

# ✦ The Art of the Prompt

A prompt guide for Strategists  
and Creatives ✦

# Before we start:

Based on their experiences and observations on Gemini's capacity to support insights and ideation processes, other Google strategists and creatives have created this guide.

Instead than demonstrating a whole use of Gemini, it aims to motivate users on how to maximize Gemini's assistance with particular tasks and use cases.

We sincerely hope this is useful, and we appreciate any comments or ideas you may have for further prompts!



# Before we start

Based on their experiences and observations on Gemini's capacity to support insights and ideation processes, other Google strategists and creatives have created this guide.

It is meant to encourage users on how to maximize Gemini, not to show an exhaustive usage of this instrument.

We sincerely hope this is useful, and we appreciate any comments or ideas you may have for further prompts!

Comments or queries?  
[Google/teamadrenaline](https://www.google.com/teamadrenaline)



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# You + AI: Relationship Building 101

Here are some ideas and pointers for marketers on how to use AI into their daily operations.

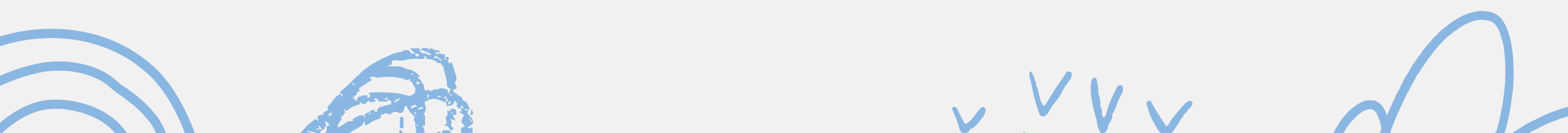
01





# Bring AI Along for the Ride

As you work through the day, always bring AI to the table. You'll soon realize which activities AI can excel at and which ones require human intervention. It's likely that AI may amaze you with how much it can improve your work.





# Defining the Relationship

As you'll see, when you provide Large Language Models (LLMs) specific instructions and specify their job, they frequently deliver stronger results. However, it's equally important to think about your personal part in this process.

You might be a junior copywriter, for instance. You recently received a promotion to Creative Director with your own leaned-in collaborator thanks to AI! What guidance or information would you offer to help you complete the task at hand?

# Build a Culture Around AI Experimentation

Creating a work culture around AI is the greatest approach to learn about it and find new use cases. At each team meeting, present your team with an award for the most "creative use of AI." Maintain a list of prompts and use cases.



# More Than Words

Be receptive to the opportunities that transcend written language can provide. The fancy term "multimodal" refers to Gemini's ability to comprehend several types of information, including as sound, video, and graphics.



Upload image



Upload files

Documents, data files,

Talk to a Gemini to boost your creativity and productivity. You can ask Gemini for assistance with tasks like receiving creative input on video advertisements or receiving straightforward explanations of complicated paperwork; we'll go over some instances later. Gemini's ability to create images can even be used to stimulate your creative process.

# What can Gemini help with?

Expand, Condense, Iterate, Finesse.

## Expand

thinking broadly;  
coming up with fresh  
viewpoints, concepts,  
and ways of expressing  
oneself.

## Condense

Research, reductive  
thinking, synthesising  
vast volumes of data,  
and simplifying  
complexity

## Iterate

"Riffing" on  
preexisting concepts  
to produce variants,  
distinct voices, and  
tones.

## Finesse

refining and polishing  
unique or preexisting  
concepts.



# The Art of the Prompt

There are no strict guidelines, just like in any other art form. Try it out. Repeat.

02



# Why are prompts important?

An order you write to communicate with a chatbot is called a prompt.

Conversational prompts can be understood by Large Language Models (LLM). One important advancement in enhancing AI systems is natural language processing, or NLP.

The prompts you write in your discussion with Gemini are crucial in determining the tone of the conversation. Better outcomes come from thoughtful prompts.

We then look at a framework to improve the caliber of your prompts.



# The Art of the Prompt

## The Building Blocks

### Persona

What role do you want Gemini to take on

You work for a large travel agency as a content marketer.

### Task

Clearly define the task and/or goal.

Come up with five blog post ideas that are both relevant and appealing to the tourist business and frequent travelers.

### Context

Provide more context on the style or content.

Make the subjects original. There are many travel blogs available; let's think of new, distinctive perspectives. Make sure the subjects are pertinent. When brainstorming, consider current trends, recent difficulties, and/or advances in the travel and tourist sector.

### Format

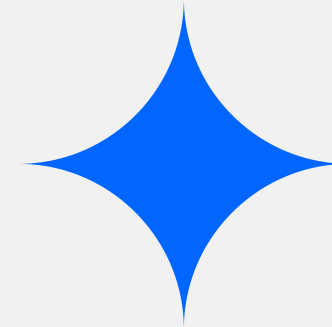
What format do you want the result to take?

Return the concepts as a list with bullets. A section for a) the target audience and the reasons this appeals to them should be included with every idea. b) The outline of the content c) a call to action.

# The Art of the Prompt

## The Building Blocks

Make the subjects original. There are many travel blogs available; let's think of new, distinctive perspectives. Make sure the subjects are pertinent. When brainstorming, consider current trends, recent difficulties, and/or advances in the travel and tourist sector.



**What am I really asking for?**

**Am I expecting a certain style?**

**And just for fun; what if I asked for the complete opposite?**

# 4 Tips on Prompt Writing

## Use natural language.

Write as though you were addressing someone else. Use comprehensive sentences to convey your ideas.

01

## Be specific and iterate.

Tell Gemini what you need it to do, such as write, summarize, produce, or alter the tone. Give as much background information as you can.

02

## Be concise and avoid complexity.

Express your request succinctly but precisely. Steer clear of jargon.

03

## Make it a conversation.

If you think there is space for improvement or if the outcomes don't live up to your expectations, adjust your prompts. To improve outcomes, use follow-up questions and an iterative review and improvement process.

04

# Prompts for Strategists

03





Research Analysis

Audience Research

Comms Strategy



Break Down Complex or  
Specialized Reports



Market Research

Strategic Frameworks



# Prompts for Creatives

04



Idea Generation

Ideation: Talent and Partnerships

Ideation: Getting Feedback

Ideation: Firming Up the Pitch

Ideation: Creative Analysis

Copywriting



**Thank you  
very much!**



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