# Creative Strategy Guide: AI-Powered Micro-Targeted Ad Campaign for NCCHR

## 1. Executive Summary

This document outlines an AI-driven digital marketing strategy designed to help the National Center for Civil and Human Rights (NCCHR) boost local awareness and visitor conversion.   
Using ZIP-code segmentation, audience personas, and generative AI techniques, we created localized ad copy and creative direction that speaks directly to diverse communities across Metro Atlanta.

## 2. Objective

To increase local attendance through highly personalized social media ads powered by data-driven insights and AI-generated content.   
The project focused on identifying distinct audience personas by ZIP code and aligning ad messaging and visuals with those community interests and values.

## 3. Process Overview

- Step 1: Identify 5 Atlanta ZIP codes with varied audience demographics and cultural tones.  
- Step 2: Simulate local personas based on educator density, community activism, or creative engagement.  
- Step 3: Use GPT-style templating to generate tailored ad headlines, body text, and call-to-action.  
- Step 4: Generate visual prompts to guide Facebook/Instagram creatives, aligned with each ZIP persona.

## 4. Sample Campaign Content by ZIP Code

* 📍 ZIP Code: 30303 – Downtown ATL

- Persona: Young Professionals

- Interest Focus: Civil Rights History

- Ad Tone: Inspiring

- Headline: Explore Civil Rights History in Downtown ATL

- CTA: 🎟️ Free with Student ID — Plan Your Visit Today

- Visual Prompt: A inspiring ad visual showing young professionals engaging with civil rights history themes in a vibrant community setting. Include symbolic visuals like open books, civil rights marches, or bold art. Background: modern Atlanta cityscape or local neighborhood landmarks in Downtown ATL.

* 📍 ZIP Code: 30310 – West End

- Persona: Educators & BIPOC Families

- Interest Focus: Social Justice & Education

- Ad Tone: Empowering

- Headline: Explore Social Justice & Education in West End

- CTA: 🎟️ Group Discounts for Teachers — Plan Your Visit Today

- Visual Prompt: A empowering ad visual showing educators & bipoc families engaging with social justice & education themes in a vibrant community setting. Include symbolic visuals like open books, civil rights marches, or bold art. Background: modern Atlanta cityscape or local neighborhood landmarks in West End.

* 📍 ZIP Code: 30314 – Ashview Heights

- Persona: Students & Activists

- Interest Focus: Community Organizing

- Ad Tone: Mobilizing

- Headline: Explore Community Organizing in Ashview Heights

- CTA: 🎟️ Youth Day Events — Plan Your Visit Today

- Visual Prompt: A mobilizing ad visual showing students & activists engaging with community organizing themes in a vibrant community setting. Include symbolic visuals like open books, civil rights marches, or bold art. Background: modern Atlanta cityscape or local neighborhood landmarks in Ashview Heights.

* 📍 ZIP Code: 30318 – Grove Park

- Persona: Working-Class Families

- Interest Focus: Equity & Economic Mobility

- Ad Tone: Supportive

- Headline: Explore Equity & Economic Mobility in Grove Park

- CTA: 🎟️ Family Pack Tickets — Plan Your Visit Today

- Visual Prompt: A supportive ad visual showing working-class families engaging with equity & economic mobility themes in a vibrant community setting. Include symbolic visuals like open books, civil rights marches, or bold art. Background: modern Atlanta cityscape or local neighborhood landmarks in Grove Park.

* 📍 ZIP Code: 30316 – East Atlanta

- Persona: Young Artists & Creatives

- Interest Focus: Creative Expression & Identity

- Ad Tone: Bold & Expressive

- Headline: Explore Creative Expression & Identity in East Atlanta

- CTA: 🎟️ Pay-What-You-Can Fridays — Plan Your Visit Today

- Visual Prompt: A bold & expressive ad visual showing young artists & creatives engaging with creative expression & identity themes in a vibrant community setting. Include symbolic visuals like open books, civil rights marches, or bold art. Background: modern Atlanta cityscape or local neighborhood landmarks in East Atlanta.

## 5. Tools & Technologies Used

- GPT (via ChatGPT or API) for dynamic copy generation  
- Persona segmentation based on local insights  
- Prompt engineering for creative direction  
- Excel for campaign structuring

## 6. Strategic Recommendations

* ✅ Launch A/B tests with zip-personalized creatives on Meta Advantage+.
* ✅ Use tone-aligned visuals to match the emotional needs of each audience segment.
* ✅ Run campaigns in sync with cultural events (e.g. MLK Day, Juneteenth, Back-to-School).
* ✅ Incorporate student and educator discounts as key motivators in select ZIPs.