

CHATGPT® AI Assistant**Client Brief – Integrated Marketing Communications Campaign****WHAT ARE WE TRYING TO ACHIEVE?****Marketing Situation**

- CHATGPT® is the AI assistant from OpenAI that launched the modern AI category in November 2022 and remains its best-known brand — competing with assistants embedded in search engines, operating systems, productivity suites, and social platforms, and with fast-growing challengers such as Google's Gemini and Anthropic's Claude. OpenAI's public visibility makes corporate reputation inseparable from the product brand.
- US adoption is substantial but unfinished: 44% of US adults have used ChatGPT (versus 24% for Gemini, the nearest rival), yet only about a quarter of adults use any chatbot daily, adults under 50 are roughly twice as likely to use it as those 50 and older, and only a small fraction of its roughly 900 million weekly users worldwide pay for a subscription.
- Adoption has outpaced trust: 63% of US adults say AI is advancing too quickly, 71% expect it to weaken the security of personal information, and about six in ten lack confidence that AI companies will act responsibly — just as OpenAI begins testing ads in the US Free and Go tiers, requiring the brand to explain how broad access is funded while preserving the perceived independence of answers, the privacy of conversations, and the value of paid plans.

Business and Strategic Objectives

For this course, treat these as planning goals for a 12-month campaign — not public OpenAI forecasts.

- Increase CHATGPT® consumer **subscription revenue by +25% year-over-year** by:
 - Defending total USA household penetration for the CHATGPT® brand — deepening daily habit among existing users and winning the remaining new-to-category entrants
 - Growing conversion from the free tier to paid ChatGPT Go and Plus plans, without reducing affinity for broad, affordable access
- Drive a 15% increase in qualified trial and a 10-point gain in 30-day repeat use within your chosen primary target — lifting agreement that ChatGPT “is useful for people like me, keeps me in control, and is worthy of trust when used responsibly”
- Improve CHATGPT® brand equity in the areas of trust, perceived value, safety, and bonding, and lift understanding of its capabilities, limits, privacy, and ad practices

Potential target markets:

- Primary and Secondary Targets: **to be determined by your agency** — select and defend one primary US consumer target (adults only; parents may be addressed as stakeholders, but no marketing directly to minors) and, if useful, one secondary
- Define targets by need state, adoption stage, attitudes and barriers, life context, and media behavior — not age alone; “everyone” is not an acceptable target.
- Prospect pools to consider: name-aware never-users; one-and-done lapsed triers; occasional users who could form a daily habit; free users who could justify Go or Plus; skeptical older adults. Identify the recurring “job” ChatGPT does for each — and the barrier blocking trial or repeat use

Campaign goals to convey to target audience(s):

- CHATGPT® is the AI I trust to give me honest, useful help with whatever I'm working on or working through
- CHATGPT® is a reliable everyday go-to that strengthens my own thinking and judgment — I stay the decision-maker
- CHATGPT® fits my life: I understand what it can and can't do, and I control how memory, privacy settings, and ads shape my experience
- CHATGPT® offers a distinctive experience and a clear level of access for my needs — not merely another interchangeable AI chatbot

WHAT CAN THE BRAND OFFER?**Explain the benefits to be highlighted in the campaign:**

Prioritize the benefits most relevant to your chosen target rather than advertising every feature.

- **One conversational workspace with practical range:** brainstorm, write, study, plan, analyze, compare, and create across text, voice, images, and files.
- **Current and checkable:** built-in search and deep-research tools reach the live web and provide sources when timeliness and verification matter
- **Personal continuity:** memory, chat history, projects, and connected apps carry context forward and reduce repetition — subject to user settings and plan
- **Familiarity at scale:** the broadest reported US reach of any named chatbot creates social proof and cultural fluency, with a free entry point and tiered plans (ads are being tested in Free and Go; Plus remains ad-free) so people can match access, features, and price to need — leadership that must be continually re-earned

WHAT BELIEFS, CONVENTIONS OR TRENDS NEED TO BE ADDRESSED?**Explain the barriers the campaign needs to overcome to achieve objectives:**

These are the core communications challenges — establish a hierarchy; no single execution should answer them all. The strategic tension: make the unfamiliar useful without making it seem harmless or magical.

- **Awareness without understanding:** nearly everyone knows the name, but many still see a blank prompt box, a school-cheating tool, or a novelty — the campaign must turn abstract “AI” into a concrete, repeatable human benefit
- **Breadth versus clarity:** the product does many things, but a feature list is not a positioning — choose a coherent use-case ladder and a memorable promise that survives rapid product change (model names are not a durable consumer proposition)
- **Calibrated trust:** ChatGPT can sound confident while being wrong, and only about three in ten Americans say they trust chatbot output — marketing must demonstrate sourcing and verification without implying every answer is current, complete, or authoritative
- **Privacy, memory, and ads:** people conflate chat history, saved memory, model training, and ad personalization — and an ad near a personal conversation can create suspicion that answers are for sale; controls and tradeoffs must be explained plainly, and sponsored content kept visibly separate
- **Human agency, jobs, and skills:** consumers worry about displacement, shortcuts, dependency, and eroding creativity or critical thinking — the strongest brand role is augmentation, keeping authorship, judgment, and accountability human
- **Commoditization and defaults:** Gemini, Copilot, Meta AI, Claude, and Grok compete on capability, price, and pre-installed distribution — ChatGPT must own a distinctive relationship and experience, not a temporary benchmark lead
- **High-stakes, emotional, and teen use:** people turn to chatbots for medical information, emotional support, and companionship — the brand must set boundaries, promote real-world help and expert judgment, and support age-appropriate safeguards without encouraging dependence
- **Social license under a spotlight:** as the face of the category, ChatGPT absorbs every AI controversy first — copyright and authenticity disputes, bias and unequal access, energy costs, labor, and regulation — demanding an earned-media and stakeholder strategy, not just paid persuasion

WHAT ARE THE DO'S AND DON'TS FOR THE CAMPAIGN?

Do:

- Keep the CHATGPT® product, current interface, or wordmark visible in every execution, using OpenAI-approved names, logos, and plan descriptions accurate at launch — and build modular creative that can be updated as features change
- Show a specific human need, a credible interaction, and a visible outcome with the current product — people savvy, curious, confident, and in control; the user stays author, decision-maker, and verifier, with source-checking or professional review shown where stakes are high
- State privacy, memory, training, and ad claims precisely and satisfy FTC truth-in-advertising standards — keeping sponsored content visibly separate from ChatGPT answers and controls easy to understand
- Disclose material use of AI-generated campaign content; secure rights and consent for people, voices, and likenesses; design for accessibility; and integrate paid, owned, earned, shared, and experiential tactics around one strategic idea

Don't:

- Do not promise perfect accuracy, neutrality, privacy, safety, or outcomes; do not imply ChatGPT replaces a doctor, lawyer, financial professional, teacher, or human relationship; and do not imply every feature is available on every plan or device
- Do not anthropomorphize ChatGPT as a best friend, therapist, or sentient authority, or design tactics that optimize dependency or time spent — and never market directly to minors
- Do not use fear of job loss, academic penalties, or social exclusion as coercion; never use confidential, medical, or personally identifying information in demonstrations; and never place ad mockups in sensitive contexts
- Do not build the campaign on technical model names, make unsubstantiated comparative claims, or disparage competitors

WHAT IS THE BUDGET AND TIMELINE FOR THE CAMPAIGN?

Provide key details about the budget & timeline:

- **\$50 million working media budget** for the US consumer campaign
 - Hold 10% of working media as an optimization reserve for learning, product changes, emerging issues, and rapid-response opportunities
- No limit on non-working budget items (production, research and measurement, accessibility, experiential/events, partnerships, PR expenses), but these must be identified and estimated in the plan, and major events and PR executions confirmed with the client
- **12-month campaign, January–December 2027**, with planning and production beginning in fall 2026

MEASUREMENT AND PITCH EXPECTATIONS

Measurement expectations:

- Trial, activation, 30-day repeat use, and use-case depth within the chosen target
- Brand lift on relevance, distinctiveness, usefulness, responsible trust, and user control
- Correct understanding of limitations, verification, privacy and memory controls, ad practices, and plan value
- Paid-plan consideration or conversion where relevant — plus earned conversation, stakeholder sentiment, and safety/complaint signals

Client expectations for the pitch:

- A research-grounded situation analysis and target choice, including a clear non-target
- A single positioning and message strategy that resolves the most important target tension
- Creative examples that work together across media and accurately demonstrate the product
- A public relations and stakeholder plan that anticipates at least one plausible trust or reputation scenario
- A media flow, budget allocation, and measurement design tied to the stated objectives

Research starting points:

1. [Pew Research Center. "Americans and AI 2026" \(adoption, trust, and platform-share data\)](#)
2. [OpenAI. "What is ChatGPT?" FAQ](#)
3. [OpenAI. "ChatGPT accuracy and limitations"](#)
4. [OpenAI. consumer privacy and controls](#)
5. [OpenAI. "Ads in ChatGPT"](#)
6. [OpenAI Signals. "How ChatGPT adoption broadened in early 2026"](#)
7. [OpenAI. "Introducing parental controls"](#)

Product, market, and policy details were compiled on July 31, 2026 — teams must verify current product, policy, pricing, and market claims before finalizing work. Groups may not contact OpenAI or its representatives for this assignment; it is not permission to submit AI-generated coursework (see the syllabus AI policy).