MorningAI

Need Ideas? Start With These Sample Briefs

Here are some proven prompts you can copy, tweak, and paste into your first brief—all designed to use your Brand, Product, and CustomerDNA for max impact.

Social Media Post

Goal: Drive product awareness on Instagram

Brief to paste into MorningAI:

"Create a fun, upbeat Instagram post for health-conscious millennials announcing the launch of our new mango-flavored electrolyte drink. Highlight hydration, clean ingredients, and summer vibes. Include 1–2 emojis and a short CTA to 'shop now."

Email Campaign

Goal: Promote a seasonal product drop

Brief to paste into MorningAI:

"Write an email for a limited-edition fall product launch: our pumpkin spice chocolate almonds. Audience is Gen X women who love gifting and seasonal treats. Use a warm, nostalgic tone. Include subject line, headline, and CTA to 'buy now before it's gone."

Marketing Strategy Outline

Goal: Kickstart planning for a campaign

Brief to paste into MorningAI:

"Build a basic marketing strategy for our Q3 iced coffee launch. Audience: busy young professionals in urban areas. Include key channels (social, email, sampling), top messages, and campaign timing ideas."

Retail Poster / In-Store Signage

Goal: Promote a sale in physical locations **Brief to paste into MorningAI:** "Create a bold, eye-catching retail poster for a 20% off storewide weekend sale. Audience is walk-in wine shoppers. Use large text, include our logo and a short CTA: 'Grab a bottle or two—your weekend deserves it."

Product One-Pager

Goal: Present a product to buyers or investors

Brief to paste into MorningAI: "Generate a clean, professional one-pager introducing our adaptogenic sparkling water for wellness retailers. Focus on benefits, flavor options, and natural ingredients. Audience: wholesale buyers. Include 3 feature highlights and a CTA to request samples."

Quick Tips Before You Hit "Generate":

- **Activate BrandDNA** so tone and visuals match your style
- **Select a CustomerDNA persona** to shape voice and targeting
- **Be specific:** Channel, audience, product features, and vibe matter
- **Start small:** One product or goal per brief works best