

Campaign: Alphabet Inc. (Opening of Google Gemini Labs in LA Public Libraries)

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AI Prompt Citations:

“I also need a chalkboard in that style, but with a YouTube logo on it in chalk.” prompt. ChatGPT, 18 Mar. version, OpenAI, 23 Mar. 2026, chat.openai.com/chat.

“I am building an infographic with a few statistics about Google's impact on education and where they are headed now, with their AI technology. I need help generating a graphic of a magnifying glass in the style of Google's current design language.” prompt. ChatGPT, 18 Mar. version, OpenAI, 23 Mar. 2026, chat.openai.com/chat.

“I am developing a promotional campaign for the opening of Google's Gemini Labs in all LA public libraries. These labs will give the public free access to Gemini. They will launch on the first day of summer, accessible to all LA Public Library cardholders. The labs are targeted towards Gen A and Gen Z, to empower them to learn how to use AI and encourage library use. That said, I need to start with some foundational research. I want to develop a data mining and audience profiling report. Help me find good information on the target audience, which I can use to compose a comprehensive profile of the target audience for this campaign.” prompt. ChatGPT, 18 Mar. version, OpenAI, 18 Mar. 2026, chat.openai.com/chat.

“I have an ad idea I would like to run by you. I want to develop a few out-of-home ads, one of which will be a billboard. I want the big idea of the ads to stem from the ‘level up’ language you proposed before, as I do think it ties well with the strategic points of this campaign and the target audience. That said, my headline for the billboard is: ‘Level Up Your Summer = Level Up Your AI Game.’ Essentially, I want to go with that tone of gamification, and given that the AI labs will open at the

start of summer, I want to capitalize on that, plus it's very LA. In the subheading, I want to elaborate more on what that means, but I still need to keep it short and simple. For the image, I want it to be a kid representing the audience, stepping up some bars that look like Google Gemini. What do you think? Does this work? What edits should I make to the copy to tell the story more effectively? I want a call to action also, simply saying 'visit your local public library this summer, and level up with Google Gemini.' Any feedback is good, just need to get my creativity going a bit more." prompt. ChatGPT, 18 Mar. version, OpenAI, 22 Mar. 2026, chat.openai.com/chat.

"I like the organized breakdown. There are some good ideas here. However, I need more specific data points and credible sources for my secondary research. I have attached a document titled "Campaign Element - OWNED Media", breaking down the research with key questions and report instructions. Taking this into consideration, help me source and organize good information I can use to compose a comprehensive audience profile, which gives actionable insight in developing strategic campaign storytelling that will resonate with the target audience." prompt. ChatGPT, 18 Mar. version, OpenAI, 18 Mar. 2026, chat.openai.com/chat.

"I need help with generating three pixel game-style characters in progression as they 'level up.' The last character on the right should have a cape and look like it has 'leveled up.' Make these three characters look simple in a vector art style." prompt. ChatGPT, 18 Mar. version, OpenAI, 22 Mar. 2026, chat.openai.com/chat.

"In that same style, I want an image of a few kids, all sitting in a classroom with computers." prompt. ChatGPT, 18 Mar. version, OpenAI, 23 Mar. 2026, chat.openai.com/chat.

"Next, I will move on to the earned media part of the campaign, where I will need to ghostwrite (from the perspective of Sundar Pichai, the CEO of Alphabet Inc.) a thought leadership piece for the LA Times. See the attached for more detailed instructions on how this needs to be written. I need help coming up with good topics that will fit the campaign I am developing for the opening of Gemini Labs in LA Public Libraries. This piece of writing should naturally help bring attention to the

opening of the labs, yet be thoughtful so to not come across as overly promotional and sound authentic to the CEO.” prompt. ChatGPT, 18 Mar. version, OpenAI, 21 Mar. 2026, chat.openai.com/chat.

“Now I want to develop a version for a [train] station. I had the idea of making it adaptive to the setting since the reader has more time to view the ad as they wait for the [train]. I wanted to incorporate a dynamic element like the time left for the [train] to arrive. Displayed on the wall across the [train] tracks, I want the ad to say something along the lines of ‘only (insert time till [train] arrives) left till you level up this summer...’ Then, when the [train] arrives, display another version of the ad on the [train] itself, saying, ‘it's go time’! What do you think? What can I do to refine this idea? I want it to feel like an integrated camping, and I think this is a good addition that tells a similar story but considers the context and medium.” prompt. ChatGPT, 18 Mar. version, OpenAI, 22 Mar. 2026, chat.openai.com/chat.

“Please generate a Chromebook.” prompt. ChatGPT, 18 Mar. version, OpenAI, 23 Mar. 2026, chat.openai.com/chat.

“That was very helpful. What about this: Level Up This Summer | Go on an AI trip. Make art. Finish homework. Build something. | Try it free at any LA Public Library. | Powered by Google Gemini.” prompt. ChatGPT, 18 Mar. version, OpenAI, 22 Mar. 2026, chat.openai.com/chat.