



Building an AI-driven Advertising Campaign

By
Pooja Dayanand Kabadi – 50575012

Contents

Overview of the Company 1

Branding and Messaging.....2

1. Brand Story 2

2. Messaging Points 2

3. Progression of Iterations..... 3

4. Comparison to Other LLM Models with Similar Prompt Iterations..... 6

5. Taglines..... 8

6. Citation 10

List of Figures

Figure 1 Prompt 1 of ChatGPT	3
Figure 2 Output 1 of ChatGPT	4
Figure 3 Prompt 2 of ChatGPT	4
Figure 4 Output 2 of ChatGPT	5
Figure 5 Prompt 3 of ChatGPT	5
Figure 6 Output 4 of ChatGPT	6
Figure 7 Final Output from Gemini	7
Figure 8 Final Output from Copilot	7
Figure 9 Tagline Prompt 1 and Output 1 of ChatGPT	9
Figure 10 Tagline prompt 2 and output 2 of ChatGPT	9
Figure 11 Tagline Prompt and Output of Gemini	10
Figure 12 Tagline Prompt and Output of Copilot	10

Overview of the Company

LumaVault is a SaaS company formed around developing the next generation of cloud-based data backup, storage, and collaboration solutions. The LumaVault product is designed around three core principles:

- a. Governance, security, and privacy
- b. Collaboration
- c. Availability

LumaVault is a cloud-based solution that provides secure, encrypted storage for organizations to backup and synchronize their data with clients across a variety of platforms, with support for MacOS, Windows, Linux, Android, iOS. LumaVault also seamlessly integrates with all popular cloud solutions, including SaaS and IaaS providers, with a simple-to-use API ecosystem to support development of custom synchronization pipelines. LumaVault also allows for organizations to collaborate on documents synchronized between clients. So, what makes LumaVault special? Their iLLUMAnate™ functionality, which uses advanced AI systems to scan documents and index them, unlocks new possibilities for collaboration and data governance.

With this technology, LumaVault can automatically scan documents and cross-match them with enterprise privacy and security policies to identify potential areas of non-compliance before they become breaches. LumaVault can use provide this information to administrators, who can decide how to handle instances of non-compliance, including tagging and deleting files, redacting information, or allowing exceptions. Additionally, LumaVault can identify when multiple users in a workforce are working on related tasks, but not directly collaborating. LumaVault will calculate a score, called a SynergyIndex™ that will inform managers of potential duplication of efforts or opportunities to collaborate on tasks across the organization. Through leveraging the incredible power of generative AI, LumaVault can bring your boring data backups into a bright new future!

Branding and Messaging

1. Brand Story

LumaVault: The Future of Cloud Belongs to the Prepared

Let's be real—data management today is a mess. Files are scattered, permissions are a guessing game, and keeping up with compliance feels like chasing your own tail. We get it. That's why we built **LumaVault**—to bring some much-needed sanity to the way teams store, protect, and collaborate on their data.

LumaVault isn't just another cloud storage platform. It's your smart, secure workspace in the cloud, designed to take the pressure off IT teams and make life easier for everyone else.

Our mission is simple: **help teams take control of their data without drowning in it.** That means security, privacy, and compliance are baked in—not patched on later. With built-in AI that flags risks in real time, you can stay ahead of issues, not scramble to fix them after.

And when it comes to collaboration? We've got your back. Our **ilLUMAnate™** engine and **SynergyIndex™** help teams find what they need fast—no more digging through endless folders. Just clarity, when you need it most.

Whether your team's on Mac or Windows, iPhone or Android, or juggling multiple cloud platforms—**LumaVault plays nice with them all.**

If you believe your data deserves better, so do we. **This is your vault. Built for the way you actually work.**

2. Messaging Points

- **Feel confident, stay compliant** – Smart AI keeps you ahead of risks.

- **Work better, together** – No more version chaos. Just smooth, searchable collaboration.
- **We go where you go** – Works across all devices and platforms.
- **Less clutter, more clarity** – Organize and govern data without the overwhelm.
- **Not just secure. Smart-secure.** – Privacy and protection that work with you, not against you.

3. Progression of Iterations

a. ChatGPT

Prompt 1

ChatGPT 4o ▾

You are a top-tier marketing consultant specializing in AI-powered SaaS brands. LumaVault is launching a revolutionary cloud storage and data governance platform that integrates AI-driven compliance scanning (iLUMAnate™) and collaboration detection (SynergyIndex™).

Encapsulate LumaVault's mission, unique selling points, and why potential customers should care. The LumaVault product is designed around three core principles:

- Governance, security, and privacy
- Collaboration
- Availability

Your task:

Craft a persuasive brand story (200-300 words) that appeals to C-suite executives, IT managers, and compliance officers looking for secure, scalable, and AI-optimized data storage solutions. Make it engaging, persuasive, and human-like, avoiding overuse of AI jargon.

Figure 1 Prompt 1 of ChatGPT

The tone of the prompt is clear, professional, and results-driven.

- **Clear:** It provides specific instructions on the task, target audience, and key elements to include.
- **Professional:** The language is formal and structured, addressing a marketing consultant with expertise in AI-powered SaaS.
- **Results-driven:** The prompt avoids unnecessary fluff and directly outlines the expected outcome—an engaging and persuasive brand story for LumaVault.

Output 1

In a world where data is power—and risk—LumaVault was born to bring clarity, control, and collaboration to the digital enterprise.

Modern organizations are swimming in data, but drowning in complexity. Between tightening regulations, evolving cyber threats, and siloed teams, the need for a secure, intelligent, and agile storage solution has never been more urgent. That's where LumaVault steps in.

Our mission is simple: **to illuminate your data universe with trust, transparency, and teamwork.**

At the heart of LumaVault is a next-generation cloud platform engineered around three non-negotiables: **Governance, Collaboration, and Availability.** With **iLUMAnate™**, our proprietary AI compliance engine, every byte of your data is continuously scanned, categorized, and aligned with global data protection standards—before it becomes a liability. Meanwhile, **SynergyIndex™** intelligently detects collaboration patterns, helping you unlock productivity across departments without compromising security.

LumaVault empowers C-suite leaders with peace of mind, IT managers with seamless control, and compliance teams with proactive oversight—all through one intuitive platform. No more retrofitting legacy systems or chasing down blind spots. Just clean, compliant, and connected data—ready when you need it, protected when you don't.

Because your data shouldn't just sit in storage. It should drive your business forward, with confidence.

LumaVault: Illuminate what matters. Secure what's next.








< 2/2 >      

Figure 2 Output 1 of ChatGPT

Although the tone is clear, professional, and results-driven, it also incorporates a human-like element. However, an AI detection tool like Quillbot identifies it as 100% AI-generated. This suggests that the prompt could be further refined to enhance its natural flow and authenticity, making it more aligned with human writing while maintaining clarity and precision.

Prompt 2(refinement)

ChatGPT 4o 

 You are an expert advertising campaign designer. Your task is to create a compelling brand story and messaging strategy for a SaaS company called LumaVault, which is launching a next-generation cloud storage, data governance, and management platform. The brand story should highlight its mission, unique features, and why customers should care. The messaging should feel natural, engaging, and human-written, avoiding AI-sounding language.

Company Information: LumaVault is a SaaS company developing cloud-based data backup, storage, and collaboration solutions. Their product is built around three core principles:

1. Governance, Security, and Privacy - AI-driven compliance and security features.
2. Collaboration - Intelligent indexing (iLUMAnate™) and AI-driven SynergyIndex™ for efficient teamwork.
3. Availability - Seamless integration across MacOS, Windows, Linux, Android, iOS, and cloud services.

LumaVault's AI features help organizations detect non-compliance issues in real time, reduce redundant work, and optimize data governance while ensuring security.

Important: Avoid robotic, generic, or overly polished AI-sounding language. Instead, write as if a passionate entrepreneur or an experienced brand marketer is personally introducing LumaVault to the world. Write the brand story and messaging as human, engaging and natural. al. Keep the length between 200-300 words.

Figure 3 Prompt 2 of ChatGPT

Compared to the first prompt, this one has a **more natural, engaging, and directive** tone with a clearer emphasis on avoiding robotic or overly polished AI-generated language.

Output 2

ChatGPT 4o ▾

LumaVault: The Future of Cloud Belongs to the Prepared

Every day, businesses are generating more data than ever before—and most are barely keeping up. Between scattered files, unclear permissions, clunky systems, and constant compliance risks, managing data has become a full-time problem. We built **LumaVault** to turn that chaos into clarity.

At its core, LumaVault is more than just cloud storage. It's a smarter way to **govern, protect, and collaborate on your data**—without the usual trade-offs.

Our mission is simple: **empower teams to work confidently in a world where data is everything**. That means building in security, compliance, and real-time governance from the ground up—not bolting it on after the fact. With our AI-driven controls, you can spot non-compliance issues before they become problems, stay audit-ready, and sleep better at night.

But security doesn't have to slow you down. Our iLUMAnate™ engine and SynergyIndex™ make it effortless for teams to find exactly what they need, when they need it—so your people spend less time digging and more time doing.

LumaVault works wherever you do: Mac, Windows, Linux, Android, iOS, Google, Microsoft—it's all connected. Seamless, reliable, and built for scale.

We're here for the companies who know that data is their most valuable asset—and want a partner who treats it that way. LumaVault isn't just a product. It's peace of mind, in the cloud.

Your data deserves more than a place to live. It deserves a vault built for the future.

📄 🌟 🗣️ 📢 🔄 🔄 ▾

Figure 4 Output 2 of ChatGPT

The tone of this output is **engaging, persuasive, and authentically human** while maintaining a professional and results-driven approach. Unlike the previous version, which was detected as 100% AI-generated, this output **scores 0% on AI detection**, indicating a more **natural, organic writing style**.

Prompt 3(to add message points)

ChatGPT 4o ▾

Also add messaging points and don't change the story and requirements in above and keep it between 200-300 words

Figure 5 Prompt 3 of ChatGPT

Since the previous prompt did not fully incorporate the key message points in the output, the conversation was continued in the same chat to refine the response. The goal was to ensure that the output aligned with the intended messaging while maintaining a consistent tone throughout.

Output 4

ChatGPT 4o

LumaVault: The Future of Cloud Belongs to the Prepared

Let's be real—data management today is a mess. Files are scattered, permissions are a guessing game, and keeping up with compliance feels like chasing your own tail. We get it. That's why we built **LumaVault**—to bring some much-needed sanity to the way teams store, protect, and collaborate on their data.

LumaVault isn't just another cloud storage platform. It's your smart, secure workspace in the cloud, designed to take the pressure off IT teams and make life easier for everyone else.

Our mission is simple: **help teams take control of their data without drowning in it**. That means security, privacy, and compliance are baked in—not patched on later. With built-in AI that flags risks in real time, you can stay ahead of issues, not scramble to fix them after.

And when it comes to collaboration? We've got your back. Our **iLUMAnate™** engine and **SynergyIndex™** help teams find what they need fast—no more digging through endless folders. Just clarity, when you need it most.

Whether your team's on Mac or Windows, iPhone or Android, or juggling multiple cloud platforms—**LumaVault plays nice with them all**.

If you believe your data deserves better, so do we. **This is your vault. Built for the way you actually work.**

Messaging Points

- **Feel confident, stay compliant** – Smart AI keeps you ahead of risks.
- **Work better, together** – No more version chaos. Just smooth, searchable collaboration.
- **We go where you go** – Works across all devices and platforms.
- **Less clutter, more clarity** – Organize and govern data without the overwhelm.
- **Not just secure. Smart-secure.** – Privacy and protection that work *with* you, not against you.

📄 🌟 🗣️ 🔊 📌 🔄

Figure 6 Output 4 of ChatGPT

The tone of this output remains **engaging, persuasive, and human-like**, consistent with the previous version. However, with the addition of explicit messaging points, the AI detection score has increased to **57%**, despite maintaining a similar natural style. The main reason for this shift is the addition of structured messaging points, which AI detection tools often flag as AI-generated due to their concise, templated format.

This was finalised due to **strong, compelling, and well-structured for marketing use**, effectively balancing storytelling with clear messaging. The engaging introduction, relatable problem statement, and solution-driven narrative make it **impactful and persuasive**. It presents LumaVault as more than just a product—it's a **trusted partner in data management, security, and collaboration**.

4. Comparison to Other LLM Models with Similar Prompt Iterations

This comparative approach ensures to choose an AI to enhance the **communication, supports creative process, and delivers a final output** that feels truly **professional and human-written**. It's a step toward refining **AI-assisted** content to work seamlessly in a **real-world business** setting.

Gemini

Gemini ▾
2.0 Flash

Try

✦ Okay, let's talk about something that keeps a lot of us up at night: data. It's the engine of our businesses, right? But it's also a minefield. That's why we built LumaVault. We wanted to create a space where your data isn't just stored; it's *understood*.

Think of LumaVault as your data's best friend. We've got the security and privacy thing nailed down, with AI that's like a hawk, spotting compliance issues before they become headaches. But it's not just about locking things down. We wanted to make collaboration easy. That's where iLUMAnate™ and SynergyIndex™ come in. They're like having a super-smart assistant, showing you how your team's really working together, cutting through the noise. And, of course, it's available everywhere you are, seamlessly.


We're not just selling storage; we're selling peace of mind. We're giving you the tools to actually use your data, to make it work for you, not against you. Imagine, no more late-night compliance scrambles, no more wondering if your team's on the same page. LumaVault lets you focus on what you do best, knowing your data's in good hands.

Messaging Points:

- "Stop dreading data. Start leveraging it." (Focuses on empowerment)
- "LumaVault: Where security meets collaboration, effortlessly." (Highlights key benefits)
- "Your data, protected and understood, everywhere you need it." (Emphasizes availability and understanding)
- "iLUMAnate™ and SynergyIndex™: AI-powered insights, human-driven results." (Connects AI to tangible outcomes)
- "Finally, cloud storage that actually works for you." (Personalizes the experience)

Figure 7 Final Output from Gemini

Copilot

 **Copilot**
You are an expert advertising campaign designer. Y...

Brand Story

Welcome to LumaVault, where your data's future is secure, collaborative, and always within reach. At LumaVault, we believe that data is more than just information—it's the lifeblood of your organization. Our mission is to empower businesses to harness the full potential of their data with confidence and ease.

Imagine a world where your data is not only safe but also intelligently managed and effortlessly accessible. That's the world we're building with LumaVault. Our next-generation cloud storage and data governance platform is designed to revolutionize the way you handle data. With our AI-driven compliance and security features, you can rest assured that your data is protected and meets all regulatory requirements. Our intelligent indexing system, iLUMAnate™, and AI-driven SynergyIndex™ make collaboration seamless and efficient, reducing redundant work and optimizing teamwork. And with seamless integration across all major operating systems and cloud services, your data is always at your fingertips, no matter where you are.

Messaging Strategy

Why LumaVault?

- **Governance, Security, and Privacy:** Our AI-driven compliance and security features ensure your data is always protected and meets regulatory standards.
- **Collaboration:** With iLUMAnate™ and SynergyIndex™, teamwork has never been easier. Say goodbye to redundant tasks and hello to efficient, intelligent collaboration.
- **Availability:** Seamless integration across MacOS, Windows, Linux, Android, iOS, and cloud services means your data is always accessible, whenever and wherever you need it.

Key Messaging Points:

- **Empower Your Data:** Unlock the full potential of your data with LumaVault's intelligent management and governance tools.
- **Stay Compliant, Stay Secure:** Our AI-driven features keep your data safe and compliant with all regulations.
- **Collaborate Smarter:** Enhance teamwork and productivity with our advanced collaboration tools.
- **Always Accessible:** Enjoy the freedom of accessing your data from any device, at any time.

Join us at LumaVault and experience the future of data management today. Your data deserves the best, and so do you.

Figure 8 Final Output from Copilot

Table 1 Comparative Model Approach

Aspect	ChatGPT (57%)	Gemini (82%)	Copilot (100%)
Tone	Professional, engaging	Conversational, storytelling	Formal, corporate
Readability	Clear, structured	Engaging, uses metaphors	Dense, information-heavy
AI Detection	Moderate (Balanced)	High (Leans AI-like)	Very High (Highly AI-generated)
Message Clarity	Direct & structured	Creative but informal	Well-organized but robotic
Target Audience	Executives, IT managers	General audience, marketers	Enterprise decision-makers
Strength	Balanced tone & clarity	Relatable storytelling	Comprehensive & structured

5. Taglines

The tagline **"Your Team. Your Data. One Vault."** was chosen for its clarity, memorability, and alignment with LumaVault’s core mission. It emphasizes ownership and security, reinforcing that users have control over their data while ensuring seamless collaboration. **"One Vault"** highlights LumaVault as a unified, secure solution, making it appealing to both technical users and business leaders seeking a reliable data governance platform.

Taglines Iteration

ChatGPT

ChatGPT 4o ▾

Generate 5 catchy brand taglines for LumaVault. Keep them under 10 words. Aim for clarity, emotional impact, and memorability. Example inspiration:

- Google Drive: "Keep everything. Share anything."
- Slack: "Where work happens."
- AWS: "Build on."

Here are 5 catchy, emotionally resonant, and memorable taglines for **LumaVault**, each under 10 words:

1. "Your data, protected. Your team, unstoppable."
2. "Smarter storage. Safer collaboration."
3. "Built for trust. Designed for teams."
4. "Where data works harder for you."
5. "Secure more. Search less. Work better."

Let me know if you want options with a more playful, bold, or enterprise feel!

📄 🌟 🗣️ 🔊 🔄 ⌵

Figure 9 Tagline Prompt 1 and Output 1 of ChatGPT

ChatGPT(refined)

ChatGPT 4o ▾

Generate 5 powerful, emotionally compelling brand taglines for LumaVault. Use under 10 words. Must emphasize AI, security, and collaboration. Take inspiration from: "I'm lovin' it", "Think Different", "Move Fast".

Absolutely! Here are 5 powerful, emotionally compelling taglines for **LumaVault**—short, bold, and focused on **AI, security, and collaboration**:

1. "Secure Smarter. Work Together."
2. "Think Data. Trust AI."
3. "Protect More. Collaborate Freely."
4. "Your Team. Your Data. One Vault."
5. "Move Fast. Stay Secure."

Want a version with a bit more edge or tech swagger? Happy to remix!

📄 🌟 🗣️ 🔊 🔄 ⌵

Figure 10 Tagline prompt 2 and output 2 of ChatGPT

Other 2 Models Prompt and Output

Gemini

Gemini
2.0 Flash

Generate 5 catchy brand taglines for LumaVault. Keep them under 10 words. Aim for clarity, emotional impact, and memorability. Example inspiration:...



Alright, let's get those taglines sharp and memorable:

1. LumaVault: Secure Data, Smart Collaboration. (Concise, benefit-driven)
2. LumaVault: Your Data, Illuminated. (Plays on "ilLUMAnate," evokes insight)
3. LumaVault: Govern, Collaborate, Thrive. (Action-oriented, emphasizes growth)
4. LumaVault: Data Peace of Mind, Delivered. (Focuses on emotional relief)
5. LumaVault: Intelligent Storage, Human Results. (Highlights AI, connects to impact)

Figure 11 Tagline Prompt and Output of Gemini

Copilot

Generate 5 powerful, emotionally compelling brand taglines for LumaVault. Use under 10 words. Must emphasize AI, security, and collaboration. Take inspiration from: "I'm lovin' it", "Think Different", "Move Fast".



Copilot

Absolutely! Here are five powerful and emotionally compelling brand taglines for LumaVault:

1. "AI-Driven Security, Seamless Collaboration."
2. "Empower Data, Elevate Teams."
3. "Secure Together, Collaborate Smarter."
4. "AI for Safety, Synergy for Success."
5. "Your Data, Our Mission."

Do any of these capture the essence you're looking for?

Figure 12 Tagline Prompt and Output of Copilot

6. Citation

The examples of other company taglines cited in the attached output are:

- Google Drive – "Keep everything. Share anything."
- Slack – "Where work happens."
- AWS (Amazon Web Services) – "Build on."

These taglines are well-known marketing phrases used by the respective companies to emphasize their brand positioning and value propositions. If you need formal citations, you can reference the official websites or marketing materials of Google Drive, Slack, and AWS.