-in (and join another segment) or decide non-alcoholic beer is not for them and drop out
- **Designated Drinkers** has a bit of a confusing name - really it's Designated Sober People. This segment could be combined with Designated Drivers since whilst the responsibility may be different the need/experience is the same. To accomplish this, we'd likely enter a follow-up prompt asking the language model to rename or combine the segments. But we've left it 'as is' here to show you the need to do this occasionally
- **Designated Cooks** - this segment feels a little muddled - are people drinking non-alcoholic beer because they're cooking? If so, why does it matter if the beer in the food they serve is alcoholic / non-alcoholic? If it is to limit the alcohol in the food because the beer will be drunk with the meal, why does the beer served with the food need to be non-alcoholic? Also, why would cooks drink non-alcoholic beer after they have finished cooking (whilst eating the meal)? We could ask the language model

⁷ But not by David's favourite non-alcoholic brewery, [Athletic Brewing](#)

follow-up questions to clarify or relabel this segment or we could just ask it to remove that segment, depending on how we feel

LESSON: Refining your segments. Use your judgement to ask the language model to relabel and clarify descriptions or remove segments entirely.

Segmenting Family TV Viewership

TV watching as a family can be a great way to spend time together and bond over shared interests. It can also be a good opportunity for parents to introduce their children to new themes and educate them on important topics. However, it's often hard to find content that adults and kids both enjoy.

This example is different as it goes beyond personal needs and requires us to consider the needs of a family and the various needs of children vs adults. Can a language model manage this added complexity and help a content maker understand the market they serve?

Let's ask it to generate useful family TV-viewing segments and to bring each to life by describing a "unique family TV show moment that defines their week".

PROMPT:

Create a category-related needs audience segmentation for family TV viewing (kids plus parents watching together). Please describe ten segments. Give each segment a catchy title. For each, describe a unique family TV shows moment that defines their week

RESPONSE:

The "Weekend Warriors" - This segment is made up of families who see watching TV together as a fun way to unwind and spend quality time together on the weekends. They are drawn to shows that are light-hearted and humorous, and that everyone in the family can enjoy. A defining moment for this segment might be gathering together on the couch on a Saturday night to watch a new episode of a favourite sitcom.

The "Learning Together" - This segment consists of families who value the educational opportunities that TV can provide. They are drawn to shows that teach valuable lessons and promote positive values, and they often watch them together as a way to facilitate discussions and learning experiences for their children. A defining moment for this segment might be watching a documentary about a historical event and then discussing the topic as a family afterwards.

The "Action Adventurers" - This segment is made up of families who enjoy thrilling, high-stakes shows that keep them on the edge of their seats. They are drawn to action-packed dramas and adventurous animated series, and they often watch them together as a way to bond over their shared excitement. A defining moment for this segment might be cheering on their favourite characters as they overcome obstacles and defeat villains in a suspenseful episode.

The "Fantasy Fans" - This segment consists of families who love escaping into fantastical worlds and imaginative storylines. They are drawn to shows that transport them to magical realms and introduce them to fantastical creatures, and they often watch together as a way to share in their collective sense of wonder. A defining moment for this segment might be eagerly anticipating the release of a new season of a beloved fantasy series.

The "Comedy Lovers" - This segment is made up of families who value laughter and fun above all else. They are drawn to shows that make them laugh and that have a sense of humour that everyone in the family can appreciate. A defining moment for this segment might be laughing together at a particularly funny moment in a sitcom or sketch comedy show.

The "Sci-Fi Seekers" - This segment consists of families who are fascinated by science fiction and futuristic technology. They are drawn to shows that explore exciting new worlds and imagine what the future might hold, and they often watch them together as a way to discuss and speculate about the possibilities. A defining moment for this segment might be discussing the latest theories and developments in a sci-fi series with their family.

The "History Buffs" - This segment is made up of families who are interested in learning about the past and understanding how it has shaped the world we live in today. They are drawn to shows that explore historical events and figures, and they often watch them together as a way to learn and discuss the significance of these events. A defining moment for this segment might be watching a documentary about a famous figure from history and then discussing their impact as a family.

The "Nature Nuts" - This segment consists of families who love exploring the natural world and learning about the incredible animals and ecosystems that make up our planet. They are drawn to shows that showcase the beauty and diversity of nature, and they often watch them together as a way to appreciate and learn about the world around them. A defining moment for this segment might be watching a nature documentary and then talking about the animals and ecosystems featured in the show.

The "Sports Fanatics" - This segment is made up of families who are passionate about sports and love watching their favourite teams and athletes compete. They are drawn to shows that cover sporting events and provide analysis and commentary, and they often watch them together as a way to share in their love of sports. A defining moment for this segment might be watching a live sporting event as a family and cheering on their favourite team together.

The "Game Show Gurus" - This segment consists of families who enjoy the excitement and competition of game shows. They are drawn to shows that challenge their knowledge and test their skills, and they often watch them together as a way to have fun and engage with each other. A defining moment for this segment might be watching a

game show together and trying to answer the questions before the contestants on the show.

The audience segments are useful but are perhaps too focused on TV show genres rather than addressing underlying category-related needs. Maybe our overly-wordy prompt is to blame. Oops! Let's try to force the language model to segment based on category-related needs by first asking it to think of some and then - and only then - asking it to break them down. With this two-step process, we are priming the model to carry this thinking through to the following questions.

LESSON: Priming a language model. If you find that a language model struggles to jump straight to an answer you like, try priming its thinking by first asking it to perform an intermediate step. For instance, you could ask the model to list reasons a family watches TV together before asking it to build an audience segmentation for family TV viewing.

Let's dig into reasons for family TV viewing:

PROMPT:

Give ten reasons why a family would want to watch a TV show all together

RESPONSE:

To bond and spend time together as a family.

- To have a shared experience and conversation topic to discuss.
- To introduce children to new ideas, cultures, and values through the show's content.
- To help children develop critical thinking skills by discussing and analysing the show's themes and characters.
- To help children learn about empathy and understanding by discussing the motivations and experiences of the show's characters.
- To provide a sense of comfort and familiarity by watching a show that the whole family enjoys.
- To provide a shared source of entertainment and enjoyment.
- To provide an opportunity for parents to model good media consumption habits, such as paying attention to the show, avoiding distractions, and discussing the content with children.
- To provide a fun and enjoyable activity to do together as a family.
- To provide a sense of nostalgia and connection to past family memories by watching a show that the whole family has enjoyed in the past.

Priming the language model focuses its attention, and we can now ask it for our segmentation using the motivations it has identified as a basis.

PROMPT:

... continued ...

For each reason: Create a category-related needs audience segmentation for family TV viewing (kids plus parents watching together). Please describe ten segments. Give each segment a catchy title. For each, describe a unique family TV shows moment that defines their week

RESPONSE:

"Together Time" - This segment consists of families who prioritise spending quality time together and bonding over shared experiences. They are motivated to watch TV shows as a family because it provides an opportunity for them to disconnect from their daily lives and spend time laughing, discussing, and enjoying each other's company. A defining moment for this segment might be a weekly family movie night where they all gather around the TV to watch a favourite film together.

"Educational Entertainment" - This segment consists of families who value the educational benefits of television and are motivated to watch TV shows as a family to introduce their children to new ideas and concepts. A defining moment for this segment might be a weekly family quiz night where they all watch a documentary together and then test their knowledge with a quiz on the subject.

"Fun for All Ages" - This segment consists of families with children of different ages who are motivated to watch TV shows as a family because it provides a way for everyone to find something they can enjoy together. A defining moment for this segment might be a weekly family game night where they all gather around the TV to play a multiplayer video game together.

"Content Control" - This segment consists of families who are concerned about the content their children are exposed to on television and are motivated to watch TV shows as a family to monitor and control what their children are watching. A defining moment for this segment might be a weekly family review night where they all watch a new show or movie together and discuss its content and appropriateness.

"Stress-Free Zone" - This segment consists of families who are seeking a distraction from the stresses of daily life and are motivated to watch TV shows as a family to provide a relaxing and entertaining escape. A defining moment for this segment might be a weekly family pyjama night where they all gather around the TV in their comfy clothes to watch a lighthearted comedy or feel-good drama.

"Electronic Detox" - This segment consists of families who are looking for ways to disconnect from their electronic devices and are motivated to watch TV shows as a family to encourage face-to-face interaction and conversation. A defining moment for this

segment might be a weekly family no-phones night where they all turn off their phones and tablets and only use the TV to watch a show together.

"Food and Fun" - This segment consists of families who enjoy eating snacks or meals in front of the TV and are motivated to watch TV shows as a family to make the experience more enjoyable and social. A defining moment for this segment might be a weekly family pizza night where they all gather around the TV to watch a favourite show while enjoying a pizza together.

"Nostalgia Seekers" - This segment consists of families with older members who are looking to revisit their childhood favourites and are motivated to watch TV shows as a family to remind them of the shows they used to love. A defining moment for this segment might be a weekly family throwback night where they all watch a classic TV show from their childhood together.

"Competitive Viewing" - This segment consists of families who enjoy a bit of friendly competition and are motivated to watch TV shows as a family to challenge each other's knowledge and skills. A defining moment for this segment might be a weekly family trivia night where they all watch a quiz show together and compete to see who can answer the most questions correctly.

"Binge-Watching Buddies" - This segment consists of families who enjoy marathoning their favourite TV shows and are motivated to watch TV shows as a family to share the experience and discuss the episodes together. A defining moment for this segment might be a weekly family binge-watching night where they all gather around the TV to watch multiple episodes of a show they all love in one sitting

Bingo! This set of segments is much more powerful than the initial results that were based around genres. These new segments are clearly defined and distinct. We also like that the language model realises that the TV has uses beyond watching programs and films, noting in the 'Fun for all ages' segment that the television can serve as a video game platform. The only segment we would question is Content Control. Monitoring the shows children see may be a valid reason to watch television together, it does not resonate as a defining need of a family's TV viewing.

This observation reinforces the importance of maintaining a strategic direction to both inform the segmentation and give the language model the discretion to expand beyond the generic and really add value. For example, telling the language model that we want to position a new platform or channel oriented to family viewing would immediately improve the outcome. Clearly stating your strategic goal will enable the language model to take that into account and help it to sharpen the results it delivers.

LESSON: Be goal-oriented. Clearly stating your intent will help a language model to crystallise audience segments that are as useful as possible to your strategy (rather than

responding with those that are useful for other businesses in your category, but not for you!)

Segmenting Electronic Music Nightclubs And Festival Attendees

Let's take a look at another completely different industry: underground electronic music nightclubs and festivals.

Electronic music festivals and nightclubs are a vibrant and exciting part of the entertainment world that offer unique experiences. These events feature live performances by electronic music DJs and producers who use a variety of electronic instruments and software to create and perform their music. Electronic music festivals are typically held outdoors and can last for multiple days, while nightclubs are indoor venues that are open late into the night. Both types of events attract diverse crowds that come together to dance, socialise, and experience the energy and atmosphere of the event.

We've done a lot of work within the electronic music industry, so we know a thing or two about it. Does our language model? Can it help us and our clients in that industry? Let's find out.

Here we'll push the language model a little harder by asking not only for a list of category-related needs, but also a bit of creative direction:

- An emoji and 'sassy' title instead of the 'catchy' title we usually ask for. EDM is an industry built on parties, after all
- Specific examples of nightclubs and festivals that would attract each segment. This will test the language model's knowledge and depth of understanding of specific brands
- Innovative ideas for specific initiatives industry stakeholders could implement to better meet the needs of customers harbouring teach category-driven reasons for attending. We'll look more at innovation ideas in the next chapter so we're getting ahead of ourselves a little by doing this now, but asking for them at this stage can add to our evaluation of the usefulness of each segment


LESSON: Set the right tone. Guide the language model's writing by explaining the tone you want it to write in. "Sassy", "catchy", "punchy" and "formal" are useful guide words.


Let's see if the language model is up to the task:


PROMPT:


Produce a category-related needs audience segmentation for people going to electronic music nightclubs or festivals. Ten segments. Give each segment an emoji and sassy title. Give specific examples of nightclubs / festivals for each segment and give innovative ideas for specific initiatives they could do to better meet the needs of that segment


RESPONSE:


 **The Party Animals:** These individuals are primarily motivated by the desire to dance and have a good time. They may be attracted to clubs and festivals with high-energy music and a lively atmosphere. Examples: Electric Daisy Carnival, Tomorrowland. Initiative: Offer dance workshops or classes to help attendees improve their skills and have even more fun on the dance floor.


 **The Music Snobs:** These individuals are highly selective about the music they listen to and are primarily motivated by the desire to discover new, underground artists and genres. They may be attracted to more niche clubs and festivals that focus on underground or experimental electronic music. Examples: Berlin Atonal, Movement Detroit. Initiative: Partner with music curation platforms or industry tastemakers to showcase up-and-coming artists and provide attendees with a truly unique and diverse musical experience.

 **The Celebrities:** These individuals are attracted to the glitz and glamour of the electronic music scene and may be motivated by the opportunity to see and be seen at high-profile events. They may be attracted to clubs and festivals with a reputation for attracting famous DJs and celebrities. Examples: Coachella, Ultra Music Festival. Initiative: Offer VIP packages or special meet-and-greet opportunities with famous DJs or artists to give attendees a more exclusive and memorable experience.


 **The Rainbow Warriors:** These individuals are motivated by inclusivity and diversity, and may be attracted to clubs and festivals that prioritise creating a safe and welcoming environment for all attendees, regardless of their identity or background. Examples: Pride Parade, Electric Forest. Initiative: Partner with organisations that support marginalised communities and offer resources such as safe spaces and support services to ensure that all attendees feel welcome and included.


 **The Performance Artists:** These individuals are motivated by the opportunity to express themselves through creative self-expression, whether through costumes, dance, or other forms of performance. They may be attracted to clubs and festivals that offer opportunities for attendees to participate in immersive or interactive experiences. Examples: Burning Man, Electric Zoo. Initiative: Offer workshops or open mic sessions for attendees to showcase their own performances or learn new skills, and create spaces for attendees to showcase their own creative expression.


 **The Relaxation Seekers:** These individuals are motivated by the desire to escape from the stresses of everyday life and relax in a supportive and nurturing environment. They may be attracted to clubs and festivals that offer a more laid-back atmosphere and opportunities for relaxation and self-care. Examples: Zen Festival, Desert Hearts. Initiative: Offer yoga or meditation classes, massage stations, or other self-care resources to help attendees unwind and recharge.

 **The Visual Artists:** These individuals are motivated by the opportunity to experience and appreciate visual and multimedia elements, such as lighting and stage design. They

may be attracted to clubs and festivals with a strong focus on creating a visually stunning experience for attendees. Examples: Electric Daisy Carnival, Tomorrowland. Initiative: Partner with visual artists or design firms to create custom, immersive stage designs and lighting experiences, and offer workshops or talks for attendees to learn more about the creative process behind these elements.

 **The Celebrators:** These individuals are motivated by the opportunity to celebrate a special occasion or milestone, whether it's a birthday, anniversary, or simply the desire to let loose and have a good time. They may be attracted to clubs and festivals with a festive atmosphere and a variety of activities and experiences to choose from. Examples: Electric Daisy Carnival, Tomorrowland. Initiative: Offer special packages or perks for attendees celebrating a special occasion, such as reserved seating or a complimentary drink

 **The Experimenters:** These individuals are motivated by the opportunity to experiment with altered states of consciousness, whether through the use of drugs or other methods. They may be attracted to clubs and festivals that offer a more permissive atmosphere and may not discourage the use of substances. Initiative: Partner with harm reduction organisations to provide resources such as drug testing kits and educational materials to help attendees make informed decisions about their substance use, and offer support and resources for attendees who may be struggling with substance abuse.

 **The Community Builders:** These individuals are motivated by the desire to feel part of a community or culture, and may be attracted to clubs and festivals that offer a sense of belonging and connection with others. They may be interested in participating in group activities or simply hanging out with like-minded individuals. Examples: Burning Man, Electric Forest. Initiative: Create opportunities for attendees to connect with one another, such as organised group activities or meetups, and offer resources such as discussion groups or support services for attendees who may be feeling isolated or disconnected.

Here we see that the language model has done a remarkable job of describing a varied and complex industry. It recognises many diverse category-related needs, both those that were at the heart of the sub-genre's origin (Rainbow Warriors) to those that sometimes seem to have overtaken the scene today (The Celebrities). In addition, the clubs and festivals the language model calls out for each audience can help marketers further understand the electronic music scene.

We were so excited about the potential here that we decided to challenge the language model even further to dive even more deeply into a part of the electronic music world that is particularly close to our hearts: Ibiza.

Segmenting Ibiza Club-Goers

Ibiza plays an incredibly important part in the electronic music world. Ibiza is an island located off the coast of Spain that is renowned for its vibrant nightlife and electronic music scene. It

has been a popular destination for electronic music enthusiasts since the 1970s and has played a significant role in shaping the global electronic music industry. Many famous clubs and festivals, such as Amnesia and Pacha, are located on the island, and it attracts top DJs and producers from around the world. In addition to its clubs and festivals, Ibiza is also home to numerous electronic music-focused radio stations and record labels and has played a key role in the development of various electronic music genres, such as house and techno. Overall, Ibiza is an integral part of the electronic music world, and its influence can be felt in clubs and festivals around the globe.⁸

Now, let's dive deeper and challenge our language model to demonstrate its understanding of the electronic music audience within the specific context of Ibiza. Part of our goal here is to not only enumerate as many audience segments as possible but also to better understand how these segments differ from each other in their motives for attending Ibiza's dance clubs. To accomplish this, we created two subtly different prompts and asked the language model to return 200 segments in two 100-segment batches:

PROMPT 1:

Define 100 audience segments for the Ibiza electronic music / nightclub goers. Each should be defined by their underlying personal motivation for visiting Ibiza nightclubs. They should NOT be defined by the genre of music they want to see. Give each a catchy name and an emoji

PROMPT 2:

[As above with the addition of:] Each should be useful for a person managing a club to help them to target audiences

We then reviewed each segment and decided if they were 'useful' for a nightclub setting a growth strategy. We found 13 useful segments from each prompt. This tells us that in this instance at least, the sentence we added for the second prompt did not improve the quality of the results.

There were some similarities in the lists:

- **"Socialites"** in the first list was similar to the segment **"Social Butterflies"** in the second list, as both describe club-goers who are interested in networking and meeting new people
- **"Party Animals"** in the first list is similar to A segment **"Nightlife Adventurers"** in the second list, as both describe club-goers who are looking to let loose and have a good time

⁸ A language model wrote this paragraph. PROMPT: Write a paragraph explaining Ibiza's relevance to and role in the electronic music world

- **"Explorer"** from the first list was similar to **"Nightlife Adventurer"** from the second list as they described club-goers who are constantly seeking new clubbing experiences⁹

After de-duplication of segments that suggested similar business decisions, the combined list contained 19 segments, 46% increase over using a single query:

1. **Artists:** Club-goers who come to Ibiza to find inspiration and create art
2. **Club Crawlers:** those who come to experience a variety of venues in one night;
3. **Costumed Crazies:** those who come to dress up in costumes
4. **Dance Seekers:** those who come to dance to the rhythm of the music;
5. **Escapists:** those who come to forget their troubles and view the night as a way to escape
6. **Euphoria Seekers:** Club-goers who come to Ibiza to find joy and happiness
7. **Experience Junkies:** Club-goers who come to Ibiza to have a night they'll never forget
8. **Fun Factory:** Club-goers who come to Ibiza to have a night full of laughter and fun
9. **Health Conscious:** those who come to enjoy a night out but prioritise health such as no alcohol
10. **Luxury Vacationers:** Club-goers who come to Ibiza to enjoy its high-end clubbing experience
11. **Music Mavens:** those who come to hear lesser-known or cutting-edge music;
12. **Nightlife Adventurers:** those who seek new experiences and are up for anything;
13. **Party Animals:** Club-goers who come to Ibiza to let loose and go wild
14. **Performer Fans:** those who come for star DJs and performers;
15. **Socialites:** Club-goers who come to Ibiza to network and meet new people
16. **Timeless Tunes Appreciators:** those who come for timeless classics;
17. **Trendspotters:** Club-goers who come to Ibiza to be the first to spot new trends in electronic music

⁹ Although we manually prioritised and de-duped the lists, a language model wrote these bullet points. We fed it both lists and asked it to identify segments that felt similar from both lists

18. Underground Explorers: Club-goers who come to Ibiza to seek out secret and exclusive events and venues

19. Vibe Admirers: those who come for atmosphere more than music

Repeating this exercise with revised prompts would likely yield even more useful segments. But that's something we'll leave to you to try in your own time. Let us know how you get on!

Interpreting Research-Based Segments

Research-based audience segments will always be critical in planning and executing marketing activities. We'd advise performing the language model process above first, but we'd also strongly advise that you validate and quantify your segments using traditional research methods. Either way, once you have collected research-based segments, you can upload it to a language model and ask it for an interpretation. Some language model products accept the upload of data files, whilst others will need the data to be converted to text.

LESSON: Language model data injection. You can 'upload' your own data into a language model, though you may need to convert it into text and enter it in a prompt.

Here we start with a simple subset of data from a recent project. Note that we had to remove the segment names, as the language model sees them as a shortcut and jumps to them in an effort to infer conclusions from the names rather than the data itself - naughty!

PROMPT:

Here is some data from three different consumer segments. What can you tell me about the online video streaming service choices of each of these three segments?

Segment 1: Netflix : 68%, Amazon Prime Video : 43%, ...

... data for several online video streaming services for three segments followed

RESPONSE:

Based on the data provided, it appears that Segment 1 has a higher preference for Netflix, Amazon Prime Video, and Hulu compared to the other two segments. Segment 2 has a higher preference for Amazon Prime Video and Hulu, while Segment 3 has a higher preference for Amazon Prime Video, Hulu, and YouTube Red. It is worth noting that these preferences may not be representative of the entire population and may only apply to the specific segments that the data pertains to.

Yes, it can read data! The inferences are correct but basic and hardly enlightening. It should be noted that there are better tools for performing more complex analyses.

Let's see how we can iteratively improve on these results and paste in more information.

PROMPT:

Now here is some more data about their genre preferences. What else does this tell us about the three segments?

Segment 1: Comedy : 82%, Action / Adventure : 76%, ...
...data for many genres for three segments followed

RESPONSE:

Segment 1 appears to be interested in comedy, action/adventure, and drama. They also enjoy crime/thriller and mystery shows.

Segment 2 enjoys similar genres to segment 1, but with a greater emphasis on action/adventure and a lesser emphasis on comedy and documentaries.

Segment 3 enjoys a mix of genres, with a particular interest in animation and kids/family content. They also enjoy sports, romance, and comedy.

Again, this is a basic analysis, but the language model is holding a good amount of data across platform behaviours and genre preferences. Now let's explore how much the language model has learnt from this dataset, and whether it can extrapolate these lessons into product development and marketing implementations.

PROMPT:

Now imagine we were to create and market a new TV show to Segment 3. What would we need to do to specifically target their unique habits, behaviours, needs, preferences? What would the show be about - what genre etc.? How would we position and market the show?

RESPONSE:

Segment 3 appears to be interested in family-friendly content, with a strong preference for comedy, animation, and sports. Therefore, a new TV show for this segment could be a comedy-drama or sports-drama with animation elements. It could be about a family navigating their everyday lives, with humour and heart.

To specifically target them, we would need to focus on creating relatable characters and storylines that appeal to a family audience. We could also incorporate elements of sports and animation to appeal to their interests in those genres.

To position and market the show, we could target our advertising towards family-oriented media outlets and platforms, such as parenting magazines and websites, children's television networks, and social media pages for families. We could also partner with sports and animation companies to cross-promote the show and reach a wider audience. In addition, we could create engaging social media content and online videos

that showcase the show's humorous and heartwarming moments, to help generate buzz and interest among our target audience.

We'll cover more of these opportunities in later chapters. For now, we can conclude that language models possess some genuine capabilities for reviewing relatively dry data and making a basic attempt at building a plan to address each segment's needs. Whilst much of this output may be lifted from Marketing 101, it builds a foundation and useful stimulus to curate and take into a planning workshop. You could also combine your own dataset with the information the language model has scraped online for an even more powerful result. For reference, in this real-world project built on thousands of high-quality interviews, Segment 3 was built on their category-related needs and called... 'Family First'. Not bad!

Naming Your Segments

Whether your audience segments are language model-created, built from expertise, or crafted from audience research, you can mobilise the language model to work through how best to name that segment.

Here we feed the language model information on a segment we built using audience research. Let's see how good it is at naming the segment.

PROMPT:

I have found a segment of consumers that agrees with these statements below. Give me ten options for sassy / catchy names that help describe them to the rest of my business:
 I think my wellbeing / mental health would improve if I ate a healthier diet
 When it comes to food, all I care about is whether it tastes nice
 I am happy to pay more for brands / products that have higher quality ingredients

RESPONSE:

1. "Quality-Driven Foodies"
2. "Wellness Warriors"
3. "Quality Connoisseurs"
4. "Healthy Eaters"
5. "flavour Fanatics"
6. "Mental Health Mavericks"
7. "Ingredient Snobs"
8. "Health-Conscious Consumers"
9. "Taste-Focused Foodies"

10. "Well-Being Seekers"

There is some useful inspiration in there. This exercise can help with the often gritty process of locking on a segment name that encapsulates the true sentiment and insight behind them, whilst also sounding snappy, fresh, and exciting. We've found this to be a difficult and somewhat contentious process in the past, so we are very glad to have this fantastic functionality in our toolbox going forward.

Audience Segments Summary

In the previous sections, we saw that the language model was more than capable of carving out audience segments in a range of industries. Each experiment taught us something new and we are sure you'll learn more lessons the more you use the chatbot.

Once you have a working segmentation from a language model, it is vital to treat it as a hypothesis and validate it with real-world data derived from a representative audience. Remember, a language model amalgamates online information to a synopsis of its findings. That may introduce errors the '7Rs of Insight': Being Robust, Reliable, Repeatable, Representative, Relevant, Recent and Responsible.

Language models are trained on available online sources, so they will naturally learn from a biased and uneven data set - a hazard with all online research. The data available to it is likely skewed to PR-friendly topics, English language sources, developed markets, etc. In collecting research data, we would determine the size of each of the suggested topics and themes and add new, emerging, and underlying themes from post-2021 sources that the AI does not have access to.

But thanks to language models, we can now be more insightful about who we are targeting and why.

In the following table, we compare the steps we would take to develop an audience segmentation in the pre-language model world and during this golden era of the language model assistance.

Step	Typical process pre-language model	Role and impact of language models
Develop hypotheses for the main themes in the market to explore in qualitative research	Human category experience	There are some really ground-breaking advantages here from AI, particularly in mainstream and more stable categories. AI Boost score: ★★★★★
Identify insightful category-related needs statements and hypothesis segments	Qual + human category experience	Category-related needs generation / optimisation with the help of AI. Ultimately the qualitative fieldwork itself is still very much required.

		<p>Reviewing transcripts in AI is very useful and efficient.</p> <p>AI Boost score: ★★★★★</p>
Quantifying needs amongst a wide and relevant audience	Quant research for data collection	<p>Quant research, transactions or social data must be used. AI can't be used for data collection.</p> <p>AI Boost score: n/a</p>
Clustering needs amongst a wide and relevant audience	Statistical analysis: Cluster analysis or Factor analysis	<p>ChatGPT's code interpreter is capable of simpler analysis such as initial exploration of a dataset (though file sizes are limited so sampling may be required). However, it's not up to fully running a complex project such as clustering with all the exploration, feature engineering and experimentation required.</p> <p>AI Boost score: ★★</p>
Curating statistical outputs to produce a segmentation that is powerful and meaningful	Human experience	<p>As a more subjective / creative step, AI can't be solely relied on here.</p> <p>But it can help with naming and understanding/exploring the outputs.</p> <p>AI Boost score: ★</p>
Communicating / delivering the segmentation to the business in a powerful way	Human experience	<p>As a more subjective / creative step, AI can't be relied on here.</p> <p>But it can help with reporting and presentation of results.</p> <p>AI Boost score: ★★</p>

Conclusions:

- Language models are a great way to generate and optimise **category-related needs**. It's clear that the traditional process should not be abandoned, but language models deliver some powerful insights to help improve the process
- Language models cannot collect the data required to **quantify category-related needs**. Quant research, transaction data or social media data must be used
- Language models could eventually help **cluster needs** amongst a wide and relevant audience, but languages model can't help today
- Language models cannot take the place of human experience in **producing a segmentation**. It can, however, still be useful in naming and interpreting the outputs from statistical analysis as well as guiding their curation into a powerful and meaningful output

- Language models are adept at **communicating and delivering the segmentation** to the business. Language models' insights inform reporting and presentation of results, as well as potentially optimising the delivery process itself.

Customer Reviews

An insight team can use customer reviews to better understand their customers' experiences and preferences and determine which segments they're super-serving and which they need to improve on.

By analysing customer reviews, the team can identify common themes and patterns to inform decision-making. For example, if customers complain about a particular issue, the team can prioritise addressing that issue. Conversely, if customers consistently praise a particular feature, the insight team can seek to promote it more heavily and extend it to their offerings.

Analysing customer feedback traditionally has been a time-consuming, manual process. A language model, however, can automate every step:

- **Reading through customer feedback** to track themes and patterns. This can help the team understand what customers like and dislike so they can prioritise issues to address.
- **Collating customer feedback** into different themes or categories to make it easier to qualify and quantify the comments.
- **Using sentiment analysis** to automatically classify customer feedback as positive, negative, or neutral. This can help the team quickly identify trends in customer sentiment, and understand how customers are feeling about the product.

Customer Reviews 1: Pret A Manger

Let's load some Pret A Manger customer reviews and see what a language model can do with them.

PROMPT:

The following are customer reviews for Pret A Manger:

[I pasted in the first page of seventeen reviews from <https://uk.trustpilot.com/review/pretamanger.co.uk>]

RESPONSE:

Pret A Manger is a British fast food chain that specialises in sandwiches, salads, and other food items. These customer reviews provide mixed feedback about the company's

service, with some reviewers praising the helpful and friendly staff, while others criticise the poor customer service and quality of food. Some reviewers mention specific branches or locations, while others provide general feedback about their experiences with Pret A Manger. Overall, it appears that the company has both satisfied and dissatisfied customers.

Great. That shows us that the language model understood what we gave it. And, without asking, it has given us an accurate summary. But we're going to need more detail to make it actionable.

PROMPT:

... Summarise the main topics

RESPONSE:

The main topics discussed in the customer reviews for Pret A Manger are the quality of customer service, the quality of food, and the experiences of individual customers at specific locations. Some reviewers praise the company's staff and food, while others criticise the poor customer service and the quality of the food.

A good start. But we want more structure and more detail. Let's try again with a little more guidance from a more precise query.

PROMPT:

List the main topics. For each topic, describe whether the feedback is positive or negative and give examples for each

RESPONSE:

Customer service: Feedback is mixed, with some reviewers praising the helpful and friendly staff, while others criticise the poor customer service.

Positive example: "What a wonderful and friendly team. Having purchased lunch and coffee for myself and 2 friends - in returning to the counter for a pastry - it was given to me on the house, which is above and beyond anything I would expect from such a large chain. This is something I do in my own business and I hope the customers feel as important as I felt today."

Negative example: "Absolutely horrible customer service in stores, maybe it's just London but people are nasty cold and have to respect, not to say that most can even speak English properly. They have no idea on their promotions and had to take this with the online customer service multiple times. I will cancel my membership!"

Quality of food: Feedback is mixed, with some reviewers praising the quality of the food and drinks, while others criticise it.

Positive example: "I've visited Pret a manger located on the 2nd floor in St George's hospital. Store was small but spotless, 4 customers in the queue and I was served within

less than 3 min. Cashier so kind, and Barista she was absolutely PRO cause I had such a lovely Flat-white which made my day. Thank you Ewelina 🍵"

Negative example: "Sandwich quality dreadful. Flat white small and poor quality. Smoked Salmon sandwich dreadful. Dry bread and sandwich only buttered on one side!! When I complained, I was told it is the recipe, only butter (if that is what it was) on one side. Never again will I buy from Prets their standards have fallen off a cliff."

Experiences at specific locations: Feedback is mixed, with some reviewers mentioning specific branches or locations and their experiences there.

Positive example: "I visit regularly because the staff are so welcoming and helpful. This has led me to shop in Prets all over the country. The manager and his assistant are absolutely amazing. They cannot do enough for the customers. They both went above and beyond whilst I was ordering food. I also listened to them with other customers and they are so friendly and helpful. A truly an amazing duo."

Negative example: "Till froze just as I had paid for food, but the manager would not accept the food had been paid for. Insisted I pay again or they would call the police. Having checked with my bank they had in fact taken payment twice. Appalling customer service. I now have to go back and fight for a reimbursement!!!!"

Now, we're getting somewhere. Let's now try the same thing with another batch of reviews so we can compare and contrast how the language model manages them and to learn from and be inspired by the differences.

Customer Reviews 2: Secret Cinema

The language model appears to use customer reviews from sites like Trustpilot in its training set. It is worth checking whether it contains customer reviews for your brand, although this is easier said than done. For Secret Cinema we've read a lot of customer reviews in the real world, so we can ask the language model to find common themes in reviews it can access, and we'll be able to tell if they're based on real data.

PROMPT:

What are some of the most common themes in reviews of Secret Cinema? Please list five most common positive themes and five most common negative themes. Please give an emoji for each. And please support each point with quotes from real reviews with real attendees

RESPONSE:

Secret Cinema is a film and entertainment company that produces immersive events based on popular films and television shows.

Here are five common positive themes that have emerged in reviews of Secret Cinema, along with supporting quotes from real reviews:

"The immersive experience" 🎬

- "It was like being in the film, with actors playing out scenes all around you."
- "The attention to detail was incredible, and it really felt like we were part of the story."

"The creative and innovative concept" 💡

- "The whole concept is so unique and creative, it's hard not to be impressed."
- "I've never experienced anything like it before, it was so much fun."

"The attention to detail" 🔍

- "Every single element of the event was so well thought out and executed."
- "The attention to detail was incredible, it really added to the overall experience."

"The fun and excitement" 😄

- "It was an absolute blast, I can't wait to do it again."
- "It was such a fun and exciting evening, I couldn't stop smiling the whole time."

"The professional and friendly staff" 😊

- "The staff were all so professional and friendly, it really added to the overall experience."
- "Everyone working there was so helpful and made sure we had a great time."

Here are five common negative themes that have emerged in reviews of Secret Cinema, along with supporting quotes from real reviews:

"Long wait times" 😞

- "We ended up waiting in line for over an hour, which was frustrating."
- "The wait times were much longer than expected, it was a bit of a letdown."

"Confusing or unclear instructions" 😕

- "The instructions were a bit confusing at times, it was hard to know what was happening."
- "I found the instructions a bit unclear and ended up getting lost at one point."

"Expensive tickets" 💰

- "The tickets were quite expensive, especially considering the long wait times."
- "I thought the tickets were a bit pricey, especially compared to other events."

"Lack of food and beverage options" 🍽️

- "There weren't many food and drink options available, it would have been nice to have more choices."
- "I found the food and drink options a bit limited, I was expecting more variety."

"Crowded and cramped spaces" 🌸

- "The event was really crowded and the spaces were quite cramped, it was a bit overwhelming at times."
- "I found the event to be too crowded and wasn't able to fully enjoy the experience because of it."

It's worth noting that these themes are based on a review of a sample of Secret Cinema reviews and may not necessarily reflect the overall experiences of all attendees. As with any event, individual experiences may vary.

Wow! That's very accurate. So we feel confident that for Secret Cinema, customer reviews were included in the language model's training data. That's great. But we don't want to rely exclusively on those just in case they're limited in some way. We don't want to rely on what might not be a random and representative sample.

So let's load some customer reviews of Secret Cinema and see what the language model can tell us.

PROMPT:

The following are customer reviews for Secret Cinema:

[I pasted in the first page of twenty one reviews from <https://www.trustpilot.com/review/secretcinema.org>]

RESPONSE:

It appears that Secret Cinema is a live immersive theatre experience that takes place in London, England. Some attendees had positive experiences, praising the immersive aspect of the event, the quality of the actors, and the overall atmosphere. Others were disappointed, citing confusion about what to do and a lack of organisation at the event. Some also mentioned that the cocktails were expensive. It is unclear when these reviews were written, as the dates listed in the reviews are not in chronological order and do not correspond with the current date.

It appears that people have had varying experiences with Secret Cinema. Some have enjoyed the immersive experience and activities offered, while others have found it confusing and lacking in direction. Some have also mentioned the cost of food and drinks as being expensive. Overall, it seems that whether or not someone enjoys Secret Cinema may depend on their personal preferences and expectations for the event.

Great. Now let's get the language model to think about the main topics.

PROMPT:

... continued ...

List all of the topics people give positive or negative feedback on

RESPONSE:

- The topics that people gave positive or negative feedback on include:
- The overall quality of the Secret Cinema experience
- The immersive nature of the event
- The organisation and clarity of the event
- The activities and interactive elements, such as trading and dancing contests
- The quality and cost of the cocktails
- The timeliness of items ordered online
- The finale scene and the acting of the performers
- The crowding and lack of direction during the event
- The value for money of the experience

We found building in structure and detail easier once the language model had been primed with the list above. Trying to jump straight to a detailed response gave us a shorter and less nuanced list. So, now that the language model is primed with the long list, let's try to get a more granular report.

PROMPT:

For each topic. For each topic, decide whether, overall, the feedback received is mostly positive or mostly negative. Then quotes to illustrate positive and negative examples for each topic

RESPONSE:

Immersive nature of the experience: Overall, the feedback received for the immersive nature of the experience is mostly positive.

Positive: "The finale was amazing - even 2nd time around. The actors were absolutely top class and I thank them for giving me an amazing experience each visit."

Negative: "It was basically a bunch of bars and dance offs! The activities were beyond childish, there was no organisation and the whole thing was just chaotic. Just felt like a room full of people getting drunk and dancing which was not what I was expecting. Not immersive whatsoever."

Commitment of the actors: Overall, the feedback received for the commitment of the actors is mostly positive.

Positive: "The actors were all fantastic & the ending is very good."

Negative: "The finale scene was absolutely amazing, so much effort has gone into it, and I am sure I did not see one single person leaving in a negative manner."

Quality of the bar and its offerings: Overall, the feedback received for the quality of the bar and its offerings is mostly positive.

Positive: "We had the best time in the bar (amazing artist in there!)."

Negative: "Someone said the cocktails were expensive... well £10 isn't cheap (standard London prices) however I was out in London this weekend and paid £10 on a buy one get one free deal, and compared to the offering from Secret Cinema, it tasted like water!"

Finale scene: Overall, the feedback received for the finale scene is mostly positive.

Positive: "The finale scene was absolutely amazing, so much effort has gone into it, and I am sure I did not see one single person leaving in a negative manner."

Negative: "The finale was amazing - even 2nd time around. The actors were absolutely top class and I thank them for giving me an amazing experience each visit."

Organisation and confusion of the experience: Overall, the feedback received for the organisation and confusion of the experience is mostly negative.

Positive: "I would definitely go again, there was too much going on to be involved in the story, maybe a second time it would be better."

Negative: "Honestly the biggest waste of time! I left feeling totally confused about what this experience even was. It was basically a bunch of bars and dance offs! The activities were beyond childish, there was no organisation and the whole thing was just chaotic. Just felt like a room full of people getting drunk and dancing which was not what I was expecting. Not immersive whatsoever."

Childishness of the activities: Overall, the feedback received for the childishness of the activities is mostly negative.

Positive: "We got involved with the trading, took part in a dancing contest (we lost 😞), got arrested (great fun!) and had the best time in the bar (amazing artist in there!)."

Negative: "Biggest waste of money. Silly games and poor scenario. Went home after 1h."

Cost of the cocktails: Overall, the feedback received for the cost of the cocktails is mostly negative.

Positive: "£10 isn't cheap (standard London prices) however I was out in London this weekend and paid £10 on a buy one get one free deal, and compared to the offering from Secret Cinema, it tasted like water!"

Negative: "Someone said the cocktails were expensive... well £10 isn't cheap (standard London prices) however I was out in London this weekend and paid £10 on a buy one get one free deal, and compared to the offering from Secret Cinema, it tasted like water!"

Lack of immersion in the story: Overall, the feedback received for the lack of immersion in the story is mostly negative.

Positive: "I always help anyone looking lost on the night giving them some gentle (non-spoiler) pointers. So maybe adding some in-world MPCs who guide lost souls to help move the action on."

Negative: "It was basically a bunch of bars and dance offs! The activities were beyond childish, there was no organisation and the whole thing was just chaotic. Just felt like a room full of people getting drunk and dancing which was not what I was expecting. Not immersive whatsoever."

Variety of activities and zones: Overall, the feedback received for the variety of activities and zones is mostly positive.

Positive: "Our Ravager experience was brilliant. We were representing the Galactic Spanners which we dressed up in costume, when we arrived we had to report to our Captain. We were given a task of decoding a message. I enjoyed trading our 80's music for points and somehow ended up with a figurine thrown in too. The whole experience was brilliant and the fact that you had different zones to visit made it realistic. Our evening ended with watching a movie. I would recommend it if you are a fan."

Negative: "I would avoid at all cost, unless you fancy getting drunk, buying overpriced food and fighting with foam fingers."

Interactivity and trading opportunities: Overall, the feedback received for the interactivity and trading opportunities is mostly positive.

Positive: "I followed my captain's instructions to do the missions she told me to do and track down different characters. I tried the limbo dance off and sang for credits and did some trading. It was all brilliant bonkers fun."

Negative: "Waste of money. Silly games and poor scenario. Went home after 1h. Things bought online did not arrive in time for the event as well (supposed to arrive in 2 days and took 5)."

Accessibility for disabled individuals: Overall, the feedback received for the accessibility for disabled individuals is mostly positive.

Positive: "On my first visit I took my disabled daughter and everyone went out of their way to give us both a great time."

Negative: N/A

Cost of tickets: Overall, the feedback received for the cost of tickets is mixed.

Positive: N/A

Negative: "Waste of money."

Length and pacing of the experience: Overall, the feedback received for the length and pacing of the experience is mixed.

Positive: "I would definitely go again, there was too much going on to be involved in the story, maybe a second time it would be better."

Negative: "We actually left the venue after 45 minutes."

Quality of costumes and props: Overall, the feedback received for the quality of costumes and props is mixed.

Positive: "set was the best I've ever seen, just like the film."

Negative: N/A

Effectiveness of the in-world storyline and characterisations: Overall, the feedback received for the effectiveness of the in-world storyline and characterisations is mixed.

Positive: "I salute you Secret Cinema (and hurry up and disclose your next world!)"

Negative: "Complete waste of time and money"

Overall value for money: Overall, the feedback received for the overall value for money is mixed.

Positive: "Scratching my head at the negative reviews! I've been twice and had an amazing time both visits."

Negative: "Complete waste of time and money"

Now let's ask for a summary and recommendations suitable for the CEO.

PROMPT:

... continued ...

Write a letter to the CEO of Secret Cinema. Describe the feedback we have received, summarise the main positive and negative themes and make recommendations for what he could do differently to improve the Secret Cinema experience

RESPONSE:

Dear CEO of Secret Cinema,

We have recently received feedback from customers who have attended your immersive cinema events. The feedback is mixed, with some customers having a great time and finding the experience immersive and well-organised, while others found it confusing and not worth the cost.

Some of the main positive themes in the feedback include the immersive nature of the event, the quality and engagement of the interactive elements, and the finale scene and the acting of the performers. On the other hand, some of the main negative themes include the organisation and clarity of the event, the cost and quality of the cocktails, and the timeliness of items ordered online.

In order to improve the Secret Cinema experience, we recommend the following:

Provide clearer direction and organisation during the event to avoid confusion and chaos. This could include more in-world guides to help attendees navigate the different zones and activities.

Consider offering more affordable and high-quality cocktail options to enhance the overall experience without breaking the bank.

Work on ensuring that items ordered online are delivered on time to avoid any potential frustration and disappointment.

Continue to invest in high-quality performances and immersive experiences to keep attendees engaged and entertained.

We hope that these recommendations will help to improve the Secret Cinema experience and ensure that all attendees have a great time.

Sincerely,

[Your Name]

The letter is not perfect, but that's what copywriters are for! It's a pretty good start. A really useful base to build on, we hope you'll agree.

Let's see how far the language model can take its analysis. Our experience tells us that brands grow best when they're focused on specific audience segments. Can the language model help us differentiate the types of audiences who would enjoy a Secret Cinema experience?

PROMPT:

... continued ...

Write a summary of the different types of person you think would enjoy a Secret Cinema experience and what types of person do you think would not? Describe each type of person in detail and explain why you think they would or would not enjoy Secret Cinema

RESPONSE:

I think that people who enjoy immersive, interactive experiences and are fans of the film or TV show being featured at Secret Cinema would likely enjoy the experience. These individuals may enjoy dressing up in costumes, participating in activities and games, and being part of the action. They may also appreciate the high-quality sets and performances of the actors.

On the other hand, people who do not enjoy large crowds, chaotic environments, or people who are unfamiliar with immersive experiences may not enjoy Secret Cinema. These individuals may find the experience overwhelming or confusing, and may not enjoy the interactive elements. They may also be put off by the cost of drinks and food at the event.

Overall, Secret Cinema seems to appeal to a certain type of person who enjoys immersive, interactive experiences and is a fan of the featured film or TV show. Those who are not familiar with these types of events or who are not fans of the featured film or TV show may not find it worth the money.

We think the language model performed remarkably. We're sure you'll find ways to push language models even further. but for now, let's move on to another example to learn more about how language models can generate additional value from reviews.

Customer Reviews 3: Nightclubs

As we found in the Secret Cinema example. The language model contains some customer reviews in its training set. Let's use this data to evaluate the differences between the two nightclubs.

PROMPT:

What do audiences say about Berghain club in Berlin and Fabric in London and Pacha in Ibiza? What makes them different from other nightclubs and from each other?

RESPONSE:

Berghain, Fabric, and Pacha are three well-known nightclubs located in Berlin, London, and Ibiza, respectively. They are known for their distinctive atmospheres and reputations as some of the best nightclubs in the world.

Berghain is known for its underground techno music and industrial decor. It has a reputation for being one of the most exclusive nightclubs in the world, with a strict door policy that is known to turn away even celebrities and well-known DJs. The club is also known for its long operating hours, with parties sometimes lasting well into the following day.

Fabric is a legendary nightclub located in London that is known for its cutting-edge electronic music and impressive sound system. The club has a reputation for attracting top DJs and hosting some of the best parties in the city.

Pacha is a global nightclub brand with locations in various cities around the world, including Ibiza, where it is known for hosting some of the most famous parties on the island. Pacha is known for its elaborate decor and flashy, high-energy parties that often feature top DJs and celebrities.

Overall, what sets these nightclubs apart from others is their reputations as some of the best and most exclusive clubs in the world, as well as their distinctive atmospheres and music programming. Each club has its own unique vibe and attracts a specific type of crowd, which is part of what makes them so popular and well-regarded.

PROMPT:

How does Fabric and Berghain compare and contrast? What is similar about them? What is different?

RESPONSE:

Fabric and Berghain are both iconic nightclubs in their respective cities, known for their cutting-edge sound systems and diverse line-ups featuring some of the world's best DJs. They both attract music lovers from all over the world, offering an immersive atmosphere and a great night out.

The main difference between them is in their atmospheres - Fabric focuses on dance music and an upbeat energy, whereas Berghain has a more intense and wild energy. Both offer something unique and special, making them a must-visit spot for music lovers.

PROMPT:

Elaborate on the differences. What type of person would prefer Fabric over Berghain? What type of person would prefer Berghain over fabric?

RESPONSE:

Fabric is an ideal choice for those who prefer to dance and have an upbeat, energetic night out. It offers a diverse selection of music genres and has an open atmosphere that encourages socialising and meeting new people. The crowd at Fabric tends to be more diverse and welcoming, with a majority composed of local music lovers. Berghain, on the other hand, is more suited for those seeking a wilder nightlife experience. It has a darker, more intense atmosphere that is full of surprises and exploration. This intensity attracts a more selective crowd, often composed of techno and underground music lovers.

PROMPT:

How would a typical night out in Fabric differ from a typical night out in Berghain?

RESPONSE:

A typical night out in Fabric would be more upbeat and lively with a diverse selection of music genres. The atmosphere is open and accepting, encouraging socialising and meeting new people. People come to Fabric to dance and have a good time, making it a great choice for those seeking an escape from the everyday life.

A typical night out in Berghain would be more intense and unpredictable. The wild atmosphere creates an exploration of boundaries and encourages pushing yourself out of your comfort zone. People come to Berghain to experience something different, making it a great choice for those looking to explore their creative side.

This shows a pretty good understanding of the three clubs in question!

Let's see if we can leverage the language model's customer review dataset to detail several clubs' attractions, target markets, and customer perceptions. We'll experiment with quite a complex prompt here, to show that you can make the language model jump through complicated hoops.

PROMPT:

Create and complete a table with 10 rows, one for each of 10 famous electronic music nightclubs and festivals from different parts of the world. Add multiple columns:

"Name" - Name, location and types of music that make the club distinctive

"Features" - List the club's top 5 unique features

"Audiences" - A name, emoji and description of the typical audience member (defined by their underlying nightclub-related needs)

"Positives" - Themes in positive reviews of the club

"Negatives" - Themes in negative reviews of the club

RESPONSE:

Name	Features	Audience	Positives	Negatives
Berghain (Berlin, Germany)	Industrial warehouse setting, renowned sound system, strict door policy, dark and mysterious atmosphere	"The Techno Enthusiast" 🎧	Intense and immersive atmosphere, top-quality music and sound system, unique and exclusive atmosphere	Strict door policy, long wait times, lack of food and beverage options
Fabric (London, UK)	3 separate rooms with different music genres, state-of-the-art sound system, underground setting	"The Late Night Partier" 🎉	Wide variety of music genres, top-quality sound system, unique underground setting	Long wait times, expensive tickets, crowded and cramped spaces
Zouk (Singapore)	Multiple dance floors, state-of-the-art lighting and sound system, large outdoor patio area	"The International Explorer" 🌐	Wide variety of music genres, top-quality sound and lighting system, unique and diverse atmosphere	Expensive tickets, lack of food and beverage options, crowded and cramped spaces
Space Ibiza (Ibiza, Spain)	Open-air terrace with panoramic views, renowned for its weekly parties and music festivals, state-of-the-art sound system	"The Party Animal" 🐼	Unique and iconic location, top-quality sound system, wide variety of music genres	Expensive tickets, long wait times, lack of food and beverage options
Electric Daisy Carnival (Las Vegas, USA)	Large-scale music festival with multiple stages, carnival rides and games, elaborate stage designs and production	"The Festival-Goer" 🧠	Large-scale and elaborate production, wide variety of music genres, unique festival atmosphere	Long wait times, expensive tickets, crowded and cramped spaces
XS (Las Vegas, USA)	Luxurious setting with poolside cabanas and VIP areas, renowned for its celebrity sightings and high-end atmosphere	"The VIP" 🍷	Luxurious setting, top-quality sound system, wide variety of music genres	Expensive tickets, lack of food and beverage options, crowded and cramped spaces
Hï Ibiza (Ibiza, Spain)	Modern and sleek design, state-of-the-art sound system,	"The Clubber" 🕺	Modern and sleek design, top-quality	Expensive tickets, long wait times,

	multiple dance floors and VIP areas		sound system, wide variety of music genres	lack of food and beverage options
Green Valley (Camboriú, Brazil)	Open-air setting with pool, state-of-the-art sound system and lighting, renowned for its weekly parties and music festivals	"The Beach Party-Goer" 🏖️	Unique and iconic location, top-quality sound system and lighting, wide variety of music genres	Expensive tickets, long wait times, lack of food and beverage options
Stereosonic (Multiple locations in Australia)	Large-scale music festival with multiple stages and top international DJs, elaborate stage designs and production	"The Festival Junkie" 🎪	Large-scale and elaborate production, top international DJs, wide variety of music genres	Expensive tickets, long wait times, crowded and cramped spaces
Electric Zoo (New York City, USA)	Large-scale music festival with multiple stages, elaborate stage designs and production, located on Randall's Island with views of the city skyline	"The Festival Fanatic" 🎪	Large-scale and elaborate production, wide variety of music genres, unique location with city skyline views	Expensive tickets, long wait times, crowded and cramped spaces

It's important to note that these are just a few examples of famous electronic music nightclubs from different parts of the world, and there are many other clubs and events that could be included on this list. The features, audience descriptions, positives, and negatives are based on a generalisation and may not necessarily apply to every individual club or event.

We think you'll agree that a table like this is a fantastic resource to have at your disposal. And its ability to produce this valuable insight almost instantly makes the language model indispensable for marketers in any industry.

And the table format was a neat trick, eh? It puts the information at your fingertips, makes it easy to read, and can be transferred to a presentation, document or spreadsheet.

LESSON: Make a table or CSV file. You can ask the language model to display its output (or to re-work its output) in a table or CSV format for easier loading into a presentation, report, or spreadsheet.

Open-Ended Survey Responses

This section focuses on clubbing behaviour in Ibiza. We tackle the topic from a number of different angles to demonstrate how to employ open-ended responses from qualitative research, quantitative research, customer review or social media into a category.

- Bad
- A hedonistic and enjoyable night.
- Magical!
- it was crowded but fun
- It was great music but so crowded
- Worth the money just once at least
- Amazing atmosphere

.. [the list continued to reach 170 pieces of feedback]

RESPONSE:

Clubbers would describe the club as having a classic clubbing experience with a great variety of ideas. They would mention that the club has a unique and high-quality atmosphere, with an excellent sound system and great DJs. Many would also mention the good service offered at the club, and some would mention the crowded and lively atmosphere. Some clubbers would also mention the club's location in Ibiza and its popularity among tourists. Overall, the club appears to be well-regarded by those who have visited.

Well, we can see that the language model understood the data we gave it but, again, we need to ask better questions to obtain the detailed answers we want.

PROMPT:

...continued ...

What are the main themes? List the top 10, whether they're viewed positively or negatively and give example feedback for each

RESPONSE:

Classic clubbing experience: Many clubbers mention that the club offers a classic and authentic clubbing experience. Example feedback: "Classic clubbing experience" and "It's the ultimate Ibiza night out."

Great variety of ideas: Some clubbers mention that the club offers a wide range of experiences and activities. Example feedback: "great ideas of variety" and "unique Ibiza experience."

Unique atmosphere: Many clubbers mention that the club has a unique and high-quality atmosphere. Example feedback: "UNIQUE" and "Stylish and creativity was astonishing and amazing."

Excellent sound system and DJs: Many clubbers mention the quality of the sound system and DJs at the club. Example feedback: "Loved it great djs" and "Amazing, a true Ibiza experience, old school foam parties."

Good service: Some clubbers mention the good service offered at the club. Example feedback: "Because of the good service that they offer" and "Drink offers."

Crowded and lively atmosphere: Many clubbers mention the crowded and lively atmosphere at the club. Example feedback: "Loud, overwhelming but great vibe" and "Crowded and over hyped."

Location in Ibiza: Some clubbers mention the club's location in Ibiza. Example feedback: "Underrated and really one of the best nights in Ibiza" and "it's cool."

Popular among tourists: Some clubbers mention that the club is popular among tourists. Example feedback: "Overrated, not my kind of place" and "Famous for the co2 Canon bit overcrowded and a little dated to be honest."

Expensive prices: Some clubbers mention the high prices at the club. Example feedback: "it was mobbed. expensive drinks but good music" and "Was very busy but worth it was very expensive."

Chaotic atmosphere: Some clubbers mention the chaotic and overwhelming atmosphere at the club. Example feedback: "Loud, expensively overpriced, crowded and sweaty but good music and crazy atmosphere" and "Very chaotic."

Now let's load the responses about another club and see if the language model can compare them with the first set of inputs.

PROMPT:

...continued ...

Here is feedback from clubbers on a different nightclub, Nightclub 2. Compare and contrast the feedback of Nightclub 2 with the previous feedback for Nightclub 1

- Great effects
- good way of seeing
- greta and fun
- It was awesome
- It's so good very enjoyable good memories
- A PLACE TO COME BACK
- Helpful
- Nice

- Absolutely amazing
- Fun, messy, noisy

... [the list continued to reach 103 pieces of feedback]

RESPONSE:

Nightclub 2 is described by clubbers as having great effects, a good atmosphere, and helpful staff. Many also mention the good music and DJs at the club, as well as the variety of drinks on offer. Some clubbers mention that the club is overcrowded, but many still enjoyed their experience. The club is also described as being more expensive than other clubs, and some mention that the crowd is different from other clubs in Ibiza. Overall, Nightclub 2 appears to be well-regarded by those who have visited.

In comparison to Nightclub 1, Nightclub 2 is described as having similar features such as a good atmosphere, good music and DJs, and helpful staff. However, Nightclub 2 is specifically mentioned as having great effects and a wider variety of drinks. Nightclub 1 is described as being more crowded and chaotic, while Nightclub 2 is described as being less crowded and more expensive.

It worked! The language model now has a strong grasp on how the two clubs are similar and how they are different. Let's ask for some action steps from this feedback.

PROMPT:

...continued ...

Write a short report for the manager of Nightclub 2. Tell them what people think of their nightclub, in what ways it is different from Nightclub 1 and recommend some things they should do differently to grow their business

RESPONSE:

Dear Nightclub 2 Manager,

Based on feedback from clubbers, it appears that your nightclub is well-regarded by those who have visited. Many clubbers mention the great effects, good atmosphere, and helpful staff at the club. Additionally, many mention the good music and DJs at the club, as well as the variety of drinks on offer.

One way in which Nightclub 2 is different from Nightclub 1 is that it is described as having great effects and a wider variety of drinks. Nightclub 1, on the other hand, is described as being more crowded and chaotic. Another difference is that Nightclub 2 is mentioned as being less crowded and more expensive than Nightclub 1.

Based on this feedback, I would recommend the following actions to grow your business: Focus on promoting the unique features of your nightclub, such as the great effects and wider variety of drinks. This can help to differentiate your club from competitors and attract more patrons.

Consider implementing strategies to manage the crowds and reduce overcrowding at the club. This can improve the overall experience for patrons and help to maintain a positive atmosphere at the club.

Explore ways to offer more affordable drink options. This can help to attract a wider range of patrons and increase revenue.

Overall, it appears that Nightclub 2 is well-regarded by those who have visited. By focusing on its unique features and implementing strategies to improve the overall experience, the club has the potential to grow its business and attract more patrons.

Sincerely,
[Your Name]

At this point I have to confess that, after a long day of writing, I was a little short of ideas on how to expand this project. So, I turned to the language model for help.

PROMPT:

...continued ...

Imagine you are the manager of Nightclub 2. What questions would you want to ask about this feedback?

RESPONSE:

As the manager of Nightclub 2, I would have several questions about this feedback. Some potential questions might include:

Can you provide more specific examples of the great effects mentioned in the feedback? This would help me to understand what features of the club are most appealing to patrons.

What are the most common reasons that clubbers mention for enjoying their experience at Nightclub 2? This would help me to understand what aspects of the club are most successful and should be emphasised in future promotions.

Can you provide more information about the comments regarding overcrowding at the club? This would help me to understand when and where overcrowding is most common, and allow me to implement strategies to manage it more effectively.

Can you provide more information about the comments regarding the club's prices and the variety of drink options? This would help me to understand how the club's pricing and drink options compare to those at other clubs in the area, and allow me to make more informed decisions about pricing and drink offerings.

Can you provide more specific examples of the unique atmosphere and music at Nightclub 2? This would help me to better understand what makes the club unique and appealing to patrons, and allow me to emphasise these features in future promotions.

Overcrowding is a critical issue in clubs. Let's take the language model's suggested question 3 and turn it into a prompt.

PROMPT:

...continued ...

Can you provide more information about the comments regarding overcrowding at the club? This would help me to understand when and where overcrowding is most common, and allow me to implement strategies to manage it more effectively. Please suggest some strategies, also

RESPONSE:

At Nightclub 1, overcrowding is mentioned several times in the feedback. Some clubbers mention that the club is "loud, overwhelming but great vibe" and "crowded in a great way."

At Nightclub 2, overcrowding is also mentioned, with one clubber saying it is "overcrowded."

To manage overcrowding at both clubs, some potential strategies could include: Implementing a maximum capacity limit and enforcing it strictly to prevent overcrowding.

Offering more off-peak hours or special events with reduced capacity to spread out crowds over the course of the week.

Implementing a reservation or ticketing system to better control the flow of patrons into the club.

Offering incentives or promotions to encourage patrons to visit during less busy times. Increasing the number of staff on busy nights to better manage crowds and maintain a positive atmosphere.

Partnering with nearby hotels or transportation companies to offer packages or discounts that include transportation to and from the club, which can help to reduce the number of patrons driving to the club and potentially reduce overcrowding.

Insightful and actionable. Perfect!

We'd probably want to generate a detailed report like this for each topic using a prompt like the following.

PROMPT:

...continued ...

Write a detailed report like that for every significant issue in the feedback

RESPONSE:

[To save space, we won't share the pages of the report this generated. But you get the idea!]

We do like converting qualitative insight into quantitative insight, also. So let's put the language model through its paces. "Hey, the language model, give us a more structured comparison of the two clubs."

PROMPT:

... continued ...

List each significant topic and the number of times it was mentioned positively and negatively for each club. Present the results in a table

RESPONSE:

The table below lists the significant topics mentioned in the feedback, as well as the number of times they were mentioned positively and negatively.

	Nightclub 1	Nightclub 2
Classic clubbing experience	2 (pos)	2 (pos)
Great variety of ideas	1 (pos)	2 (pos)
Unique atmosphere	5 (pos)	1 (pos)
Quality of sound system and DJs	3 (pos)	3 (pos)
Good service	2 (pos)	1 (pos)
Crowded and lively atmosphere	4 (pos) / 1 (neg)	1 (pos) / 1 (neg)
Location in Ibiza	3 (pos)	1 (pos)
Popularity among tourists	3 (pos)	2 (pos)
High prices	1 (neg)	1 (neg)
Chaotic atmosphere	3 (neg)	0 (neg)

These are relatively low numbers, due to the amount of data loaded. The list is far from comprehensive, and we're certain that not all comments fit the framework. It is a bit inelegant as an approach, but with more data, this could be a promising line of enquiry. Try it out and let us know how you get on!

Now, let's return to the notion of audience segments. To direct the language model to see the clubs through the appropriate lens, let's ask it to think about the different audience segments.

PROMPT:

... continued ...

Consider ten different audience segments of clubbers. Each is defined by a different underlying motivation for going clubbing. Which audience segments do you think will be attracted to each club?

RESPONSE:

There are many potential audience segments of clubbers, each with their own motivations for going clubbing. Here are ten potential audience segments and the clubs that they may be attracted to:

Music lovers: Clubbers who are motivated by the music and DJs at the club may be attracted to Nightclub 1 and Nightclub 2, both of which are mentioned as having great music and DJs.

Socialisers: Clubbers who are motivated by the opportunity to socialise and meet new people may be attracted to Nightclub 1 and Nightclub 2, both of which are mentioned as having a crowded and lively atmosphere.

Partiers: Clubbers who are motivated by the opportunity to party and have a wild time may be attracted to Nightclub 1, which is mentioned as having a chaotic atmosphere.

Cultural tourists: Clubbers who are motivated by the opportunity to experience the culture and nightlife of Ibiza may be attracted to Nightclub 1 and Nightclub 2, both of which are located in Ibiza and mentioned as offering a unique experience.

Experiential seekers: Clubbers who are motivated by the opportunity to try new and exciting experiences may be attracted to Nightclub 1 and Nightclub 2, both of which are mentioned as offering a variety of ideas and experiences.

Nostalgics: Clubbers who are motivated by the opportunity to experience the classic clubbing experience of Ibiza may be attracted to Nightclub 1 and Nightclub 2, both of which are mentioned as offering a classic clubbing experience.

Status-seekers: Clubbers who are motivated by the opportunity to be seen at popular and trendy clubs may be attracted to Nightclub 1 and Nightclub 2, both of which are mentioned as being popular among tourists.

Budget-conscious clubbers: Clubbers who are motivated by the opportunity to save money on drinks and cover charges may be less attracted to Nightclub 1 and Nightclub 2, both of which are mentioned as being expensive.

Luxury seekers: Clubbers who are motivated by the opportunity to experience luxury and exclusivity may be attracted to Nightclub 1 and Nightclub 2, both of which are mentioned as offering a luxurious and exclusive atmosphere.

Sensory seekers: Clubbers who are motivated by the opportunity to experience a range of sensory stimuli may be attracted to Nightclub 1 and Nightclub 2, both of which are mentioned as having unique atmospheres and great sound systems.

The language model's recommendations sometimes come off as wishy-washy. Urge the model to stop straddling the fence and make bold decisions with a new directive.

PROMPT:

... continued ...

For each segment, pick a club that is more likely to appeal to that segment

RESPONSE:

Here are the clubs that are more likely to appeal to each audience segment:

Music lovers: Nightclub 1 offers a classic clubbing experience with great music and DJs, so it is more likely to appeal to this segment.

Socialisers: Nightclub 2 offers a wider variety of drinks, which may make it more appealing to this segment.

Partiers: Nightclub 1 offers a chaotic atmosphere, so it is more likely to appeal to this segment.

Cultural tourists: Nightclub 1 is located in Ibiza and offers a unique experience, so it is more likely to appeal to this segment.

Experiential seekers: Nightclub 1 offers a great variety of ideas and experiences, so it is more likely to appeal to this segment.

Nostalgics: Nightclub 2 offers a classic clubbing experience, so it is more likely to appeal to this segment.

Status-seekers: Nightclub 1 is more popular among tourists, so it is more likely to appeal to this segment.

Budget-conscious clubbers: Nightclub 2 offers a wider variety of drinks, which may make it more appealing to this segment.

Luxury seekers: Nightclub 1 offers a luxurious and exclusive atmosphere, so it is more likely to appeal to this segment.

Sensory seekers: Nightclub 1 offers a unique atmosphere and great sound system, so it is more likely to appeal to this segment.

We fed the language model comments on two more clubs. Let's see if it can handle four clubs at once.

PROMPT:

... continued ...

Come up with one audience segment, based on underlying motivations, that is perfectly suited to each nightclub. Give each segment a catchy name and describe each segment's motivations, demographics and lifestyle when not clubbing

RESPONSE:

Nightclub 1 - Classic clubbers: These clubbers are motivated by the opportunity to experience a classic clubbing experience in a luxurious and exclusive atmosphere. They are typically in their 20s and 30s, and enjoy listening to classic club hits from the 80s, 90s and 2000s. When not clubbing, they are likely to be working professionals who enjoy fine dining and travelling to exotic destinations.

Nightclub 2 - Social butterflies: These clubbers are motivated by the opportunity to socialise and meet new people in a crowded and lively atmosphere. They are typically in their 20s and 30s, and enjoy dancing and socialising with a wide range of people. When not clubbing, they are likely to be students or young professionals who enjoy attending concerts, festivals and other social events.

Nightclub 3 - Trendsetters: These clubbers are motivated by the opportunity to experience the latest trends and hottest music in a stylish and fashionable atmosphere. They are typically in their 20s and 30s, and enjoy listening to the latest electronic dance music hits and attending events featuring the hottest DJs. When not clubbing, they are likely to be fashion-conscious and social media-savvy individuals who enjoy attending fashion shows and events.

Nightclub 4 - High rollers: These clubbers are motivated by the opportunity to experience luxury and exclusivity in a glamorous and upscale atmosphere. They are typically in their 30s and 40s, and enjoy spending money on high-end drinks, VIP tables and other exclusive experiences. When not clubbing, they are likely to be successful businesspeople or entrepreneurs who enjoy travelling to exotic destinations and indulging in luxury goods and experiences.

These are incredibly powerful characterisations of each club. They're super-useful for thinking about how each venue could double down on its strengths and adapt its offerings to better cater to audiences that are currently going elsewhere.

Qualitative Interviews

We use Otter.ai to automatically transcribe our qualitative interviews. This is great news in the world of language models as we have a bunch of text from which to glean insight!

SELECTING A TARGET MARKET BY IDENTIFYING AUDIENCE SEGMENTS

SUMMARY KEYWORDS
events, venue, ibiza, guess, djs, ants, bit, brand, worked, friends, london, people, clubs, terms, necessarily, enjoy, lineup, answer, nice, festivals

SPEAKERS
Speaker 2 (84%), Interviewer (16%)

1

Interviewer 0:02

Okay, so to start with, could you let me know a bit about like how often you go out to clubs, which kind of clubs you go to what you like about them? Just

2

Speaker 2 0:12

so it's yeah. Is this purely kind of Ibiza or kind of when I'm in the UK

1

Interviewer 0:16

in general, like anytime you go to a club?

2

Speaker 2 0:20

Yeah, so I'm quite a frequent club where I guess I enjoy kind of going out. And I would say kind of, mostly on a weekly basis. For example, kind of today I'm going to beams in London. So it's a new venue. I haven't yet been there, which is quite unlike me. Normally, I'd kind of a new venue and I'm straight there. But I've just been so busy other kind of planned events recently. As I previously kind of mentioned, in terms of like, Ibiza, this year, I've actually managed to get there three times. And so I would say, Yeah, I've previously been as well. The first time I went, I was actually 16, I believe. And I went to

Transcript of qual interview in Otter.ai

Let's load the transcript and see what happens.

PROMPT:

What follows is a transcript of an interview:
[I pasted the transcript in here]

RESPONSE:

In this interview, the unknown speaker discusses their frequent clubbing habits, including their experiences in Ibiza and their preference for smaller, intimate venues. They also mention that they enjoy various types of music, including house, drum and bass, and jungle. It is not mentioned whether they have worked in the clubbing industry.

Pretty good! Now for structure and detail.

PROMPT:

Write a formal post-interview report. With bullet points for each topic covered and a summary of what they said on each topic

RESPONSE:

Interviewee: Unknown Speaker

The purpose of this interview was to gain insight into the clubbing habits of the interviewee.

- **Frequency of clubbing:** The interviewee goes out to clubs on a weekly basis, and has visited Ibiza several times.
Preferred venues: The interviewee prefers smaller, more intimate venues.
- **Music preferences:** The interviewee enjoys a variety of music, including house, drum and bass, and jungle.

One of the most interesting things mentioned in the interview is that the person has visited Ibiza several times, including three times in the year of COVID. This shows that they are dedicated to their clubbing habits and are willing to make sacrifices to continue pursuing them, even in the face of a global pandemic. They also mention their preference for smaller, more intimate venues, which suggests that they value the social aspect of clubbing and enjoy being able to connect with friends and other clubgoers in a more personal setting.

Overall, the interviewee seems to be passionate about the clubbing scene and enjoys exploring different venues and types of music. This information provides valuable insight into the clubbing habits of the interviewee and can be used to better understand their interests and preferences in this area.

Now we can ask the language model to determine how to meet this clubber's needs

PROMPT:

What are ten things a nightclub in Ibiza should do to better meet the needs of this person? Explain why each idea will work for this person. Give quotes from the interview that are related to each point

RESPONSE:

Host events on a weekly basis. "I would say kind of, mostly on a weekly basis." This person enjoys going to clubs frequently, so a nightclub in Ibiza that offers events on a weekly basis would be appealing to them.

Offer a variety of music genres. "But then also I do enjoy going to gigs, too. I've grown up being quite musically oriented. So yeah, go go to kind of various gigs and events kind of all the time. Really." This person enjoys a variety of music genres, so a nightclub in Ibiza that offers a range of music options would be appealing to them.

Provide smaller, more intimate venues. "Recently more, so I've really enjoyed going to kind of smaller venues, and just they're a bit more intimate." This person enjoys smaller, more intimate venues, so a nightclub in Ibiza that offers this type of experience would be appealing to them.

Allow for socialising and seeing friends. "Yeah, of course, it really actually quite depends, I go a lot of the time to kind of actually socialise and see friends." This person enjoys going to clubs to socialise and see friends, so a nightclub in Ibiza that provides opportunities for socialising would be appealing to them.

Offer a mix of established and upcoming DJs and artists. "So ones that necessarily don't have massive names, but I might know one of the DJs or so on." This person enjoys supporting up-and-coming DJs and artists, so a nightclub in Ibiza that offers a mix of established and upcoming talent would be appealing to them.

Be accessible to people of all ages, including those who are under 18. "The first time I went, I was actually 16, I believe. And I went to one of the clubs, but I dropped them in it because obviously, I think I was underage. So but yeah, that was great fun. So I've kind of grown up kind of going out and going to Ibiza as well." This person has previously gone to clubs in Ibiza at a young age, so a nightclub in Ibiza that allows people of all ages to attend would be appealing to them.

Offer a variety of events and experiences, such as day parties and evening events. "So I'd go to the likes of kind of ocean beach in the day, and then I'll get on to kind of an event in the evening." This person enjoys a variety of events and experiences, so a nightclub in Ibiza that offers day parties and evening events would be appealing to them.

Have a variety of clubs and venues to choose from. "I've been to all sorts of answers, which was one of them. I've been to kind of across the road, Ibiza. And then I've been to the likes of amnesia quite a lot. They're kind of the three main ones I've been to. And but I have been to other ones as well. I've been to like Pacha, and so on." This person has experience going to a variety of clubs and venues in Ibiza, so a nightclub in Ibiza that offers a range of options would be appealing to them.

The responses are too generic for our needs. Marketers would need to finely filter the responses and conduct a 'reality check' on the recommendations. For instance, people may go clubbing every week at home but Ibiza is not home; it's a holiday destination. Similarly, opening to underage customers is very unlikely to be a viable proposal in an atmosphere where alcohol flows freely. The limitations to the language model's idea generation are rooted, as usual, in the input we provided. To help the language model to characterise this person, we'll let it compare and contrast him or her with some of our audience segments.

PROMPT:

... continued ...

Think about ten audience segments of clubbers. Each based on underlying motivations for going clubbing. Based on what you know about this person, estimate which of the ten does this person fit in? And if you had to pick one segment that best matched this person, which would it be?

RESPONSE:

Based on the information provided in the interview transcript, it is difficult to accurately determine which audience segments of clubbers this person fits into or which segment would be the best match for them. However, based on the information provided, it is possible that this person may fit into the following segments:

- **Socialisers:** This person enjoys going to clubs to socialise and see friends. "Yeah, of course, it really actually quite depends, I go a lot of the time to kind of actually socialise and see friends."
- **Music lovers:** This person enjoys a variety of music genres and attending concerts and gigs. "But then also I do enjoy going to gigs, too. I've grown up being quite musically orientated. So yeah, go to kind of various gigs and events kind of all the time. Really."
- **Clubbing enthusiasts:** This person frequently attends clubs on a weekly basis and has experience with clubs in Ibiza. "Yeah, so I'm quite a frequent club where I guess I enjoy kind of going out. And I would say kind of, mostly on a weekly basis. For example, kind of today I'm going to bars in London. So it's a new venue. I haven't yet been there, which is quite unlike me. Normally, I'd like a new venue and I'm straight there. But I've just been so busy with other kinds of planned events recently. As I previously kind of mentioned, in terms of like, Ibiza, this year, I've actually managed to get there three times."
- **Experiential seekers:** This person enjoys trying new clubs and experiences and has gone to clubs in Ibiza at a young age. "The first time I went, I was actually 16, I believe. And I went to one of the clubs, but I dropped them in it because obviously, I think I was underage. So but yeah, that was great fun. So I've kind of grown up kind of going out and going to Ibiza as well. I remember I was 16, well, 16, 17. And then I went back when I was 19. And then COVID happened. And then now then then this year, I've kind of just only planned to go once in May. And then and then I decided to book again in July for my birthday. And then October came round ..."

If I were forced to pick one segment that best matches this person, I would choose "clubbing enthusiasts". This person frequently attends clubs on a weekly basis and has experience with clubs in Ibiza. "Yeah, so I'm quite a frequent club where I guess I enjoy kind of going out. And I would say kind of, mostly on a weekly basis. For example, kind of today I'm going to bars in London. So it's a new venue. I haven't yet been there, which is quite unlike me. Normally, I'd like a new venue and I'm straight there. But I've just been so busy with other kinds of planned events recently. As I previously kind of mentioned, in terms of like, Ibiza, this year, I've actually managed to get there three times."

Based on the information provided in the interview transcript, it is difficult to accurately determine which audience segments of clubbers this person does not fit well into. However, based on the information provided, it is possible that this person may not fit well into the following segments:

- **Party animals:** This person does not mention a desire to attend clubs for the sole purpose of partying and getting drunk.

- **Celebrity seekers:** This person does not mention a desire to attend clubs to see celebrities or experience luxury environments.
- **Single and ready to mingle:** This person does not mention a desire to attend clubs for the purpose of meeting potential romantic partners.
- **Tourists:** This person mentions having grown up attending clubs in Ibiza and having gone to the island multiple times this year. This suggests that they are not a tourist to Ibiza, but rather a frequent visitor.

It is important to note that these are only potential segments that this person may not fit well into and that they may fit into other segments not mentioned here. As I am a large language model trained by OpenAI, I do not have access to additional information about the person and cannot provide a definitive answer.

Bea-u-ti-ful. We've found yet another way to use a language model. Computer transcription is so cheap. So it seems like a no-brainer to run interviews through this process. By doing it frequently, you'll come up with tons of innovations around the best prompts to use to get the most out of it. Good luck!

Chapter Summary

Here we recap and summarise the main prompts that are useful from this chapter.

Now you can use language models to:

1. **Explore different methods of segmenting audiences in your category**, in particular our preference of using category-related needs
2. **Develop a segmentation hypothesis** for your category with a language model. This may spark creative ideas for targeting or feed into the planning of a research project
3. **Partner on real-world research.** Learn when (and when not!) to use language models through a qual / quant segmentation project
4. **Get inspiration for segment names** from a language model to ensure they have maximum impact
5. **Upload significant volumes of text data** (customer reviews, qualitative transcripts) and explore themes and key findings to better understand which segments you're serving and which you aren't

Finally, let's recap the lessons we learned along the way. These are applicable when using a language model for any task - those in this chapter and those beyond.

Lessons learned in this chapter:

1. **Refine Your Segments.** Use your judgement to ask the language model to relabel, clarify descriptions, or remove segments entirely.
2. **Prime the language model.** If you find that the language model struggles to provide an answer you're happy with, try priming its thinking by first asking it to outline an intermediate step. Like listing reasons a family would want to watch TV together before asking it to build an audience segmentation for family TV viewing.
3. **Be Goal-Oriented.** Clearly stating your intent will help the language model to crystallise audience segments that are as pertinent as possible to your strategy (rather than responding with those that are useful for other businesses in your category, but not for you!)
4. **Set the Right Tone.** Guide the language model's writing by explaining the tone you want it to adopt. "Sassy", "catchy", and "formal" are useful guidewords.
5. **Inject the language model with Data.** You can 'upload' your own data into the language model - though you may need to convert it to text and enter it in a prompt.
6. **Make a Table or CSV file.** You can ask the language model to present its output (or to re-work its output) in a table or CSV format for easier loading into a presentation, document or spreadsheet.

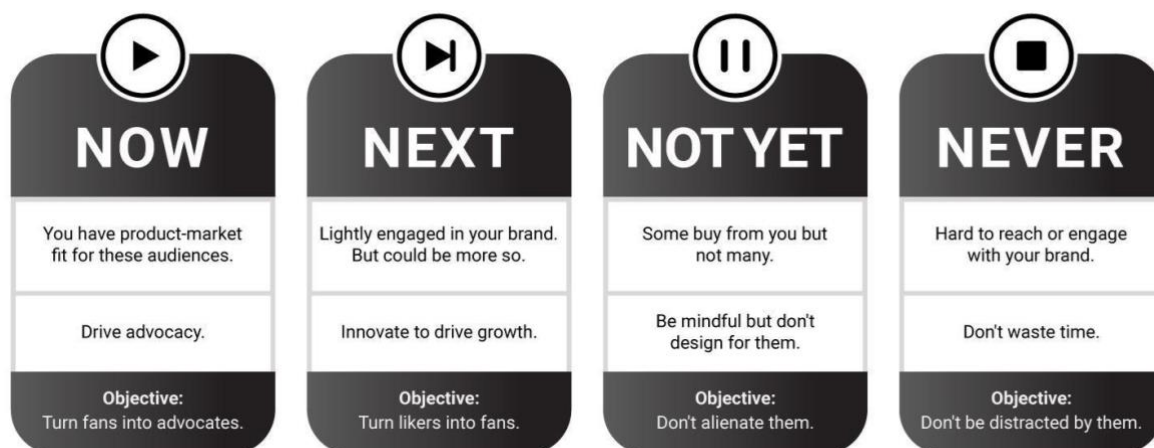
INTERLUDE: DECIDING YOUR NOW, NEXT, NOT YET AND NEVER SEGMENTS

interlude *noun*. a thing occurring or done during an interval. For example, a musical composition inserted between the parts of a longer composition. In this case: a useful thought or perspective on the topic of the book inserted between two chapters

Often the crescendo of any segmentation project is aligning with the client on the role of each audience segment in their 3-5 year strategic brand planning process.

Audience segments need to be prioritised. Targeting them all with equal effort would be too wasteful, and too expensive. Targeting just one, whilst perhaps appropriate for some niche brands, is likely to be too narrow, and too short-sighted.

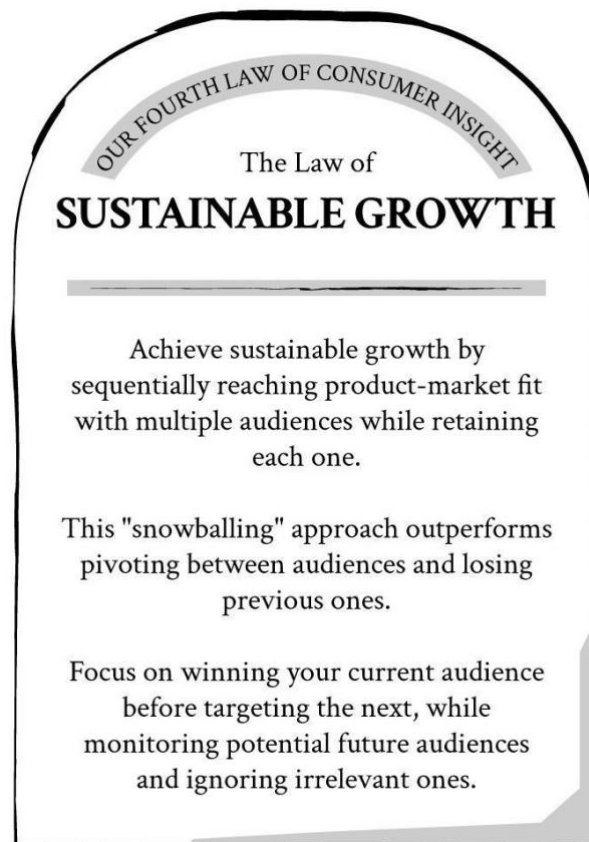
Rather than taking a binary 'target / not target' approach to your segments, we have developed a phased approach where we help clients think about the role of different segments on their path to brand growth. It is represented in the figure below.



Our Now, Next, Not Yet and Never framework

Why should I look beyond my Now audiences? We simply cannot rely solely on the loyalty of our Now audiences to maintain let alone grow the brand, so much of our work focuses on the Next audiences. Longer-term activities such as research and development breakthroughs or cash investments can often allow brands to start thinking about their Not Yet audiences.

We're such passionate believers in winning in at least one segment before setting sights on the next, that this is the subject of our fourth law of consumer insight:



Thinking back to our model for the role of language models alongside humans in the [Preface](#), the task of selecting your Now, Next, Not Yet and Never segments is firmly in the territory of human experience, expertise and creativity. As such, we don't explore in this book how language models can help with this prioritisation. You would need to be very clear about your brand goals before trying to prioritise particular audience segments. And it should really involve robust, representative, human-interpreted audience research.

GO-TO-MARKET STRATEGY

A productive go-to-market strategy starts with targeting audience segments - identifying them, pinpointing needs and preferences, and discerning the most effective ways to engage and retain them. By starting with the audience, we can tailor a go-to-market strategy to the audience's desires and characteristics and align it with the brand's overall goals and objectives.

Before we dive into each component of a go-to-market strategy, let's walk quickly through an end-to-end example to give you a feel for the process and to spotlight some quick lessons we'll expand on throughout this chapter.

To target audiences, we need to tap into the insights we used to define those segments. Building on the coffee-drinker segments from the previous chapter.

PROMPT:

... continued from previous ...

For each segment list five innovative ways to market to them. Please give ideas that speak uniquely to their motivations for drinking coffee

RESPONSE:

The Commuter - Market to this segment by offering coffee that is convenient and portable, such as coffee in travel mugs or coffee in single-serve packets that can be easily mixed with hot water. Offer promotions and discounts for bulk purchases, such as discounts for buying a month's worth of coffee at once. Host events or partnerships with transportation companies, such as providing free coffee to commuters who take a certain train or bus line.

The Socialiser - Market to this segment by creating opportunities for social interactions and connections, such as hosting coffee-themed social events or hosting workshops or classes on coffee-related topics. Offer promotions and discounts for groups, such as discounts for groups of friends who purchase coffee together. Partner with other businesses or organisations that are focused on social connections, such as co-working spaces or meetup groups.

The Soloist - Market to this segment by creating a peaceful and relaxing atmosphere in your cafes, such as by playing calming music, providing comfortable seating, and offering a variety of books and magazines for customers to enjoy. Offer promotions and discounts for solo customers, such as discounts for customers who come to your cafe alone. Host events or partnerships that are focused on self-care and mindfulness, such as hosting meditation sessions or workshops on self-care.

The Health Nut - Market to this segment by offering organic, fair trade, and sustainable coffee options, and highlighting the health benefits of these options. Offer promotions and discounts for customers who purchase healthy options, such as discounts for customers who order a smoothie or a salad along with their coffee. Host events or partnerships with organisations that are focused on health and wellness, such as hosting yoga classes or health-themed workshops at your cafes.

The Connoisseur - Market to this segment by offering a wide variety of coffee flavours and varieties, and highlighting the unique and interesting flavours and origins of your coffee. Offer promotions and discounts for customers who try new flavours or varieties, such as discounts for customers who try a new coffee blend each week. Host events or partnerships that are focused on coffee education and exploration, such as hosting coffee tastings or coffee-themed workshops.

This shows that the language model can think beyond a segment's core need to how a brand can best respond to audiences expressing that need. Like everything the language model produces, it needs some human pruning and elaboration, but it is a great starting point.

LESSON: Extrapolate. Language models can flesh out and enhance our understanding of a segment once we're convinced it grasps the basic definition.

Now let's pick a segment and push on towards a marketing strategy.

PROMPT:

... Write a marketing strategy for The socialiser segment

RESPONSE:

To market to The socialiser segment, our strategy will focus on creating opportunities for social interactions and connections, and offering promotions and discounts that encourage customers to come to our cafes with their friends and colleagues.

Our key tactics will include:

1. Hosting coffee-themed social events, such as open mic nights, trivia nights, or book clubs, at our cafes. These events will provide a fun and engaging way for customers to connect with others over coffee, and will help to create a sense of community and belonging at our cafes.
2. Offering promotions and discounts for groups, such as discounts for groups of friends who purchase coffee together. This will encourage customers to come to our cafes with their friends and colleagues, and will provide an incentive for them to spend more time and money at our cafes.
3. Partnering with other businesses or organisations that are focused on social connections, such as co-working spaces or meetup groups. We will offer promotions and discounts to customers who are members of these

organisations, and we will collaborate with these organisations to host events or workshops at our cafes.

4. Creating a welcoming and inviting atmosphere at our cafes, such as by providing comfortable seating, a variety of food and drink options, and a range of entertainment options, such as board games or books. This will make our cafes an attractive and appealing destination for customers who want to connect with others over coffee.
5. Using social media and other online platforms to promote our events and promotions, and to engage with customers who are interested in social connections and coffee. We will use targeted advertising, social media posts, and email marketing to reach customers who are interested in our events and promotions, and we will respond to comments and messages from customers to create a sense of community and connection online.

Are these now fully baked ideas ready to take to market? No. We should be honest with ourselves about how this information is generated and how it can be invested. Based on the approach of the language model, we assume these ideas typically come from marketing best practices web content and real-world activities pulled from existing brands. Is that good enough for marketers? Probably not. They may not be bad ideas, and you could do worse than using them as the premise of a marketing process. But you have to go further. We'd suggest applying many themes mentioned in this book:

- Create better-focused prompts. You should prompt the language model to suggest ideas linked to commercial objectives. For example, 'we need to increase revenue per visit....'
- Combine these with human curation to inject some creativity
- Run the prompts (and variations on them) numerous times to the point of saturation. Tell the language model what you like and what you don't. Ask for bolder or more niche ideas. This will help to develop a fuller list of ideas
- Feed your curated, edited summary of the language model's output into a brainstorming session and / or further real-world research

Armed with our promising summary, we now deep dive into how to use the language model's capabilities in individual areas of a go-to-market strategy: Products, Positioning, Place (Media) and Partnerships. Each teaches us specific lessons that apply to that goal as well as general lessons which help us develop a template for working with the language model.

Targeted Products

Language models can generate ideas for new products using a prompt that describes the product category or target market.

Let's start broadly.

PROMPT:

... continued from coffee prompts earlier ...
What are consumers looking for in a great tasting coffee?

RESPONSE:

Consumers are looking for a variety of things in a great tasting coffee. Some people may be looking for a coffee with a strong, bold flavour, while others may prefer a more delicate, nuanced flavour. Additionally, many people are looking for a coffee that is smooth and easy to drink, with no bitterness or harshness. Other factors that can affect the overall taste of the coffee include the aroma and the mouthfeel. A great tasting coffee should have a pleasing aroma and a smooth, enjoyable mouthfeel. Ultimately, the key to a great tasting coffee is to find a balance between all of these factors.

This grounds the language model in the category's themes and language, but won't help us develop a targeted product...yet.

If you want creative new product ideas in the coffee industry, you could prompt the language model with the target market (e.g. "morning commuters") and the product category (e.g. "take-away coffee"). The language model could then generate a variety of potential product ideas, such as mobile coffee carts, personalised coffee subscriptions, or coffee-flavoured protein bars, that you could explore and develop further.

Here's a simple version of what we're talking about, starting with just the segment name.

PROMPT:

... continued from coffee prompts earlier ...
Come up with new products for The socialiser segment that speak to their unique needs

RESPONSE:

To create new products for The Socialiser segment that speak to their unique needs, we will focus on offering products that encourage social interactions and connections, and that provide opportunities for customers to share and enjoy coffee with their friends and colleagues in meaningful and memorable ways. Some possible product ideas include:

1. **Customizable coffee blends** - Customers can create their own unique coffee blends by choosing from a selection of different coffee beans, roasts, and flavours, and can personalise their blends with their own names or messages. These custom blends can be shared with friends and colleagues as gifts, or can be enjoyed as a unique and personalised coffee experience.

2. **Coffee-themed party packs** - Customers can purchase party packs that include a variety of coffee flavours and blends, as well as accessories and other items that are related to coffee and social connections, such as coffee mugs, coffee-themed games or puzzles, and coffee-themed recipes. These party packs can be used to host coffee-themed parties or events, and can provide an enjoyable and memorable coffee-themed experience for customers and their guests.
3. **Coffee-themed subscription clubs** - Customers can join coffee-themed subscription clubs that provide a variety of coffee flavours and blends, as well as accessories and other items that are related to coffee and social connections, such as coffee mugs, coffee-themed books or magazines, and coffee-themed recipes. These subscription clubs can provide a regular source of coffee-themed experiences and products for customers to enjoy with their friends and colleagues, and can foster a sense of community and belonging among club members.
4. **Coffee-themed gift cards** - Customers can purchase gift cards that can be used at our cafes, and can personalise the gift cards with their own messages or designs. These gift cards can be given as gifts to friends and colleagues, and can provide an easy and convenient way for them to enjoy coffee at our cafes.
5. **Coffee-themed loyalty rewards** - Customers can earn loyalty rewards by purchasing coffee at our cafes, and can redeem their rewards for a variety of coffee-themed experiences and products, such as coffee tastings, coffee-themed workshops or classes, or coffee-themed merchandise. These loyalty rewards can provide an incentive for customers to visit our cafes more frequently, and can foster a sense of loyalty and engagement among our customers.

There are some interesting starting points here, though the focus is very much on ideas for individuals and gifting rather than initiatives which encourage social gathering - for example, a coffee shop hosting a book signing or lecture. We'd suggest:

- Asking in the next prompt for more ideas that encourage or leverage coffee's social aspects
- Asking for more novel, niche, or innovative ideas
- Reiterating the importance of the target segment and instructing that ideas be solely focused on their needs (we can worry about scaling up later)
- Going deeper into the needs of the target segment, so that the language model is 'warmed up' to their specific requirements before suggesting more ideas
- Providing additional guidance on the type of idea under development. As always, the more specific you can be on the type of business decision you need to make, the more advice the language model can deliver.

LESSON: Use your creativity to push language models away from their comfort zone. Rather than seeking an ‘average’ result, aim for unique output by challenging it to be more specific and responsive to your situation.

Targeted Positioning

Language models work just as well when asked to return a positioning for your brand. Let’s start with a definition of ‘brand positioning’.¹⁰

Brand positioning is the way that a brand differentiates itself from its competitors in the market, and communicates its unique value proposition to its target audience. A brand's positioning is based on its core values, beliefs, and attributes, and is reflected in its messaging, marketing, and product offerings.

A brand's positioning helps it to stand out from its competitors and to attract and retain a specific target market. For example, a brand that positions itself as high-quality and luxurious will likely attract a different target market than a brand that positions itself as affordable and accessible.

To develop a successful brand positioning, a company must first understand its target market and its competitors and then identify its unique value proposition and core attributes. This information can be used to create a positioning statement, which summarises the brand's unique value proposition and differentiates it from its competitors. The brand's positioning should be reflected in all of its messaging and marketing and should be consistently communicated to its target audience.

A Language Model’s Brand Positioning Framework Applied To A Coffee Brand

Let’s try it out for a coffee brand to reveal how the language model structures and thinks about brand positioning.

PROMPT:

... continued ...

Come up with ideas for brands that are uniquely positioned for The socialiser segment

RESPONSE:

To create brands that are uniquely positioned for The socialiser segment, we will focus on offering products and experiences that encourage social interactions and connections, and that provide opportunities for customers to share and enjoy coffee with their friends and colleagues in meaningful and memorable ways. Some possible brand ideas include:

¹⁰ A language model wrote this definition

1. **"Coffee Connect"** - This brand offers a variety of coffee flavours and blends, as well as accessories and other items that are related to coffee and social connections, such as coffee mugs, coffee-themed games or puzzles, and coffee-themed recipes. The brand's focus is on providing customers with opportunities to connect with others over coffee, and to foster social interactions and connections through coffee-themed experiences and products.
2. **"Coffee Circle"** - This brand offers a variety of coffee flavours and blends, as well as accessories and other items that are related to coffee and social connections, such as coffee mugs, coffee-themed books or magazines, and coffee-themed recipes. The brand's focus is on creating a sense of community and belonging among its customers, and on providing customers with a regular source of coffee-themed experiences and products that they can enjoy with their friends and colleagues.
3. **"Coffee Culture"** - This brand offers a variety of coffee flavours and blends, as well as accessories and other items that are related to coffee and social connections, such as coffee cups, coffee-themed cards or games, and coffee-themed recipes. The brand's focus is on exploring and discovering the diverse and rich culture of coffee, and on providing customers with opportunities to learn about coffee, connect with others who are interested in coffee, and enjoy coffee in a unique and engaging way.
4. **"Coffee Collective"** - This brand offers a variety of coffee flavours and blends, as well as accessories and other items that are related to coffee and social connections, such as coffee mugs, coffee-themed candles or soaps, and coffee-themed books or magazines. The brand's focus is on creating a sense of collaboration and partnership among its customers, and on providing customers with opportunities to support and engage with each other and with the brand through coffee-themed experiences and products.
5. **"Coffee Community"** - This brand offers a variety of coffee flavours and blends, as well as accessories and other items that are related to coffee and social connections, such as coffee mugs, coffee-themed t-shirts or hats, and coffee-themed books or magazines. The brand's focus is on creating a sense of community and connection among its customers, and on providing customers with opportunities to connect with others who share their interest in coffee through coffee-themed experiences and products.

This list puts coffee at the centre, rather than understanding that the hot beverage is merely an *excuse* for social interaction. A great positioning for the socialiser segment needs to start with why, how, and how coffee adds to these gatherings. We'd suggest injecting this idea into your prompt and then iterating to make the language model keep refining the output.

Let's try to position a coffee shop using a language model-generated review.

PROMPT:

... continued ...

Write a review of a new coffee shop that is targeted to appeal to The socialiser segment. Do not mention the segment in the review

RESPONSE:

I recently visited the new coffee shop called "Coffee Connect" and was blown away by the experience. This coffee shop has a welcoming and inviting atmosphere, with comfortable seating, a variety of food and drink options, and a range of entertainment options, such as board games and books. The staff are friendly and helpful, and are always happy to chat with customers and make recommendations.

The coffee itself is excellent, with a wide variety of flavours and blends to choose from. I particularly enjoyed the custom blend that I created, which was personalised with my name and was a perfect match for my tastes.

But what really sets this coffee shop apart is the focus on social connections and interactions. The coffee shop regularly hosts coffee-themed events, such as open mic nights, trivia nights, and book clubs, which provide a fun and engaging way for customers to connect with others over coffee. The coffee shop also offers promotions and discounts for groups, which encourage customers to come to the coffee shop with their friends and colleagues.

Overall, I would highly recommend "Coffee Connect" to anyone who is looking for a unique and enjoyable coffee-themed experience, and who values social connections and interactions. This coffee shop truly stands out from the rest, and is a must-visit destination for coffee lovers.

This is fine, but it's bare-bones, bland, and lacks personality. Writing style matters. Let's jazz it up:

PROMPT:

...

Make it a more exciting read

RESPONSE:

I recently had the pleasure of visiting the new coffee shop called "Coffee Connect" and was absolutely blown away by the experience. From the moment I stepped through the door, I was greeted with a warm and inviting atmosphere, complete with comfortable seating, a wide array of delicious food and drink options, and even a range of entertainment options such as board games and books. The staff were friendly, helpful, and always eager to chat with customers and make recommendations.

But the true highlight of my visit was the coffee itself. With a wide variety of flavours and blends to choose from, I was able to find the perfect cup of coffee to suit my tastes. I even had the opportunity to create my own custom blend, which was personalised with my name and was absolutely perfect.

But what truly sets "Coffee Connect" apart from other coffee shops is its focus on social connections and interactions. The coffee shop regularly hosts a variety of coffee-themed events, such as open mic nights, trivia nights, and book clubs, which provide a fun and engaging way for customers to connect with others over a delicious cup of coffee. And the coffee shop offers promotions and discounts for groups, encouraging customers to come and enjoy a cup of coffee with their friends and colleagues.

In short, I highly recommend "Coffee Connect" to anyone looking for a unique and enjoyable coffee-themed experience that encourages social connections and interactions. This coffee shop is a must-visit destination for coffee lovers and is sure to leave a lasting impression.

Much better. There is still much an experienced copywriter can add to get it where you'd feel comfortable posting it to Yelp. But you can see from the above how powerful it is to ask for iteration and to provide guidance on writing style.

LESSON: Style matters. If you're not telling the language model how you want your answer written and formatted, it will make an assumption. It's better to have a style in mind and prompt for it via a clear description or some sample text.

It is possible to go too far in using the language model to imitate writing styles though.

PROMPT:

Write a poem that is a review of a new coffee shop that is targeted to appeal to The Socialiser segment. Do not mention the segment in the review

RESPONSE:

I recently had the chance
To visit a new coffee shop
And I must say, I was blown away
The atmosphere was warm and inviting
With comfortable seating, food and drink

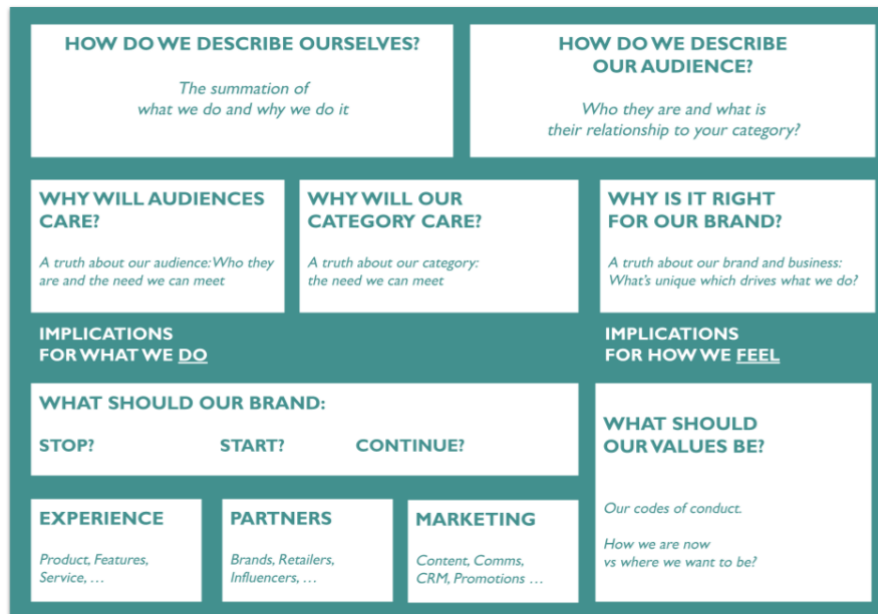
And even entertainment options
 To keep me on the brink
 The staff were friendly and helpful
 Eager to chat and recommend
 The perfect cup of coffee
 To suit my needs in the end
 But what sets this coffee shop apart
 Is its focus on social connections
 Hosting events and promotions
 For groups and connections
 In conclusion, I highly recommend
 This coffee shop to all
 Looking for a unique and enjoyable
 Coffee-themed experience
 A must-visit destination
 For coffee lovers, I implore
 Long live coffee, forevermore!

Methinks the language model has too much time on its hands (although exercises like this may have a place. At least the response proves that the language model has understood the task! Think about other creative writing styles you like. You can ask for these or even give the language model examples of writing styles that you like and ask it to mimic them to get the results you want it to emulate.

The Audience Strategies Brand Positioning Framework

Thanks in large part to our work over the years with a brilliant creative and brand agency called Sunshine on brands like BBC Earth, Harrods, Diesel and more, we have developed a framework to help companies position their brands. The framework considers the audience, category, and unique attributes to guide considerations for how a brand's positioning should inform its experience, partnerships, marketing initiatives, values and codes of conduct.

It's a different journey for every client, but in generalise, it looks like the figure overleaf.



The Audience Strategies Brand Positioning Framework

The Audience Strategies Brand Positioning Framework For Harrods

Let's try out the language model on Harrods, the London luxury department store, whose brand positioning we worked with Sunshine to refine.

Harrods is an iconic and opulent department store located in the heart of London. With over 330 departments spread across seven floors, it offers a shopping experience unlike any other, catering to the ultra-high net worth clientele. From designer clothing and accessories to home furnishings and gourmet food, Harrods has it all. But it's not just a place to shop – it's a destination in itself, with exclusive events and experiences ranging from fashion shows to cooking demonstrations. With its luxurious atmosphere and top-of-the-line products, Harrods is the ultimate destination for those seeking the best of the best.¹¹

To start, we'll simply tell the language model the framework we want to use (converting our table into text) and check it gets where we're coming from. Then we'll ask the language model to 'apply this to Harrods' - without providing any briefing, context, or proprietary knowledge, so we'll get an answer purely generated by the language model.

PROMPT:

We like the following framework for brand positioning work:

HOW DO WE DESCRIBE OURSELVES? What we do and why we do it

¹¹ Yes, a language model wrote this

HOW DO WE DESCRIBE OUR AUDIENCE? Who they are and what is their relationship to our category?

WHY WILL AUDIENCES CARE? A truth about our audience: Who they are and the need we can meet

WHY WILL OUR CATEGORY CARE? A truth about our category: The need we meet

WHY IS IT RIGHT FOR OUR BRAND? A truth about our brand and business: What's unique which drives what we do?

IMPLICATIONS FOR WHAT WE DO

WHAT SHOULD OUR BRAND: STOP? START? CONTINUE?

OUR EXPERIENCE: Product, Features, Service, ...

OUR PARTNERS: Brands, Retailers, Influencers, ...

OUR MARKETING: Content, Comms, CRM, Promotions ...

IMPLICATIONS FOR HOW WE FEEL

WHAT SHOULD OUR VALUES BE? Our codes of conduct. How we are now vs where we want to be?

RESPONSE:

Yes, this is a common framework for brand positioning work. The steps outlined in the framework help companies identify their unique value proposition and understand how their brand fits within their target audience and category. By defining their brand positioning in this way, companies can make more effective decisions about what to stop, start, and continue doing in order to engage with their audience and drive growth. The framework also emphasises the importance of considering the emotional and cultural implications of the brand positioning, such as the values and codes of conduct that should guide the brand's actions

PROMPT:

Please apply this framework to Harrods

RESPONSE:

Here is an example of how the brand positioning framework could be applied to Harrods:

HOW DO WE DESCRIBE OURSELVES?

- Harrods is a luxury department store in London that offers a wide range of high-quality products and services, including fashion, home goods, beauty, and food.

- Harrods is known for its exceptional customer service and prestigious shopping experience.

HOW DO WE DESCRIBE OUR AUDIENCE?

- Harrods' target audience consists of affluent individuals who appreciate luxury goods and services and are willing to pay a premium for them.
- These individuals have a high level of disposable income and are seeking a high-end shopping experience that meets their expectations and exceeds them.

WHY WILL AUDIENCES CARE?

- Harrods' audience cares about having access to exclusive and high-quality products and services that reflect their taste and status.
- They also care about being able to shop in a luxurious and prestigious environment that enhances their experience and provides them with a sense of exclusivity and privilege.

WHY WILL OUR CATEGORY CARE?

- Harrods' category (luxury retail) cares about offering unique and desirable products and services that are not readily available elsewhere.
- The category also cares about providing a luxury shopping experience that differentiates it from other retailers and enhances the value of the products and services being offered.

WHY IS IT RIGHT FOR OUR BRAND?

- Harrods is the right brand for this positioning because it has a long history of offering high-quality products and services and providing exceptional customer service.
- The brand is also known for its luxury shopping experience and prestigious reputation, which aligns with the values and expectations of its target audience.

IMPLICATIONS FOR WHAT WE DO:

- Harrods should continue to focus on offering a wide range of high-quality products and services that cater to its target audience's needs and preferences. The brand should also continue to invest in providing exceptional customer service and enhancing the luxury shopping experience in its store.
- In terms of partnerships, Harrods should seek out collaborations with other luxury brands and retailers that can add value to its offering and further enhance its prestige.

- In terms of marketing, Harrods should focus on communicating its unique value proposition and luxury shopping experience to its target audience through high-end channels and content.

IMPLICATIONS FOR HOW WE FEEL:

- Harrods' values should be focused on luxury, exclusivity, and exceptional customer service.
- The brand should strive to create a sense of prestige and privilege for its customers and employees, and maintain the highest standards of quality and service in all aspects of its operations.

We obviously can't reveal the proprietary results from the Harrods brand positioning. And we certainly wouldn't expect the language model to replicate it. But, knowing what the *real* brand positioning statement looks like, we can give some feedback on the language model's version:

- The language model does a good job of pulling out several examples of what makes Harrods unique and special: for example, the exceptional levels of customer service, its rich heritage, and the unique breadth of luxury products it carries
- These results are better-suited for building a distinct and valuable brand than just talking about luxury, premium, or exclusivity, as they are generic and applicable to any high-end retailer
- The next step would be to pick a strategic direction from these start-points and then ask the language model to refine its answers
- The response illustrates the wider point that strategy pivots on setting a direction - it's not about the 'right' or 'wrong' answer but about picking a lane and running down it. The language model needs our input and our POV on how to proceed. Different brand strategists may adopt different paths and may end up with equally great brand strategies. That's the fun of it! Interestingly, the language model facilitates these diverse directions and assists in making the ultimate decision about which path to follow.

But you'll need to go beyond this simple brand positioning example to deploy this tactic in the real world. Ideally, you should tell the language model the audience segment(s) you want your brand to be best positioned for, so you don't risk occupying a position that tries to please every segment and ends up not appealing to any.

Let's try it out with another very different brand that we know well. We'll learn some different lessons this time.

The Audience Strategies Brand Positioning Framework For BBC Earth

We also worked with Sunshine on a brand positioning for BBC Earth. Let's take a look at what the language model produces here.

PROMPT:

... continued ...

Please apply this framework to BBC Earth

RESPONSE:

To apply this framework to BBC Earth, we can use the following approach:

HOW DO WE DESCRIBE OURSELVES?

- BBC Earth is a multimedia production company focused on the natural world. BBC Earth creates content for a variety of platforms, including television, film, and digital media.

HOW DO WE DESCRIBE OUR AUDIENCE?

- BBC Earth's audience is primarily made up of individuals who are interested in nature and the environment.
- BBC Earth's content is also enjoyed by individuals who enjoy learning about and exploring the natural world.

WHY WILL AUDIENCES CARE?

- BBC Earth's content is unique and engaging, offering audiences an opportunity to learn about and experience the natural world in a new and exciting way.
- BBC Earth's content is backed by scientific research and expert knowledge, providing audiences with accurate and reliable information about the natural world.

WHY WILL OUR CATEGORY CARE?

- BBC Earth's content is highly regarded for its quality and attention to detail, making it a valuable addition to the nature and environment category.
- BBC Earth's content is widely distributed and has a large global audience, making it a valuable partner for organisations and individuals in the nature and environment category.

WHY IS IT RIGHT FOR OUR BRAND?

- BBC Earth's mission is to inspire audiences with the beauty and wonder of the natural world, which aligns perfectly with the brand's focus on creating high-quality content about the natural world.

- BBC Earth's content is backed by scientific research and expert knowledge, making it a trusted and reliable source of information about the natural world.

IMPLICATIONS FOR WHAT WE DO:

- BBC Earth should continue to focus on creating engaging and informative content about the natural world.
- BBC Earth should also explore new ways to reach and engage with audiences, such as through social media and other digital platforms.

IMPLICATIONS FOR HOW WE FEEL:

- BBC Earth should continue to focus on its core values of education, inspiration, and conservation.
- BBC Earth should strive to make a positive impact on the natural world and the audiences it serves.

We obviously can't share the non-public work we did on the BBC Earth brand positioning, either. And, again, we certainly wouldn't expect the language model to replicate it. But, here are our observations on the AI's performance compared to our real-world results:

- The language model's answer is initially functional and generic in its suggestions. It explains what BBC Earth does (makes high-quality content about the natural world), but it doesn't directly explore why this is valuable to people or how BBC Earth is distinct from other natural world content
- There are glimmers of insights hidden within the answers, however. For example, the phrases 'inspiring audiences with the beauty and wonder of the natural world', 'striving to make a positive impact on the world', and 'backed up by scientific research and expert knowledge' could jumpstart distinct and emotive positioning for the brand
- With additional research and a deeper dive into BBC Earth it would be possible to instruct the language model to be more specific and concrete in its answers to elevate the solutions delivered. For example, asking it to include 'conservation' in all answers
- The language model also needs to be given greater direction when it comes to deciding how to transcend superficial answers of 'make more content' and 'use social media and digital'

So, as with every time we use the language model, feedback and iteration are key. In this case, we seem to require a longer iterative cycle than in previous examples. That's OK. It is natural, in fact. Embrace the process or you'll risk falling prey to the fallacy that the language model falls short, moving on with your life, and missing out on a powerful new marketing weapon.

LESSON: The more creative the task, the more human intervention that's required. Seek to be inspired, rather than spoon-fed the answers.

As with the Harrods example, we've kept this exercise simple to illustrate how brand positioning can work with a language model. Again, real-world deployments will require more sophistication.

With our positioning framework established, let's move on to the next marketing 'P': Place, and concentrate on where we display our message.

Targeted Place (Media)

Having established a clear and compelling brand positioning, the next step in developing a go-to-market strategy is to determine the most effective channels for reaching and engaging the target audience. This is where media planning comes into play, and language models can be incredibly useful tools in this process. Here a model defines media planning for us:

Media planning is the process of selecting and organising media outlets and channels, such as television, radio, print, digital, and social media, to effectively reach and engage a target audience. Media planning is an important part of a company's marketing strategy and involves researching the target market, identifying the appropriate media channels and outlets, and developing a media schedule and budget.

Media planning typically begins with the development of a media strategy, which outlines the goals and objectives of the campaign, the target audience, the key messages and creative concepts, and the desired outcomes. This strategy is used to guide the selection of media channels and outlets, and to determine the appropriate mix of paid, owned, and earned media.

Once the media channels and outlets have been selected, the next step in the media planning process is to develop a media schedule, which outlines the timing, placement, and frequency of the messages and content. This schedule should take into account the target audience's behaviour, preferences, and media habits, as well as the availability and cost of advertising slots.

Finally, the media plan should include a budget, which outlines the projected costs of the media campaign, including the cost of media buys, production, and creative development. The budget should be carefully managed and monitored throughout the campaign to ensure that the media plan is on track and achieving its desired outcomes.

We can drive the language model to compare and contrast media channels' strengths and weaknesses (note we first primed the model to explain dimensions on which marketing channels are most differentiated).

PROMPT:

Create a table comparing the main marketing channels across the main dimensions on which they're differentiated such as reach, cost, impact, target audience, speed, control, engagement and measurability. Use a score of 1 to 5 to rate each dimension and to report their weaknesses and strengths . For target market, don't give a rating, instead use words to describe how the channels differ

RESPONSE:

Marketing Channel	Reach	Cost	Impact	Target Audience	Speed	Control	Engagement	Measurability
Email Marketing	3	4	2	Narrowly defined	2	4	2	5
Social Media	4	3	3	Widely defined	5	3	4	4
Search Engine Marketing	4	4	3	Well-defined	4	3	3	4
Content Marketing	3	2	4	Well-defined	3	4	4	4
Influencer Marketing	4	4	4	Widely defined	4	2	5	4

Email Marketing:

- Strengths: relatively low cost, high level of control, high measurability
- Weaknesses: low impact, low engagement, slow speed

Social Media:

- Strengths: high reach, relatively low cost, high speed, high engagement
- Weaknesses: low control, can be difficult to target specific audiences

Search Engine Marketing:

- Strengths: high reach, high speed, well-defined target audience
- Weaknesses: relatively high cost, low level of control, low engagement

Content Marketing:

- Strengths: low cost, high level of control, high engagement, well-defined target audience
- Weak weaknesses: low reach, slow speed

Influencer Marketing:

- Strengths: high reach, high engagement, widely defined target audience
- Weak weaknesses: relatively high cost, low level of control, can be difficult to measure results

This simple example inspires the language model to think about media channels. In the real world, of course, you would augment the results with your marketing acumen to refine your media placement, overlaying the language model's recommendations and specific parameters:

- **Objectives** - If you're trying to establish a new mass-market brand the channel mix would be very different to retaining a small, loyal audience for a luxury brand
- **Audience** - You'd have a very different media profile for different target audience segments

Now, let's see it in action. To keep it simple, we'll lightly state the category and the audience segment, although you'll want to add a lot more specificity to use this in the real world.

PROMPT:

A company makes protein bars. They target the busy professionals segment. Write a media plan for the launch of the brand

RESPONSE:

Our media plan for the launch of our protein bar brand is as follows:

First, we will launch a targeted social media campaign to reach busy professionals on platforms like LinkedIn and Facebook. This will include sponsored posts, influencer partnerships, and targeted ads to reach our target audience.

Next, we will launch a digital advertising campaign on popular news and business websites, targeting busy professionals who are likely to be interested in our product. This will include banner ads, native advertising, and sponsored content.

We will also launch a series of email marketing campaigns to our target audience, offering exclusive discounts and promotions to drive sales.

In addition to digital advertising, we will also engage in traditional media outreach, targeting relevant trade publications and industry websites to generate buzz and coverage for our brand.

Finally, we will leverage our network of business contacts and partnerships to host product demonstrations and tastings at popular coworking spaces and business events, where busy professionals are likely to be present. This will allow us to showcase our product and build brand awareness in a more personal and engaging way.

Bland, eh? Let's prime the language model with what "good" looks like to encourage it to return a more considered and actionable response.

PROMPT:

What does a great and detailed media plan look like?

RESPONSE:

A great and detailed media plan should include a clear overview of the target audience, including their demographics, interests, and media habits. It should also include a description of the brand and its key messaging, as well as specific goals and objectives for the media campaign.

The plan should then outline the specific tactics and channels that will be used to reach the target audience, including details on the creative approach, budget, and timeline. This could include channels such as social media, digital advertising, traditional media, events, and email marketing.

The plan should also include metrics and KPIs that will be used to measure the success of the campaign, such as reach, engagement, conversions, and sales.

Finally, the plan should include a detailed budget and timeline, outlining the specific resources and milestones that will be needed to execute the campaign successfully. This could include details on staffing, vendors, and any additional costs or considerations.

Now that the language model is primed with the knowledge of what a good media plan includes, we can ask it again to write one for our campaign. We expect much more sophisticated results.

PROMPT:

Please rewrite the media plan in this format and ensure that every detail is focused on targeting the busy professionals segment

RESPONSE:

Target Audience:

- Busy professionals, aged 25-45
- Interested in health and wellness
- Active on social media and business websites

Brand and Messaging:

- Our protein bar brand offers convenient, high-protein snacks for busy professionals
- Our bars are made with natural ingredients and provide sustained energy and nutrition

Goals and Objectives:

- Generate brand awareness among busy professionals
- Increase sales and conversions among our target audience
- Establish our brand as a leading provider of protein bars for busy professionals

Tactics and Channels:

- Social media campaigns on LinkedIn and Facebook
- Digital advertising on business and news websites
- Email marketing campaigns with exclusive promotions
- Traditional media outreach to trade publications and industry websites
- Product demonstrations and tastings at coworking spaces and business events

Metrics and KPIs:

- Reach and engagement on social media
- Click-through rates and conversions on digital ads
- Open and click-through rates on email marketing
- Coverage and mentions in traditional media
- Sales and conversions from product demonstrations and tastings

Budget and Timeline:

- \$10,000 budget for social media, digital advertising, and email marketing
- \$5,000 budget for traditional media outreach and events

- Campaign to run for three months, starting in January 2023
- Staffing needs: 1 social media specialist, 1 digital advertising specialist, 1 email marketing specialist, 1 events coordinator

The language model delivers - mostly. Ideally, at this stage, you should follow up to sharpen the action steps:

- The specific budget figures are likely to be far too low. You could get the language model to give better numbers by sharing the scale of the goal you want to achieve, but it would likely be better just to work out the numbers yourself, so we won't push this line of thinking here
- Ideally, we'd try to get the KPIs directly connected to the communication objectives identified. However, this doesn't happen as often as it should in the real world, either!

We're also disappointed that it has not been sufficiently focused on the target segment we chose. So let's ask the language model to take another pass at the question. You should never be afraid of just asking the AI to redo a task with a different focus. It will not be offended. In fact, it will appreciate your teaching it what you're looking for and incorporate your instructions to better serve you for the duration of your chat session.

PROMPT:

Please rewrite with the Tactics and Channels and the Metrics and KPIs sections more focused on the busy professionals segment

RESPONSE:

Target Audience:

- Busy professionals, aged 25-45
- Interested in health and wellness
- Active on social media and business websites

Brand and Messaging:

- Our protein bar brand offers convenient, high-protein snacks for busy professionals
- Our bars are made with natural ingredients and provide sustained energy and nutrition

Goals and Objectives:

- Generate brand awareness among busy professionals

- Increase sales and conversions among our target audience
- Establish our brand as a leading provider of protein bars for busy professionals

Tactics and Channels:

- Social media campaigns on LinkedIn targeting busy professionals in relevant industries
- Digital advertising on business and news websites frequented by busy professionals
- Email marketing campaigns with exclusive promotions targeting busy professionals who have expressed interest in health and wellness products
- Traditional media outreach to trade publications and industry websites that cater to busy professionals
- Product demonstrations and tastings at coworking spaces and business events frequented by busy professionals

Metrics and KPIs:

- Reach and engagement on LinkedIn among busy professionals
- Click-through rates and conversions on digital ads targeted to busy professionals
- Open and click-through rates on email marketing campaigns targeted to busy professionals
- Coverage and mentions in trade publications and industry websites that cater to busy professionals
- Sales and conversions from product demonstrations and tastings at events and locations frequented by busy professionals

Booyah! Now we're talking! It took some trial and error and a bit of reframing, but our perseverance paid off with a workable plan in the end. And end-to-end, it will only take you a few minutes to arrive at similar results. This is a wonderful framework to launch media planning. You should quickly spin up a plan like this for your brand and then use the time you would have invested planning in the real world on polishing, refining and adding value to it.

Targeted Partnerships

Brand partnerships are collaborations between two or more brands, in which the brands combine their resources, expertise, and audiences to create mutually beneficial marketing

campaigns, products, or services. Brand partnerships can take many different forms, including co-branded products, sponsored events, content collaborations, and cross-promotions.

Brand partnerships are often used by companies to reach new audiences, increase brand awareness, gain access to new markets or technologies, and create unique and engaging experiences for their customers. For example, a clothing brand might partner with a fitness brand to create a co-branded line of activewear, or a food brand might partner with a travel brand to create a sponsored food and travel experience.

To be successful, brand partnerships must be carefully planned and executed, and must align with the values, goals, and target markets of both brands. It is important for the brands to define their roles, responsibilities, and expectations, and to establish clear metrics and benchmarks for measuring the success of the partnership.¹²

Let's see how a language model can help.

Identifying And Pitching A Protein Bar Partnership

We'll start by asking a language model to brainstorm the kinds of partnerships that we should seek out. In the interest of simplicity, we'll broadly define the type of company we are interested in and the audience macro segment. You'll want to be a lot more specific and descriptive in both of these regards to ensure results that are useful for your brand.

PROMPT:

A company makes protein bars. They target the busy professionals segment. List ten types of company they should consider Brand Partnerships with to reach the busy professionals segment. Give each type a name. For each: give the benefit to the protein bar brand and also the benefit to the brand partner

RESPONSE:

Fitness centres and gyms: The protein bar brand could partner with fitness centres and gyms to provide free samples or discounts to members. This would help the protein bar brand reach a target audience and potentially increase sales, while the fitness centres and gyms could benefit from the partnership by providing an additional service to their members and potentially attracting new members.

Corporate offices and co-working spaces: The protein bar brand could partner with corporate offices and co-working spaces to provide snacks for employees and clients. This would help the protein bar brand reach busy professionals who may be interested in a convenient and healthy snack option, while the corporate offices and co-working spaces could benefit from the partnership by offering a healthier snack option to their employees and clients.

¹² A language model wrote this introduction to brand partnerships for us

Health food stores and supermarkets: The protein bar brand could partner with health food stores and supermarkets to display and promote their products. This would help the protein bar brand reach consumers who are interested in healthy and convenient snack options, while the health food stores and supermarkets could benefit from the partnership by offering a new product to their customers.

Online retailers and e-commerce platforms: The protein bar brand could partner with online retailers and e-commerce platforms to sell their products on their websites. This would help the protein bar brand reach a wider audience and potentially increase sales, while the online retailers and e-commerce platforms could benefit from the partnership by offering a new product to their customers.

Personal trainers and fitness instructors: The protein bar brand could partner with personal trainers and fitness instructors to recommend their products as a post-workout snack. This would help the protein bar brand reach a target audience and potentially increase sales, while the personal trainers and fitness instructors could benefit from the partnership by providing their clients with a healthy and convenient snack option.

Health and wellness bloggers and influencers: The protein bar brand could partner with health and wellness bloggers and influencers to promote their products on social media and other online platforms. This would help the protein bar brand reach a wider audience and potentially increase sales, while the bloggers and influencers could benefit from the partnership by promoting a product that aligns with their brand and message.

Corporate wellness programs: The protein bar brand could partner with companies that offer corporate wellness programs to provide their products as part of the program. This would help the protein bar brand reach a target audience and potentially increase sales, while the corporate wellness programs could benefit from the partnership by offering a healthy and convenient snack option to their participants.

Sports teams and organisations: The protein bar brand could partner with sports teams and organisations to provide their products as part of the team's nutrition plan. This would help the protein bar brand reach a target audience and potentially increase sales, while the sports teams and organisations could benefit from the partnership by providing their players with a healthy and convenient snack option.

Professional networking organisations: The protein bar brand could partner with professional networking organisations to provide their products at events and meetings. This would help the protein bar brand reach a target audience and potentially increase sales, while the networking organisations could benefit from the partnership by offering a healthy and convenient snack option to their members.

Transportation companies: The protein bar brand could partner with transportation companies, such as airlines and train companies, to provide their products as part of the in-flight or in-transit meal options. This would help the protein bar brand reach a target audience and potentially increase sales, while the transportation companies could benefit from the partnership by offering a healthier snack option to their passengers.

The language model got it in one! Actionable opportunities galore!

LESSON: Language models thrive on producing a diverse set of concepts. When a breadth of idea generation is required, language models are your friend.

Now let's get the language model's help in getting our foot in the door.

PROMPT:

They want to target Transportation companies for a brand partnership. Please write a letter to a Transportation company analysing the benefits of partnership and persuading them to work with the protein bar company.

RESPONSE:

Dear [Transportation Company]

I am writing to introduce our protein bar brand and to discuss the potential benefits of a brand partnership with your company.

At [Protein Bar Brand], we specialise in creating delicious and convenient protein bars that are perfect for busy professionals on-the-go. Our bars are made with high-quality ingredients and provide a healthy and satisfying snack option that can help support a busy lifestyle.

We believe that a partnership with your company would be mutually beneficial. As a transportation company, you are in a unique position to reach a large number of busy professionals who may be interested in our protein bars as a convenient and healthy snack option while travelling. By providing our protein bars as part of your in-flight or in-transit meal options, you could offer your customers a new and unique snack option that aligns with their health and wellness goals.

In return, our brand would benefit from the exposure to your audience and the opportunity to increase sales. We are confident that our protein bars would be a popular and well-received option for your customers, and we would be happy to work with you to develop a partnership that meets your needs and goals.

We would love the opportunity to discuss a potential partnership further and explore how our protein bars could benefit your company and your customers. Please let us know if you are interested in learning more.

Thank you for considering a partnership with [Protein Bar Brand].

Sincerely,

[Your Name]

[Protein Bar Brand]

Not too shabby for a first draft!

Next, we primed the language model by asking it, “what is a good template for a brand partnership pitch?” and “what are several reasons why the partnership would benefit a transportation company?” This groundwork will set the chatbot’s expectations for what we are driving at when we enter our “real” prompt:

PROMPT:

Please write a PowerPoint presentation outline of a pitch that is no more than 10 slides long. Include slide titles and a short description of what information should go on the slide

RESPONSE:

Introduction: This slide should provide a brief overview of your brand and its values, as well as the purpose of the presentation.

Partnership Opportunity: This slide should explain the partnership opportunity and how it will benefit both parties.

Target Audience: This slide should provide information about your target audience and any relevant data or statistics that demonstrate the potential success of the partnership.

Your Team: This slide should introduce your team and highlight any relevant experience or expertise that makes your brand a good candidate for a partnership.

Past Successes: This slide should provide examples of past partnerships or successes that demonstrate the value of partnering with your brand.

Unique Features/Benefits: This slide should highlight any unique features or benefits that your brand offers, and how they will benefit the potential partner.

Partnership Details: This slide should provide specific details about what you are proposing, including any potential challenges and how they will be addressed.

Next Steps: This slide should outline the next steps in the partnership process and provide contact information for any questions or follow-up.

Conclusion: This slide should summarise the key points of the presentation and reiterate the value of partnering with your brand.

Thank You: This slide should thank the audience for their time and consideration.

This is a strong framework we can flesh out into a killer presentation. You can always ask the language model to write an outline for each slide and to create a script for you to deliver during your meeting with potential partners. We’ll leave you to explore those use cases!

Identifying And Pitching Category-Level Partnerships In Hip-Hop

Sometimes, you need to step back and think about the category you're working in to be able to explain the concept to a third party, as we recently had to do for a series of major hip-hop brand partnership conversations.

The language model can do the heavy lifting if we prime it with arguments and logic for finding and sealing brand partnership deals

PROMPT:

Explain why Hip-Hop is so important in the world

RESPONSE:

Hip-Hop is an incredibly important and influential art form in the world today. It originated in the 1970s in the African American and Latino communities in the United States, and has since grown to become a global phenomenon, with a huge and dedicated fan base around the world.

Hip-Hop is often considered the voice of the oppressed and marginalised, and has been used as a platform for artists to express their experiences and perspectives on social and political issues. Many Hip-Hop artists use their music to shed light on social issues, such as racism, poverty, and inequality, and to challenge the status quo and push for change.

In addition to its political and social impact, Hip-Hop has also had a huge impact on popular culture and fashion. The music, fashion, and dance styles associated with Hip-Hop have become iconic and have influenced countless other art forms and industries.

Overall, Hip-Hop is a vital and important art form that has had a profound impact on the world, and continues to inspire and empower people around the globe.

Spot on! We're pretty immersed in this world, having helped with the annual report for the hip-hop industry, the Trapital Culture Report. But we'd have struggled to quickly pull together four paragraphs that explain this ecosystem as succinctly as the language model did. And we're embarrassed to say that, even as experts, we'd have likely missed a point captured here. Thanks, language model!

Let's now dig into the role of brands in the world of hip-hop.

PROMPT:

What role do brands play to Hip-Hop and what role does Hip-Hop play to brands?

RESPONSE:

Brands and Hip-Hop have had a complex and evolving relationship over the years. On the one hand, brands have played a significant role in the development and growth of Hip-Hop, often providing financial support and resources to artists and organisations

within the Hip-Hop community. Brands have also used Hip-Hop as a platform for marketing and advertising, often partnering with popular Hip-Hop artists and incorporating elements of

Hip-Hop culture into their campaigns.

On the other hand, Hip-Hop has also played a role in shaping and influencing the direction of brands. Many Hip-Hop artists have used their music and public image to endorse and promote specific brands, and have helped to establish certain brands as cool and desirable among their fans. Hip-Hop has also helped to popularise certain fashion and lifestyle trends, which have been embraced and commercialised by brands.

Overall, the relationship between brands and Hip-Hop is complex and mutually beneficial, with both sides playing a role in shaping and influencing each other.

Again, a pretty decent overview that was quicker and more comprehensive than something we could have written. Or a great place to start should we want to invest time to fully develop this approach.

But these outputs themselves are not our primary objectives. They are merely waystations on our journey to pitching the idea of a hip-hop partnership. Introductory letter coming right up:

PROMPT:

Write an email to convince a luxury brand to partner with a Hip-Hop artist

RESPONSE:

Dear [Luxury Brand],

I am writing to introduce you to an exciting opportunity to partner with a talented and popular Hip-Hop artist. As a luxury brand, you are no stranger to the power of partnerships and collaborations to enhance your image and reach new audiences. And as a leader in the world of Hip-Hop, [Artist] is the perfect partner to help you achieve these goals.

[Artist] has a huge and dedicated fan base, and is known for their authentic and innovative style. By partnering with [Artist], you would be able to tap into this audience and introduce them to your brand in a way that feels authentic and genuine. [Artist] is also highly active on social media, with millions of followers across platforms, which would provide valuable exposure for your brand.

In addition to the potential for increased brand awareness and exposure, partnering with [Artist] would also provide an opportunity for you to align your brand with a positive and powerful message. [Artist] is known for using their music and public image to promote social and political issues, and your partnership with [Artist] would provide a platform for you to show your support for these issues and demonstrate your commitment to social responsibility.

I believe that partnering with [Artist] would be a mutually beneficial opportunity for both your brand and [Artist]. I would be happy to discuss this opportunity in more detail and provide any additional information you may need. I look forward to hearing from you and discussing this exciting opportunity further.

Sincerely,

[Your Name]

The language model's letter ranks high for authority but not so much on style. It's nothing a bit of wordsmithing won't fix. Otherwise, we think you'll agree it is a great start and shows that you can even get a head start on communicating the benefits of a partnership via the language model.

You can see that, to keep the example as simple as possible for you, we have provided the language model the bare minimum of instruction to work with; there's no direction on the brand or its category, no information on the type of partnership we were considering; no background on us and what we can offer. You will get fantastically different and more useful results if you specify even some of these details in your prompt. And you should probably specify them all. Try the simple version and then the more complex version to see the difference for yourself!¹³

Chapter Summary

We moved from research, insight, and strategic understanding in this first two chapters to explore the language model's ability to build on this foundation and provide practical go-to-market strategies. Aligned with our messaging through this book, topics covered in this chapter in particular require the overlay of human creativity. That said, we've shown the significant power of using language models like ChatGPT to elevate your marketing game, providing a foundational base on which to build your plans.

Now you can use language models like ChatGPT to:

1. **Generate product ideas** that meet the needs of your target audience, built on the preceding prompts of category and consumer understanding. Whilst unlikely to be fully-baked ideas to take to market, they offer broad and varied inputs to feed into a planning workshop or research study

¹³ You may need to try the simple version and the more complex version in two separate chats. Else, once a language model has delivered the simple version, it may struggle to add complexity and richness.

2. Get a head start on **positioning your brand**. With the Audience Strategies Brand Positioning framework
3. Explore potential **positioning statements** for your brand, product, or service in the future.
4. Navigate the world of **media planning**, and identify a campaign for your brand that targets your audience
5. Identify and pitch for a **brand partnership**

Finally, let's recap the lessons we learned along the way. Each applies when using a language model for any task - those in this chapter and those beyond it.

Lessons learned in this chapter:

1. **Use your creativity to push language models away from their comfort zone.** Rather than seeking aggregated results, to get a more unique, granular result probe for it to be more specific and unique to your needs.
2. **Style matters.** If you're not telling a language model how you want your answer to "sound", it will make an assumption. It's better to have a style in mind and prompt for it via a clear description or some sample text.
3. **The more creative the task, the more human intervention that's required.** Seek to be inspired, rather than blindly following the answers a language model presents.
4. **Language models thrive on producing a diverse set of concepts.** When a breadth of idea generation is required, language models are your friend.

INNOVATION

Sometimes, it is necessary to move beyond simply optimising existing go-to-market strategies and instead focus on creating bold new innovations and features for products or brands. This is an important step in staying ahead of the competition and ensuring continued growth. In this chapter, we will explore how to successfully innovate, from ideation and development, to implementation, and evaluation. Following these steps, you can create exciting new products or brands that will engage and grow your audience.

Novelty vs Familiarity

When innovating, remember that audiences are simultaneously neophobic (afraid of the new) and neophilic (attracted to the new), as outlined in Derek Thompson's excellent book *Hit Makers*. We believe the same is true of innovation. The goal is *relevant uniqueness*.

Innovation must balance familiarity with novelty. It is typically not the most innovative or advanced products that become immediately popular, but rather those that blend the right amount of familiarity with the right amount of novelty. Apple is particularly good at riding the crest of the innovation wave by not necessarily being first to market but instead the first to the *mass* market.

Increasing your knowledge of a category will bolster your threshold for 'newness' and open your eyes to potential innovations. Whilst AI might appear at first blush to focus on familiarity, with the right prompts it can help identify emerging themes and novelty.

AI also has the advantage of scale and speed. It can quickly generate thousands of options for you to vet, curate and test, enabling you to spend your valuable time on only the best ideas.

Let's take an industry close to our hearts and see how well a language model can move beyond the status quo to find the optimal balance between novelty and familiarity in the innovations it suggests.

Startup Ideas in The Nightclub Industry

Let's ask a language model for business ideas to solve the difficulties that our user experienced with discovering nightclubs from the User Stories section of Exploring Audiences and Markets. As a reminder, here is the user story:

As a young person who doesn't frequently go to nightclubs, I find the process of choosing a nightclub that meets my needs to be difficult and confusing. I don't have a lot of experience with nightclubs, so I'm not sure which ones are popular or have a good

reputation. I also don't know how to find out if a nightclub will have the music, atmosphere, and crowd that I'm looking for.

One of the main areas of confusion for me is knowing where to start looking for a nightclub. I don't know which websites or apps to use, or how to search for nightclubs in my area. I'm not sure if there are different categories or types of nightclubs, and I don't know how to filter my search results to find the options that are most relevant to me.

Another area of confusion for me is figuring out what criteria to use to compare different nightclubs and decide which one is right for me. I don't know what factors are important, such as the music genre, the dress code, the age range, or the location. I'm not sure how to find out more information about each nightclub, such as their upcoming events or their reviews from other users. I also don't know how to balance my own preferences with the preferences of my friends, who may have different opinions or priorities.

A third area of confusion for me is understanding how to get a sense of the atmosphere and crowd at a nightclub before I actually go there. I don't know how to find pictures or videos of the nightclub, or how to read reviews from other users who have been there. I'm not sure if there are other sources of information or advice that I can use, such as social media posts or recommendations from friends. I'm also not sure how to weigh the different pieces of information and make an informed decision.

Overall, I find the process of choosing a nightclub that meets my needs to be confusing and overwhelming. I don't know where to start, and I'm not sure how to navigate the various steps and decisions involved. I would appreciate more guidance and support in understanding and comparing different nightclubs, so that I can make a confident and informed choice.

Poor chap. Certainly, a solution will require more than incremental innovation by any one nightclub. We'll need bold trailblazing to solve this! Let's see what we can do to help. We'll prepare the language model for action by priming its thinking with the user's sad tale and then ask directly for solutions. Let's see how it does.

PROMPT:

... continued ...

Suggest ten ideas for how a startup could solve these problems. Give each idea a catchy name

RESPONSE:

"Nightlife Navigator" - A website or app that helps users discover and compare different nightclubs in their area, based on their preferences and priorities.

"Club Crawl" - An organised event or tour that takes groups of users to multiple nightclubs in a single night, providing a curated and hassle-free experience.

"VIP Concierge" - A service that helps users book tables, bottles, and other VIP experiences at nightclubs, and provides personalised recommendations and assistance.

"Virtual Venue" - A platform that allows users to virtually explore and experience different nightclubs, using 3D mapping and augmented reality technology.

"Nightlife Network" - A social network or community for users who are interested in nightclubs, providing a place for them to connect, share experiences, and get advice.

"Nightlife Reviews" - A website or app that collects and curates user reviews of nightclubs, providing a more reliable and transparent source of information.

"Nightlife Rewards" - A loyalty program or rewards platform that incentivizes users to visit and review different nightclubs, and offers perks and discounts for frequent users.

"Nightlife Insider" - A subscription service that provides users with exclusive access to events, discounts, and other perks at top nightclubs, and offers personalised guidance and support.

"Nightlife Marketplace" - A platform that allows users to buy and sell tickets, tables, and other experiences at nightclubs, providing a more efficient and transparent way to access these services.

"Nightlife Assistant" - An AI-powered chatbot or voice assistant that helps users find and book nightclubs, and provides personalised recommendations and support throughout the process.

Some potential breakthroughs seem more valuable than others, but overall, they're all pretty good ideas! They perhaps skew closer to familiarity than novelty in this case, and many of these ideas already exist in some pan-nightlife way (e.g. review sites feature nightclubs, but there's no clear mainstream nightclub-specific review site). Some appear inspired by other forms of nightlife, such as 'pub crawls' to create 'club crawls'. Importantly though, none of the ideas hit so heavily on novelty that we'd reject them as too "out there" to succeed in the real world. Though familiar, the suggestions lean into novelty in that they don't exist at scale and specificity for nightclubs today, and could inspire a creative team to develop business models to take to market.

Interestingly, very few of the language model's ideas focus on the actual in-club experience; they mostly offer additional products and services that revolve around it. If we were helping a club to solve this problem, we'd want to iterate further to bring in specific products they offer that could improve the experience - the DJs, the music, the dance floor etc. But for now, let's double-click on the market-level ideas the AI has identified.

One useful way we've found of stress testing an idea is to ask challenging questions about it and see how the language model can answer them. This can be time-consuming and difficult

when humans tackle the task alone, but, you guessed it, the language model can not only devise the questions, but it can also draft pertinent answers! All with a single prompt:

PROMPT:

Come up with short answers to the 10 most challenging questions an investor would ask about "Nightlife Rewards." The answers should be detailed and quantitative

RESPONSE:

1. **How will you acquire users for Nightlife Rewards?** Through a combination of online marketing efforts (such as social media advertising and search engine optimization), partnerships with nightclubs and other businesses in the nightlife industry, and referral programs that incentivize users to invite their friends to join.
2. **How will you monetize Nightlife Rewards?** Through a combination of subscription fees from nightclubs that want to participate in the platform, advertising revenue from businesses that want to reach our users, and transaction fees from the discounts and perks that users redeem through the platform.
3. **What is the size of the nightlife market, and what is the potential market size for Nightlife Rewards?** The nightlife market is estimated to be worth \$26 billion in the United States alone, and the potential market size for Nightlife Rewards is significant given the large number of nightclubs and businesses in the nightlife industry that could benefit from participating in the platform.
4. **How will you differentiate Nightlife Rewards from existing loyalty programs and rewards platforms?** Nightlife Rewards will be the first loyalty program and rewards platform specifically designed for the nightlife industry, and it will offer unique features and benefits that are tailored to the needs of nightclubs and their patrons. For example, our platform will enable users to easily discover and review different nightclubs, and it will offer perks and discounts that are specifically designed for the nightlife industry (such as free cover charges and discounted drinks).
5. **What is your target demographic for Nightlife Rewards?** Our target demographic for Nightlife Rewards is young adults (ages 21-35) who are interested in exploring the nightlife scene and are looking for ways to save money and have more fun at nightclubs. This demographic is particularly well-suited for our platform given their propensity for using technology and social media to discover and share information about different nightlife venues.
6. **How will you ensure that the reviews and ratings on Nightlife Rewards are accurate and trustworthy?** We will implement a number of measures to ensure the accuracy and trustworthiness of the reviews and ratings on Nightlife

Rewards. For example, we will verify the identities of users who submit reviews, and we will use algorithms to detect and flag suspicious or fake reviews. In addition, we will allow users to flag and report reviews that they believe are inaccurate or inappropriate.

7. **How will you retain users and prevent churn on Nightlife Rewards?** We will retain users and prevent churn on Nightlife Rewards through a combination of engaging content and features, regular updates and improvements to the platform, and personalised experiences and rewards that are tailored to the interests and preferences of individual users. We will also use data and analytics to identify potential churn risks and proactively intervene to retain at-risk users. Additionally, we will implement referral programs and other incentives to encourage users to continue using and promoting the platform.
8. **How will you scale Nightlife Rewards and expand into new markets?** We will scale by partnering with more nightclubs and businesses in the nightlife industry, and by expanding into new markets through a combination of organic growth and strategic partnerships. We will also continue to innovate and add new features and benefits to the platform to keep users engaged and attract new users.
9. **What is your go-to-market strategy for Nightlife Rewards?** Our go-to-market strategy is to initially focus on the nightlife scenes in major cities (such as New York, Los Angeles, and Miami), where there is a large concentration of nightclubs and businesses that could benefit from participating in the platform. We will then expand into other markets as the platform grows and gains traction.
10. **What is your competitive advantage and why will Nightlife Rewards be successful?** Our competitive advantage is our focus on the nightlife industry and our ability to offer unique features and benefits that are tailored to the needs of nightclubs and their patrons. We are also well-positioned to succeed because of our strong team, our experience in the nightlife industry, and our ability to leverage technology and data to drive growth and engagement on the platform.

As with most language model responses, you'd want to iterate on these in the real world, tweaking the questions, adding to them, and asking follow-ups to elicit more pointed answers. As always, this iteration is king with language models.

Now let's turn back to menopause, a topic with radically different audience needs. How will the language model respond?

Startup Ideas In Menopause-Related Content

We'll again start with an elementary description of our goals, only specifying that we seek "people wanting menopause-related content" and that the ideas should "use language models in some way". Of course, you will be much more specific about the audience segment you're innovating for and your business goals.

In other aspects of the request, we'll be more specific than in our previous example where we simply sought "ideas for how a startup could solve these problems." In contrast, here we'll add that "the startups should have a strong and compelling vision," and that "The ideas should be compelling enough that an investor will want to invest instantly".

PROMPT:

Create a list of three very different startup ideas that meet the needs of people wanting menopause-related content. The startups should have a strong and compelling vision. They should use AI in some way. They should each have a cool and interesting name. The ideas should be compelling enough that an investor will want to invest instantly

RESPONSE:

1. **"MenoMate"** - A personalised health and wellness app for women experiencing menopause. The app uses AI to provide personalised advice and recommendations on managing symptoms, as well as connecting users with a community of like-minded women for support. The app could also include features like symptom tracking and the ability to connect with healthcare providers.
2. **"MenoMe"** - A streaming platform that offers a curated selection of menopause-related content, including educational videos, interviews with experts, and real-life stories from other women. The platform uses AI to personalise content recommendations and connect users with relevant resources.
3. **"The Menopause Marketplace"** - An online marketplace that connects women experiencing menopause with relevant products and services. The platform uses AI to provide personalised product recommendations and connect users with trusted providers. The marketplace could include a wide range of products, from dietary supplements and natural remedies to lifestyle products and fashion.

Three very different and useful ideas, eh? The core ideas each represent a good balance of familiarity and novelty, and furthermore, the language model injects a high level of novelty into each idea. As a next step, we'd be interested to see whether these ideas have already been developed by competitors or whether they represent greenfield opportunities. And we'd certainly want to brainstorm many more possibilities and compile details on each before we start to prioritise them. But we think this proves language models can innovate in this area.

Let's keep going. Inspired by our exploration of protein bars throughout the book, let's examine one of the underlying needs behind that market: healthy snacks.

Startup Ideas for Healthy Snacks

Let's use the same prompt as the previous example but change the goal to broadly meet the needs of "busy professionals wanting healthy snacks".

PROMPT:

Create a list of three very different startup ideas that meet the needs of busy professionals wanting healthy snacks. The startups should have a strong and compelling vision. They should use AI in some way. They should have a cool and interesting name. The ideas should be compelling enough that an investor will want to invest instantly

RESPONSE:

1. **"SnackGenie"** - An AI-powered snack subscription service that delivers healthy, personalised snack boxes to busy professionals. The service uses AI to understand users' dietary preferences and restrictions, and creates customised snack boxes that cater to their specific needs. The service could also include features like personalised recipe suggestions and the ability to track and monitor snacking habits.
2. **"SmartSnacks"** - An AI-powered mobile app that helps busy professionals make healthy snack choices on the go. The app uses AI to understand users' dietary preferences and restrictions, and suggests healthy snack options based on their location and the time of day. The app could also include features like personalised recipe suggestions and the ability to track and monitor snacking habits.
3. **"SnackSavor"** - An AI-powered online marketplace that connects busy professionals with healthy snack options from local producers and suppliers. The platform uses AI to understand users' dietary preferences and restrictions, and suggests healthy snack options based on their location and the time of day. The marketplace could also include features like personalised recipe suggestions and the ability to track and monitor snacking habits.

Again, the language model comes through with three diverse and useful ideas. From a sparse brief, the AI gives us what we feel is a good spread of ideas from more familiar subscription services to the more novel SnackSavor application. Again, we would need to answer the deployment and implementation questions we asked in earlier examples.

In another approach to healthy snacks, we tested three different routes to generating new ideas; specifically new protein bar flavours.

- Approach 1: We prompted for ten new flavours to be generated in five separate chats (remember that each chat resets all context)
- Approach 2: We again asked five times for ten new flavours to be generated, but it was all conducted in the same chat (i.e. the language model was allowed to remember the flavours it had already generated)
- Approach 3: We ‘warmed up’ or primed the chat with some questions about the protein bar audience and the types of flavours of protein bars typically available before following the approach used in Approach 2 (starting a new chat and repeating the process)

Here is our analysis of how many duplicated responses were given by the language model:

Number of duplications	Approach 1 Ten flavours in each of five chats	Approach 2 Ten flavours, five requests, one chat	Approach 3 Warm up added to Approach 2
Prompt 1	n/a	n/a	n/a
Prompt 2	4	-	-
Prompt 3	5	-	2
Prompt 4	6	-	2
Prompt 5	6	3	-

We learned that asking for ‘new’ flavours in five separate chats (Approach 1) produces new ideas in the later rounds. In fact, about half of the flavours generated each time were completely new. This shows the value of re-running the same prompt in separate chat sessions. Running it just once can create a false sense that the answer the language model returns is ‘the’ answer you should run with.

We also found that it is far more advantageous to run repeated requests within the same chat, constantly asking for ‘new’ ideas and allowing the language model to retain the context of ideas it has already given you (Approach 2) vs resetting the chat and the context (Approach 1). This isn’t a surprise, but it is good to have confirmation! Resetting the chat is less productive than iterating within an existing chat.

LESSON: Same chat creativity. Asking for more ideas in the same chat session yields more new ideas than asking for more ideas in a new chat session.

Finally, we learned that priming the language model pump with some questions about the protein bar audience and the types of common protein bar flavours before asking for new

ideas didn't change the number of new flavours generated. It's still a worthwhile strategy in other areas (as we'll see shortly).

Next, we strove to determine if the ideas the language model produced were truly novel. At the time of writing, the language model didn't contain data generated since mid-2021, but we found this to be a fair test of its ability to genuinely build on the construct of what constitutes a new protein bar flavour. Google Shopping revealed some direct and close matches ('Banana and nut' correlated to the already-available 'Banana and peanut' and was deemed not new). New individual flavours (e.g. mango lassi) were deemed new, as were new flavour combinations (e.g. coconut mango), even if one or both of the flavours were used but not paired together.

So, after we spent a LOT of time on Google, we determined that many of the language model's "new flavours" would, indeed, constitute novel market entrants.

Number of flavours that are new to the market	Approach 1 Ten flavours in each of five chats	Approach 2 Ten flavours, five requests, one chat	Approach 3 Warm up added to Approach 2
Prompt 1	2	1	2
Prompt 2	0	4	4
Prompt 3	3	2	5
Prompt 4	0	4	4
Prompt 5	0	2	4
TOTAL	5	13	19

These new flavours require human curation before graduating them to the next step. Still, we think you'll agree that this generated many new ideas! Again we see a good balance of familiarity and novelty in these ideas, with new (but palatable!) ideas suggested such as Black forest cake, Mango lassi, and Chai spiced latte. What else did we learn from it?

Again, we see that repeated requests in the same chat are better than resetting the chat and the context. Unlike past tests though, warming up the language model with some preliminary questions about the protein bar audience and market significantly boosted the number of new ideas it returned. This is exciting, as the basic principles of priming the language model and re-prompting for new ideas can be scaled to other areas in this book.

LESSON: Maximising creativity with a warm-up. Priming language models with relevant questions before asking the 'money question' yields significantly more new ideas.

Finally, let's test some of this creativity. We can use the language model to explore *why* a particular flavour of protein bars might resonate with consumers. Here we ask a simple 'why' question but also nudge the language model to think about different ways it could answer the question.

PROMPT:

What is it about "Peanut Butter and Jelly" that delights [segment] so much? You can tackle this question from many different angles such as cultural, scientific, historical etc.

RESPONSE:

There could be several reasons why [segment] might find the flavour combination of peanut butter and jelly to be delightful. Here are a few possible reasons from different angles:

- **Cultural:** Peanut butter and jelly is a classic American sandwich that has been enjoyed by generations of children and adults alike. It may have a nostalgic appeal to some customers who grew up eating this sandwich and associate it with happy memories of childhood.
- **Nutritional:** Peanut butter is a good source of protein and healthy fats, while jelly is made from fruit and can provide some vitamins and minerals. Together, these ingredients can provide a balanced and satisfying snack that can help to support overall health and wellbeing.
- **Historical:** Peanut butter and jelly sandwiches were introduced during World War II, when soldiers were looking for portable, affordable, and nutritious food to take with them to battle. The combination of these two ingredients has since become a staple of American cuisine, and it may have a historical appeal to some customers who are interested in the cultural and culinary history of the United States.

Suggesting constructs through which the language model might answer the question adds a wonderful richness to its answers and helps to understand the idea's merits.

LESSON: Suggest lenses through which a language model should view a topic. For more richness, suggest ways you'd like a language model to respond, like suggesting that it gives cultural, scientific and historically routed responses.

Unleash the language model to find and investigate dimensions we hadn't thought of:

PROMPT:

Are there other angles beyond cultural / nutritional / historical that would be interesting to explore here?

RESPONSE:

There could be several other angles that could be interesting to explore in relation to the appeal of peanut butter and jelly to [segment]. Here are a few possible examples:

- **Sensory:** The flavour combination of peanut butter and jelly can be appealing because it combines the savoury and slightly nutty flavour of peanut butter with the sweet and fruity flavour of jelly. This combination can create a satisfying balance of flavours that can be enjoyable to eat.
- **Psychological:** Peanut butter and jelly sandwiches can be comforting and satisfying because they provide a feeling of nostalgia and familiarity. For some customers, eating this flavour combination can evoke positive emotions and memories, which can make it a desirable snack choice.
- **Sociological:** Peanut butter and jelly sandwiches are often associated with childhood, and some young professional females may find this association to be appealing because it allows them to indulge in a nostalgic and comforting food without feeling guilty. This association may also make this flavour combination appear more playful and fun, which can be appealing to some customers who are looking for a lighthearted and enjoyable snack.

Three more valuable filters for this topic, we think you'll agree! And three angles we're not sure we'd have considered, particularly if, as usual, we're facing an extensive to-do list and trying to develop useful insights quickly.

LESSON: Ask language models for additional lenses. For even more richness, ask language models for more ways to view a topic. It may come up with ideas like sensory, psychological and sociological angles, which add important insights.

Startup Ideas: Summary

In the previous sections, we looked at generating startup ideas in various categories. Each proved the power of the language model in identifying new growth opportunities and developing effective strategies for engaging with target audiences. We provided examples of startup ideas and discussed the prompts and processes that the language model used to scale ideas - a critical component, as evaluating many ideas makes it more likely you'll find a good one.¹⁴

By following these techniques, you, too, can successfully create and develop innovative startup ideas that will help your business grow and thrive.

¹⁴ <https://twitter.com/emollick/status/1194301094404378624>

Naming Brands

Do you ever marvel at some people's abilities to think of great names for things? Do you ever struggle to do that yourself? We certainly do. And, in our experience, most brand teams do, also. Well, worry no more! Language models are truly excellent at coming up with names.

PROMPT:

Give me 20 potential names for a new protein bar aimed at the 'Busy Professionals' segment. The names should start very professional and get sillier and funnier as the list goes on

RESPONSE:

1. Executive Fuel
2. PowerBoost
3. Pro-Bar
4. Work-a-Snack
5. Time-Saver Bar
6. Desk-Dweller Delight
7. Office Hero
8. Busy-Bee Boost
9. On-the-Go Goodness
10. Brain-Power Bar
11. Type-A Snack
12. Meeting Munch
13. Power-Lunch Bar
14. Brain-Break Bar
15. Office-Oasis Bar
16. Meeting-Munchies
17. Paperwork Power-Up
18. Boss-Bar
19. The 9-to-5 Snack

20. Desk-Dweller's Dream Bar

Some are a little cheesy, we admit, but that's normal in brainstorming. We'd certainly buy protein bars with many of those names! And it would have taken us a *lot* of time and brainpower to come up with a list half that good. Yay!

Innovating: Designing A Doctor Who Rollercoaster

While writing the book, we were approached by a client who wanted help planning a rollercoaster based on a partnership with a major TV show. We can't reveal the specific brands involved. Still, we wanted to share some of the ways we used a language model to streamline the process. So, we fictionalised the project with a tie-in to a different TV show that we know and love to show you an example of where the language model was instrumental in stimulating the creative process.

To begin, we assured ourselves that the language model is familiar with the intellectual property we were leveraging, so it could accurately respond to our prompts with relevant ideas and suggestions:

PROMPT:

Describe Doctor Who

RESPONSE:

Doctor Who is a British science fiction television series that follows the adventures of a time-travelling alien known as the Doctor. The Doctor is a Time Lord, a being from the planet Gallifrey with the ability to regenerate into new bodies, allowing for multiple actors to portray the character over the years. The Doctor travels through time and space in a spacecraft called the TARDIS, which is disguised as a blue police box. Accompanied by a series of companions, the Doctor battles evil and protects the universe from various threats. The series first aired in 1963 and has since become a cultural phenomenon, with a dedicated fan base and multiple spin-off shows and media.

Any Whovian will admit that this is a pretty good summary. We can feel confident that the language model knows the brand. Great.

If the language model were not familiar with the IP, we would have needed to take the time to explain what the IP is and provide an overview of the key concepts and themes.

At this stage, we want to prompt the language to consider all of the elements of the TV show that can be useful in the partnership. This will keep these elements at the top of the language model's mind when it comes time to integrate them into the rollercoaster's design.

PROMPT:

List the main characters, stories, and other distinctive aspects of the show

RESPONSE:

The Doctor: The main character of the series, a time-travelling alien who regenerates into new bodies and has a passion for adventure and exploration.

The TARDIS: The Doctor's spacecraft, which is much bigger on the inside than it appears on the outside and can travel through time and space.

The Companions: The Doctor is often accompanied by human or alien companions who help him on his adventures and provide a point of view for the audience.

The Daleks: One of the Doctor's most iconic and recurring enemies, a race of genetically-engineered mutants who are bent on universal domination.

The Time Lords: The Doctor's own people, a powerful and advanced civilisation of time-travelling beings from the planet Gallifrey.

The Doctor's regenerations: The ability of the Doctor to regenerate into new bodies and personalities when necessary, allowing for multiple actors to portray the character.

The Doctor's sonic screwdriver: A versatile tool that the Doctor uses to unlock doors, disable electronic devices, and perform other tasks.

The show's time-travelling plot: The Doctor and his companions often visit different time periods and encounter historical figures and events.

The show's mix of science fiction, action, and comedy: Doctor Who blends elements of science fiction, action, and humour to create a unique and entertaining storytelling style.

The show's dedicated fan base: Doctor Who has a large and dedicated fan base who are passionate about the show and its characters, and who often participate in fan conventions and other events.

Now we are ready to start the innovation process properly. This is an exciting stage, as we will begin to generate and develop ideas for incorporating the show's elements into the ride.

PROMPT:

Your job is to design a Doctor Who experience centred around a rollercoaster. What ideas do you have?

RESPONSE:

One idea for a Doctor Who-themed rollercoaster experience could be to create a ride that takes guests on a thrilling journey through time and space in the TARDIS. The

rollercoaster could feature twists, turns, and drops that simulate the sensation of travelling through time and space, with special effects and projections that create the illusion of different time periods and locations. Additionally, the ride could feature interactive elements, such as the opportunity to shoot at virtual Daleks or other enemies using laser guns, or to collect virtual Time Lord artefacts as souvenirs. The ride could also include audio and visual references to the Doctor Who series, such as the sound of the TARDIS materialising or the sight of the Doctor and his companions on their adventures. Overall, the goal of the ride would be to provide guests with a thrilling and immersive Doctor Who experience that captures the spirit and excitement of the series.

Unfortunately, the rollercoaster ideas the language model has returned are a bit vague - a common challenge when working with language models. We will need to take a different tack to get more specific and actionable ideas through more specific prompts or asking for suggestions for each specific element of the show and the rollercoaster.

PROMPT:

List the main elements from the show that feature in the attraction and say how they feature

RESPONSE:

The main elements from Doctor Who that would feature in the attraction include:

The TARDIS: The TARDIS would be the central element of the attraction, with guests entering and exiting the ride through a life-sized replica of the Doctor's spacecraft. The TARDIS would also serve as the rollercoaster car, with guests seated inside as they experience the ride.

Time and space travel: The rollercoaster would simulate the sensation of time and space travel, with twists, turns, and drops that create the illusion of moving through different time periods and locations. Special effects and projections would enhance this experience, creating the illusion of travelling through different dimensions and encountering various enemies and allies.

The Doctor and his companions: The Doctor and his companions would appear throughout the ride, with audio and visual references to the show and the characters' adventures. Guests might see the Doctor and his companions on the screen or in projections, or hear their voices as they give instructions or provide commentary on the ride.

The Daleks and other enemies: The Daleks and other enemies from the Doctor Who series would feature as part of the ride experience, with interactive elements that allow guests to shoot at them or avoid them as they travel through time and space. The enemies would appear on the screen or in projections, and guests could use laser guns or other interactive devices to interact with them.

The Time Lords and their artefacts: The Time Lords and their artefacts would also feature in the ride, with guests able to collect virtual Time Lord artefacts as souvenirs or rewards for completing certain tasks during the ride. The Time Lords and their artefacts would appear on the screen or in projections, and guests could use interactive devices to collect them.

The show's mix of science fiction, action, and comedy: The Doctor Who rollercoaster would incorporate elements of science fiction, action, and comedy to create a thrilling and entertaining ride experience. Special effects, projections, and audio elements would be used to create a sense of excitement and adventure, while also incorporating humour and lighthearted moments.

The show's dedicated fan base: The attraction would be designed to appeal to fans of the Doctor Who series, with references and nods to the show's characters, stories, and themes throughout the ride experience. Fans of the show would be able to appreciate and enjoy the ride on a deeper level, while also providing a fun and exciting experience for guests who are not familiar with the series.

Much better this time around! We can see several clear and specific ideas for incorporating elements of the TV show into the rollercoaster. We are particularly intrigued by the possibility of incorporating the iconic sonic screwdriver into the coaster's design. It's a special and magical part of the Doctor Who world, and fans would instantly gravitate to it. Interestingly, the language model only picked up this component in the first example, illuminating the opportunity to explicitly ask which elements of an IP's world are particularly loved or relevant as a priming exercise.

To manage this, expressly tell the language model to dwell on the sonic screwdriver and how it could be featured on the rollercoaster. This should elicit a range of creative and interesting ideas and a clear plan should begin to emerge.

PROMPT:

Come up with ten ideas for how the idea of Doctor's Sonic Screwdriver could be incorporated into the experience

RESPONSE:

The Sonic Screwdriver could be used as a "virtual reality" tool for riders to experience the roller coaster in a unique and immersive way.

The Sonic Screwdriver could be used to unlock hidden features and secret areas of the roller coaster, providing riders with a unique and thrilling experience.

The Sonic Screwdriver could be incorporated into the roller coaster's storyline, with riders being tasked with helping the Doctor solve a mystery or defeat a foe using the Sonic Screwdriver's unique abilities.

The Sonic Screwdriver could be used to activate special effects and surprises throughout the roller coaster ride, adding to the overall excitement and thrill of the experience.

The Sonic Screwdriver could be used to control the speed and intensity of the roller coaster, allowing riders to customise their experience to their liking.

The Sonic Screwdriver could be used as a "laser gun" for riders to shoot at targets throughout the roller coaster, adding an interactive element to the experience.

The Sonic Screwdriver could be used to access secret passages and hidden rooms within the roller coaster, providing riders with a more adventurous and unpredictable experience.

The Sonic Screwdriver could be used to interact with and control elements of the roller coaster's environment, such as lighting, sound, and special effects.

The Sonic Screwdriver could be featured as a collectible item that riders can purchase or earn during the roller coaster experience, adding an additional layer of fun and replayability.

The Sonic Screwdriver could be used to unlock exclusive content and experiences, such as behind-the-scenes tours or special meet-and-greet opportunities with Doctor Who cast members.

Nailed it! Overall, working with the language model on this project was a great success. However, we recognise that there is still more work to be done in order to build on these ideas and create a fully realised plan for the rollercoaster. This requires us to ask the language model for advice on how to take the next steps in the development process. This might involve asking the language model for suggestions on how to refine and improve the initial ideas, or for advice on how to address any challenges or obstacles that may arise. By leveraging human creativity to work closely with the language model throughout the development process, we can ensure that the final plan for the rollercoaster is both exciting and feasible.

PROMPT:

This is a great start. If we wanted to start a process to properly work out how to design a Doctor Who attraction like this, how should we go about it?

RESPONSE:

To properly design a Doctor Who attraction like this, the first step would be to conduct thorough research and planning. This could include researching the show and its characters, stories, and themes to identify the key elements that would be most appealing and relevant to guests. It could also involve conducting market research to understand the target audience for the attraction and what they would be looking for in a Doctor Who-themed ride. Additionally, it could involve working with the creators and rights holders of the Doctor Who series to obtain permission and guidance on the use of the show's characters and elements in the attraction.

Once the research and planning phase is complete, the next step would be to begin designing the ride itself. This could involve creating detailed plans and sketches for the layout and mechanics of the rollercoaster, as well as the special effects and interactive elements that would be used to create the time and space travel experience. It could also involve working with ride manufacturers and other specialists to develop the technology and engineering needed to bring the ride to life.

During this design phase, it would also be important to consider the safety and accessibility of the ride, to ensure that it is safe and enjoyable for all guests. This could involve conducting testing and simulations to assess the ride's safety and performance, as well as incorporating features and accommodations for guests with disabilities or other special

We think you'll agree that this puts us well on our way to building our thrill ride. If you're deeply experienced in this kind of process, then the language model should save you time and brain power. If you're new to or adjacent to this process, this can be the headstart you need to get your ideas heard.

Chapter Summary

In writing this chapter, we felt like language models opened a world of opportunity. Whilst human creativity must sit on top of all language model outputs, in this chapter, we see that writing prompts for the model should be a new creative skill a marketer can master. More prescriptive ideas may be lifted from earlier chapters, but we hope this chapter has inspired you to deploy your creativity in innovating for your brand.

Now you can use language models like ChatGPT to:

1. **Suggest startup or new product ideas** to spark creativity going into a planning workshop or a research project.
2. **Explore how new technology**, such as language models, could be part of your innovation planning.
3. **Use approaches to ensure new ideas push beyond 'familiar' and into 'novel'.**
4. **Suggest ideas for new brand / product names.**
5. **Partner you through a targeted innovation process**, as in the Doctor Who rollercoaster process for an existing IP.

Finally, let's recap the lessons we learned along the way.

Lessons learned in this chapter:

1. **Same chat creativity.** Asking for more ideas in the same chat session yields more new ideas than asking for more ideas in a new chat session.
2. **Maximise creativity with warm-ups.** Priming the language model with some questions about the protein bar audience and the types of flavours of protein bars typically available before asking for new ideas yields significantly more new ideas than not doing so.
3. **Suggest lenses through which a language model should view a topic.** For more richness, suggest ways you'd like the language model to respond, like suggesting it gives cultural, scientific, and historically routed responses.
4. **Ask a language model for additional lenses.** The language model may come up with ideas like sensory, psychological, and sociological angles which add important insights to a topic.

CONCLUSION

In conclusion, PROMPT for Brands has explored the vast potential of AI and language models like ChatGPT in helping brand managers and marketers work better, quicker, and happier while driving brand growth and optimising marketing strategies. By harnessing these powerful tools, marketers can gain deep insights into their target audiences, develop targeted products and positioning, and create compelling campaigns more efficiently and effectively.

AI can help brands navigate the complexities of go-to-market strategies, from identifying the most effective channels to creating content that drives action. However, the role of human creativity and expertise remains essential. The most successful brands will be those that combine the power of AI with human ingenuity and emotional intelligence, leading to happier and more fulfilled marketing teams.

As you embark on your own journey of AI-driven brand growth, remember the key lessons: start with a deep understanding of your audience, leverage AI to generate novel ideas and insights, and always keep the human element at the centre of your strategy. By following the frameworks and best practices outlined in this book, you'll be well-equipped to harness the power of AI and language models to take your brand to new heights.

The future of marketing is being shaped by the convergence of human creativity and artificial intelligence. By embracing this exciting frontier, you can position your brand for success while also enhancing the quality of life for your team. So go forth, experiment, iterate, and never stop learning – the possibilities are truly endless.

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WANT TO GO FURTHER?

If you've found the insights and strategies in this book valuable, we invite you to continue your language model learning journey with PROMPT. As your partner and guide in the exciting world of generative AI, we offer a range of additional resources and services to support you every step of the way.

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At PROMPT, we believe the most effective approach to language model adoption is multidimensional. It's not just about developing technical skills, but also integrating technologies into workflows, reimagining processes, and embracing new ways of working and thinking — all tailored to your unique context and needs. That's why we offer a range of services to meet you wherever you are in your language model journey:

- **Training and workshops:** Engaging, interactive sessions to build understanding of language models and best practices for practical application.
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- **Advisory services:** Strategic guidance for leadership to identify use cases, allocate resources, and craft a transformational vision for language models in your organisation.

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Our team brings decades of experience across industries and has helped some of the world's biggest companies drive transformative change with language models. So if you're ready to take your language model mastery to the next level, we invite you to reach out.

Contact us at enquiries@prompt.mba to explore how we can help!

Team PROMPT is here to be your partner every step of the way.

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