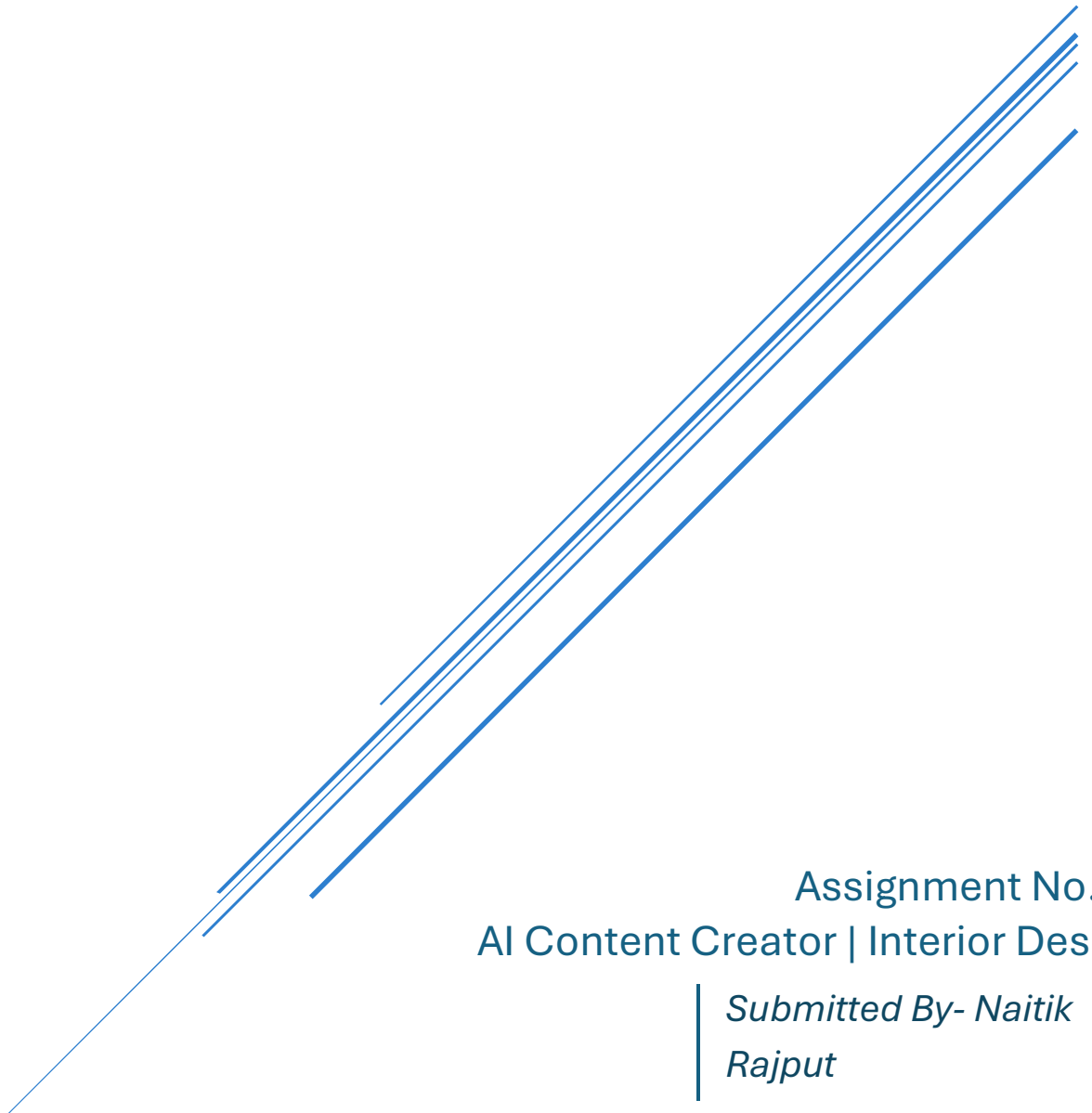# DEEP THOUGHT

DeepThinkers for a DeepTech Future

Assignment No.- 3
AI Content Creator | Interior Design

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PROBLEM BREAKDOWN IN SIMPLE POINTS

1. Context: I'm a strategist working with a fast-growing online marketplace for construction and interior design products.

2. Problem: Ads are getting views, but not engagement. People stop, but don't stay. Something's not clicking emotionally or persuasively.

3. My Mission:

- Diagnose why the campaigns are underperforming.
- Craft value-based, persuasive narratives (not just pretty words).
- Use strategic frameworks: AIDCA (Attention–Interest–Desire–Conviction–Action) and Cialdini's principles (like authority, scarcity, reciprocity, etc.)
- Avoid common pitfalls like sounding salesy, being too technical, lacking credibility.

KEY WAYS TO SOLVE THIS PROBLEM

1. **Use Frameworks Thoughtfully:**

AIDCA for structure.

Cialdini for persuasion.

2. Segment the Message:

Speak differently to architects vs builders.

Understand emotional vs functional triggers for each persona.

3. Decode the Data:

High views but low clicks? Something's off in tone or promise.

Low views + high clicks? Hidden gem (just needs more visibility).

4. Engineer Better Prompts:

I'm not just creating content, I'm instructing AI to generate it well.

5. Inject Meaning & Emotion:

Make people feel something. Not just "this is useful", but "this is meant for me."

STEPS (Suggested By ChatGPT)

1. Create a 4-prompt set for the 2 products × 2 personas.

2. Draft a 3-row campaign analysis with made-up but believable metrics.

3. Diagnose the message-market fit using the MMF table.

4. Write 3 improved prompts to fix what didn't work.

5. Summarize your thinking — mindset, reflections, learnings.

- ▪ After understanding all of the steps precisely, I Will Deliver:

1. Four content prompts including- AIDCA + 2 Cialdini + Negative Prompt.

2. Three-row data table with CTR, views, platform, copy.

3. Analysis of resonance for each.

4. Three improved prompts based on MMF.

5. And A Strategic Summary.

PART 1: The 4 Prompts (AIDCA + Cialdini)

1. Modular Kitchens → Architect Starting a Residential Project

Prompt:

Generate an ad copy that:

- *Attention:* Opens with a surprising stat or visual insight about how much time homeowners spend in kitchens.

- *Interest:* Describe how modular kitchens blend aesthetics with space-maximizing utility — making a home feel designed, not just built.

- *Desire:* Show how this product helps architects deliver smarter, future-ready homes.

- *Conviction:* Add a quote or stat from a respected architect or publication.

- *Action:* End with a CTA inviting architects to explore curated design templates or book a live demo.

Cialdini Principles: Authority, Social Proof

Negative Prompt: Avoid jargon like 'ergonomic modularity'; don't sound like a sales pitch — speak like a partner in design.

2. uPVC Windows → Builder on a Tight Timeline

Prompt:

Write an ad that:

- *Attention:* Starts with a line like 'Every delay costs you. These windows won't.'

- *Interest:* Emphasize how uPVC windows cut installation time by 30% compared to traditional methods.

- *Desire*: Position them as a reliable, low-maintenance choice under tight deadlines.

- *Conviction*: Mention how 500+ builders already trust this brand across 12 states.

- *Action*: End with 'Get your batch delivered in 72 hours — guaranteed.'

Cialdini Principles: Scarcity, Consensus

Negative Prompt: Avoid exaggerated claims like 'strongest windows in the world.' Stay credible and builder-relevant.

3. Modular Kitchens → Builder on Tight Timeline

Prompt:

Create a copy that:

- *Attention*: Leads with 'You build fast. Shouldn't your interiors keep up?'

- *Interest*: Highlight pre-assembled modular kitchen options that cut interior handover time in half.

- *Desire*: Emphasize how these kitchens reduce client escalations and post-handover delays.

- *Conviction*: Add a real-life example of a builder who reduced 3 weeks of site time.

- *Action*: CTA: 'Talk to an interior delivery specialist today.'

Cialdini Principles: Authority, Urgency

Negative Prompt: Avoid romantic language like 'heart of the home' — this audience wants performance, not poetry.

4. uPVC Windows → Architect Starting Residential Project

Prompt:

Write a campaign post that:

- *Attention*: Starts with 'Design meets durability' — with a stunning photo of the window in a modern façade.

- *Interest*: Explain how uPVC blends into modern minimalist designs while also resisting heat and dust.

- *Desire*: Position this as a smart choice for clients who demand low-maintenance elegance.

- *Conviction*: Mention top firms or publications that have endorsed this design feature.

- *Action*: CTA: 'View 15+ ready-to-install designs now.'

Cialdini Principles: Liking, Social Proof

Negative Prompt: Don't sound overly technical or say 'u-value' without context — use visual, emotional vocabulary.

PART 2: Campaign Analysis & Diagnosis

Campaign Name	Platform	Views	CTR (%)	Analysis
Kitchen Fast-Track	LinkedIn Ads	28,000	0.6%	High views, low CTR. Misfit: Bland headline, lacks emotional or strategic pull.
Window That Wins	Instagram Reels	7,500	3.4%	Low views, high CTR. Untapped winner — strong message, under-distributed.
Designed to Impress	Instagram Reels	22,000	0.4%	High views, low CTR. Weak headline, lacks clear benefits or emotional appeal.

PART 3: Improved Prompts Based on Analysis

1. Kitchen Fast-Track
Issue: Weak headline, no clear gain or emotional hook.
New Prompt: 'Write a LinkedIn ad headline that says: "Cut 3 Weeks Off Your Interior Handovers." Add proof point (e.g. with pre-installed modular kitchens used by top 10 NCR builders). Include urgency. CTA: "Book a free consult."'
AIDCA Fix: Attention + Conviction
Cialdini Principle: Authority + Scarcity

2. Window That Wins
Issue: Strong message but low reach. No content fix — just scale!

Prompt: 'Repackage this ad for a wider IG Reels push. Add trending music, builder testimonials, and bold delivery time on-screen.'
AIDCA Fix: Attention
Cialdini Principle: Social Proof

3. Designed to Impress

Issue: Vague headline, too abstract for social scroll culture.
New Prompt: 'Write a headline that says: "Windows That Keep Homes Cool — And Clients Happier." Add visual contrast image (before/after). CTA: "See how these uPVC windows perform across India."'
AIDCA Fix: Interest + Desire.
Cialdini Principle: Liking + Proof.

PART 4: Strategic Summary

- o Prompting is strategic thinking in disguise. When your prompt is weak, your content is fuzzy. But when your prompt is laser-sharp — rooted in human insight and structured thinking — your content becomes magnetic.

  I also realized how data is more than numbers — it's a signal. Low CTR isn't failure; it's feedback. And feedback, when framed properly, becomes fuel.
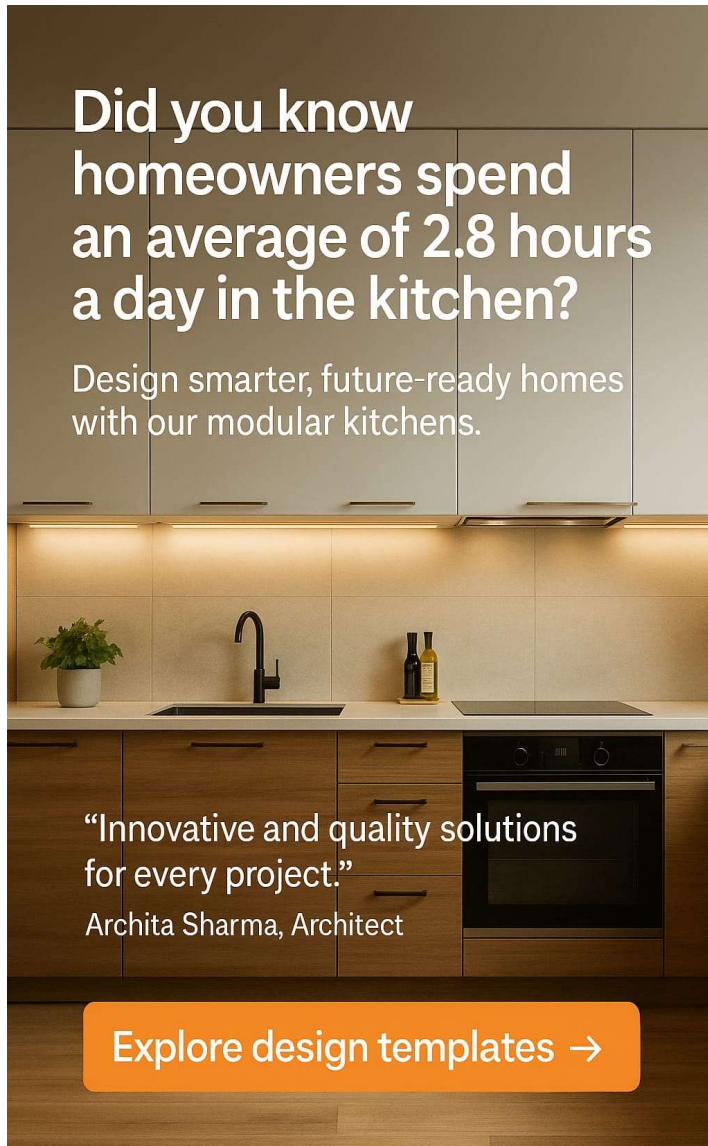
  Crafting value-based narratives is not about romanticizing the product — it's about aligning with what people value most at that moment: time, trust, proof, simplicity.

  The frameworks helped too. AIDCA gave me structure, while Cialdini gave me nuance. But the most valuable learning? Great marketing starts with listening — to data, to people, to platforms.

  When I iterate at scale, I won't start with content. I'll start with questions. What problem are we solving? Who are we speaking to? What do they fear? What do they want?

  Because good content fills a space. But great content fills a need.

- A Visual I created using ChatGPT which I think goes with the assignment:

Did you know
homeowners spend
an average of 2.8 hours
a day in the kitchen?

Design smarter, future-ready homes
with our modular kitchens.

"Innovative and quality solutions
for every project."

Archita Sharma, Architect

Explore design templates →

WHAT I LEARNED BY CREATING THIS ASSIGNMENT?

Prompt design is not just about words — it's about psychology, empathy, and precision. You're shaping how we humans (or AI) think. Every word you choose either pulls someone in or pushes them away.

I learned to treat ads like mini-conversations, not broadcasts. To ask: "Would this message move me if I were that builder rushing to finish a site in 30 days?" Or "Would this make an architect feel seen and understood?"

This problem taught me that persuasion isn't about tricks — it's about truth, relevance, and resonance. And that the best marketers are not just storytellers, but editors of attention.

Lastly, I now view a prompt not as an instruction — but a lens. It shows your team (or your AI) how to see, think, and speak in alignment with strategy.