

Reference & AI prompt

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AI Platforms & AI Prompts

ChatGPT:

1. This conversation is dedicated to 1 single project. you should focus on this project. You should follow every detail of it and analyze them like a real market and media strategist. Also, don't give me a full essay-like paragraph, focus on brainstorm and editing and polishing my writing
2. Also, in this conversation, before I say "dogdog" dont start write anything, but it doesnt mean that you should stop thinking. You got me?
3. here is my client: La-Z-Boy...(pasted from prompt)
4. I copy and paste SIP model.
5. Remember, everything you write should follow AP
6. lets move on, for this section, you should help me do a research on La-Z-boy. Im going to make a infographic, you should help me to collect 6 data from its business stats such as sales, consumer demographics, growth, market share) and also brand sustainability efforts. simply give me 6 data, dont write a paragraph. Include every single source where your data come from. dont make up any data. DO NOT really make a infographic, just give me data I required.
7. Provide me with every sources of which you collect those infographic data
8. Check all things I wrote, include every grammar details.

Grok AI:

1. I copy and paste SIP model
2. This conversation is dedicated to 1 single project. you should focus on this project. You should follow every detail of it and analyze them like a real market and media strategist.
3. Also, in this conversation, before I say "dogdog" dont start write anything, but it doesnt mean that

you should stop thinking. You get it?

4. also, dont make up any facts, be professional, everything that need back up sources, you should give a citation
5. also, brainstorm is your priority, you don't need to be perfect in writing because I will edit on what you wrote. Focus on facts based statement.

Canvas AI

1. I need you to help me make a infographic. I will give you data I collect, you should help me to generated related pictures based on these data and make a infographic draft.
2. My client is La-z-boy.they will launch a new gaming chair on Sept 12 which is national video gaming day. The product is targeted towards Gen Z and Alpha gaming enthusiasts. To launch this chair, La-Z-Boy has partnered with League of Legends esports player, Faker.
3. There are some error and bugs, you didnt generate anything
4. Include at least 6 graphic elements/images:
 1. Faker playing League of Legends
 2. La-Z-Boy gaming chair hero product shot
 3. Sales/revenue chart
 4. Retail growth icon or upward graph
 5. Store footprint map/icon
 6. Audience demographic chart
 7. Sustainability recycling icon
 8. North America manufacturing/distribution visual

Use these 6 data points in the design:

- Fiscal 2025 net sales: \$2.109 billion
- Retail segment sales increased 5% year over year
- 203 company-owned La-Z-Boy Furniture Galleries stores
- Network ownership grew from 44% to 55% in five years
- Website audience: 60.68% female, largest age group 55-64
- FY2024 non-hazardous waste recycling rate: 96%

5, PS: in the final version, the chair was generated by Canva. I changed its pattern and manually designed most of parts. The picture of Faker is not generated by AI. The money image, North America map, and data chart are also not generated by AI.