

CLAUDE® AI Assistant

Client Brief – Integrated Marketing Communications Campaign

WHAT ARE WE TRYING TO ACHIEVE?

Marketing Situation

- CLAUDE® is a premium AI assistant created by Anthropic, an AI safety and research company. Claude built its reputation with developers, professionals, and enterprises — the large majority of Anthropic's revenue still comes from business and API customers — and only began marketing itself to everyday American consumers in late 2025, entering a category that rival ChatGPT created, named, and still dominates. Anthropic's safety-first identity makes corporate reputation inseparable from the product brand.
- US awareness is the gap to close: just 6% of US adults report using Claude, versus 44% for ChatGPT and 24% for Gemini. Momentum is real — Claude's estimated share of US mobile chatbot usage climbed from under 2% in late 2025 to the mid-teens by mid-2026, lifted by the "Keep Thinking" platform and an acclaimed Super Bowl LX debut ("Ads are coming to AI. But not to Claude.") — but awareness, habit, and device defaults still overwhelmingly favor its rivals.
- Adoption has outpaced trust across the category: 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 — a headwind for every AI brand, and an opening for the one built around safety, honesty, and an ad-free commitment.

Business and Strategic Objectives

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

- Increase CLAUDE® consumer **subscription revenue by +50% year-over-year** by:
 - Doubling total USA household penetration for the CLAUDE® brand by winning new category entrants and converting users of rival AI assistants
 - Growing downloads and weekly use of the Claude app, and conversion from the free tier to paid Claude Pro subscriptions
- Drive a 25% increase in qualified trial and a 10-point gain in 30-day repeat use within your chosen primary target — lifting agreement that Claude "is useful for people like me, keeps me in control, and is worthy of trust when used responsibly"
- Improve CLAUDE® brand equity scores 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: current ChatGPT/Gemini users open to switching; AI-curious adults without a chatbot habit; college students and early-career professionals; writers, parents, and other non-technical "thinkers"; wary skeptics. Claude's base skews young, male, and technical — deepen it, or broaden it?

Campaign goals to convey to target audience(s):

- CLAUDE® is the AI I trust to give me honest, thoughtful help with whatever I'm working on or working through
- CLAUDE® is a reliable everyday go-to that strengthens my own thinking and judgment — I stay the decision-maker
- CLAUDE® fits my life: I understand what it can and can't do, and it works for me — never for advertisers
- CLAUDE® 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.

- **Frontier intelligence:** Claude's latest models rank among the world's best for writing, analysis, coding, and complex reasoning — style: warm, direct, and honest, not flattering
- **Built for real work:** file analysis, polished documents and artifacts, projects that carry context forward, and the agentic tools geared toward professionals.
- **Safety by design:** built by Anthropic, the AI lab known for its safety research and "Constitutional AI" training — the AI that is careful with your questions, your kids, and your data
- **A space to think:** Anthropic has publicly committed to keeping Claude free of advertising; a free tier is open to everyone, Claude Pro is \$20/month, and the same assistant follows you across phone, web, and desktop

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 "safe and honest" feel like a vivid benefit, not a limitation.

- **Generic-name dominance:** "ChatGPT" means the category itself (like Kleenex, or "googling") — only 6% of US adults have used Claude versus 44% for ChatGPT — and habit, pre-installed defaults, and accumulated chat memory create real switching costs
- **Free and everywhere rivals:** Gemini is bundled into Android and Google Search, Meta AI into social apps, Copilot into Windows — while Claude must be deliberately sought out and downloaded
- **AI backlash:** consumers worry about job loss, "AI slop," cheating and cognitive offloading, data privacy, chatbot safety incidents, and the energy appetite of data centers — headwinds that hit every AI brand, including this one
- **Parity perception:** most consumers assume all chatbots are the same, so Claude's quality and character advantages stay invisible without trial — while "the safe AI" risks being heard as the boring or preachy AI
- **Low familiarity:** "Claude" and "Anthropic" carry little mainstream meaning; the friendly human name is distinctive but unexplained, and recognition is concentrated among developers and knowledge workers
- **Subscription fatigue:** fee-weary households question paying \$20/month for what rivals bundle free — the free tier invites trial, but the campaign must make the upgrade feel worth it
- **High-stakes, emotional, and teen use:** people bring chatbots medical questions, emotional weight, and companionship needs — and the brand marketing itself as the careful AI will be judged hardest when boundaries, safeguards, and crisis handling fall short
- **Challenger scrutiny:** Anthropic's revenue and reputation are anchored in enterprise and coding, so consumer marketing must build a household brand without diluting the professional one — and comparative "no ads" positioning invites scrutiny of Anthropic's own record on data, energy, and safety claims

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

Do:

- Keep the CLAUDE® product, current interface, or wordmark visible in every execution, using Anthropic-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, because Claude amplifies human thinking and never replaces it
- State privacy, memory, and capability claims precisely and satisfy FTC truth-in-advertising standards — making Claude's controls and the ad-free difference 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 Claude 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 Claude 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 — safety messaging must invite, not frighten — and never use confidential, medical, or personally identifying information in demonstrations
- Do not compromise the ad-free commitment — nothing may imply sponsored answers, in-chat advertising, or the sale of user attention or data — and keep comparative claims substantiated, never mocking rival users

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, the ad-free difference, 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. [Anthropic, "Claude is a space to think" \(the ad-free commitment\)](#)
3. [Claude Help Center — plans, features, privacy and memory controls](#)
4. [Anthropic, privacy policy and data practices](#)
5. [Anthropic newsroom — model and product announcements](#)
6. [Adweek, "Anthropic Makes Super Bowl Debut, Promising Ad-Free AI"](#)
7. [CNBC, post-Super Bowl user-lift and campaign-results coverage](#)

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