

Full Warm-Up Case Study: AI-Enhanced Marketing Email & Campaign (GCSE Applied)

Scenario:

Scenario: You're the marketing manager of a Singapore SME launching a new **eco-friendly water bottle** for **B2B clients** (cafés, gyms, corporates). Your job: design a compact campaign using ChatGPT.

Tip: Copy each GCSE block into ChatGPT as a single prompt. Replace [brackets] where needed. Keep all outputs under the stated limits.

Task 0 — Project Setup (one time)

GLOBAL GUARDRAILS (apply to all tasks here):

- Success metric: [e.g., schedule 5 qualified procurement calls in 30 days].
- Audience & tone: Singapore B2B, premium but practical; plain English; no emojis.
- Constraints: Reuse earlier outputs (names/personas). Don't invent stats beyond provided.

Keep to each task's word caps; if none given, ≤150 words.

- Formatting: Use tables/lists exactly when asked; 1 clear CTA per message.

Task 1 — Name the Product (10 options)

G – Goal: Generate **10 creative product names** for the eco bottle.

C – Context: Premium yet practical B2B brand; sustainability first; fits cafés/gyms/corporates in SG.

S – Source: Style cues: short, memorable, pronounceable; avoid trademarks; allow 1-2 names with subtle "SG" nods.

E – Expectations:

- Return **exactly 10 names** in a numbered list (no descriptions).
- **Repeat the generation 3 times** (3 numbered sets) to test variety.
- Exclude names containing "plastic". Max 100 words per set.

Task 2 — Define 5 Personas (+ triggers)

G – Goal: Create **5 buyer personas** most likely to purchase (B2B).

C – Context: Examples include: eco-gym owner, café procurement, corporate HR, government sustainability, influencer brand founder.

S – Source: For each persona, include: role, goals, constraints/budgets, decision criteria.

E – Expectations:

- Output a table with columns: **Persona | Role | Key Triggers | Top Objections | Decision Criteria**.
- Triggers must be concise phrases (e.g., "ESG compliance", "cost reduction", "brand alignment").
- Max 150 words per persona.

Task 3 — Key Client Interest Factors (value drivers)

G – Goal: List the **top 8-12 client interest factors** that persuade B2B buyers.

C – Context: Singapore SMEs; procurement cares about cost, durability, supply reliability, ESG, custom branding.

S – Source: Consider price per unit at scale, lead time, customization options, durability, warranty, corporate gifting appeal.

E – Expectations:

- Output **bullet points** grouped under 3 headings: **Cost & Operations, Brand & ESG, User Experience.**
- Each bullet \leq 12 words.
- End with a 2-line summary: “What this means for our messaging.”

Task 4 — Market Research Mini-Brief (why we’re better)

G – Goal: Summarize **why this bottle beats** plastic bottles and other eco alternatives.

C – Context: B2B buyers switching from disposable to durable options; “Designed in SG” = trust.

S – Source: Use provided specs: **lightweight, BPA-free, customizable branding**; plus testimonial:

“We saved **30%** on bottled water costs in **3 months.**”

E – Expectations:

- Output **two lists**: “Advantages vs Plastic” (5-7 bullets) and “Advantages vs Eco Alternatives” (5-7 bullets).
- Add a 75-word “How to pitch this in procurement language.”
- Keep claims reasonable; no unverifiable stats beyond the given testimonial.

Task 5 — Two Global Emails (corporate & casual)

G – Goal: Produce **two master emails** for broad outreach.

C – Context: One **formal corporate** tone; one **casual influencer** tone. B2B audience in SG.

S – Source: Reuse insights from Tasks 2-4 (personas, drivers, advantages).

E – Expectations:

- For each email provide: **Subject line, Body \leq 120 words, CTA, 1 image idea** (e.g., “office pantry team with branded bottles”).
- Make benefits scannable (bold key phrases or use short lines).
- No emojis. UK/Singapore spelling.

Task 6 — Persona-Specific Emails (5 variants)

G – Goal: Write **5 short emails**, one per persona from Task 2.

C – Context: Tailor triggers/objections; keep procurement realities in mind (budget, lead time, ESG).

S – Source: Use the persona table + the 30% cost-saving testimonial + specs (light, BPA-free, customizable branding).

E – Expectations:

- For each: **Subject, Body \leq 150 words, CTA, 1 image idea** matched to persona setting (gym, café, office, agency, gov).
- Address one likely objection per persona in a single sentence.
- Tone: professional, friendly, concrete.

Task 7 — Photorealistic Ad Image Prompt (SG motif)

G – Goal: Create **one production-ready image prompt** for DALL·E/Midjourney.

C – Context: Photorealistic ad featuring SG setting (e.g., Marina Bay skyline, Gardens by the Bay, HDB everyday scene).

S – Source: Product styling: sleek matte finish; depth-of-field; natural lighting; premium lifestyle.

E – Expectations:

- Provide **one prompt ≤ 100 words** that includes: product, surface/scene, time of day, background landmark, camera/photography cues (depth of field, lens hints), and mood.
- Add a **1-line alt** for an indoor office-pantry shoot.
- No brand logos or copyrighted marks.

Reference

