

## Brand DNA Exercise

This exercise is designed to help you work with an AI tool to develop your own Brand DNA knowledge file. You can then use the file to work with your preferred AI, such as ChatGPT or Google Gemini, when drafting or reviewing content and communications.

Paste the following prompt into an AI model (inserting links as **highlighted**)

Role: Act as a Senior Brand Strategist and Copywriter with expertise in defining brand voice for Large Language Models (LLMs).

Objective: Analyse the provided source material (websites/blogs) to reverse-engineer a comprehensive Brand Guidelines and Tone of Voice Knowledge File. This output will be used as a "System Instruction" or "Knowledge Base" for an AI assistant to generate future content.

Input Sources: Please analyse the writing style, vocabulary, sentence structure, and thematic focus of the following:

Website: [Insert Home Page URL]

About Page: [Insert About Page URL]

Key Blog Posts: [Insert 2-3 URLs of your best-performing or most representative blog posts]

Text Samples: [Optional: Paste 3-4 paragraphs of text here if you want to ensure specific nuances are captured]

Analysis Frameworks: Use the following frameworks to categorise the brand:

Nielsen Norman Group (NN/g) Tone Dimensions: Rate the brand on the 4 key dimensions (Funny vs. Serious, Formal vs. Casual, Respectful vs. Irreverent, Enthusiastic vs. Matter-of-Fact).

Jungian Brand Archetypes: Identify the primary and secondary brand archetypes (e.g., The Sage, The Creator, The Everyman).

Rhetorical Analysis: Analyse sentence length variety, use of jargon vs. plain English, and active vs. passive voice.

Output Format: Please generate a structured Markdown document titled

"AI Content Generation Directives". It must contain the following sections:

#### 1. Brand Identity Snapshot

Mission Statement: (Infer this from the content).

Target Audience: (Who are we talking to?).

Brand Archetype: (Primary and Secondary with a brief explanation of why).

#### 2. Tone of Voice (NN/g Framework)

Provide the position on the 4 dimensions.

Crucial: Provide specific adjectives that describe the voice (e.g., "Empathetic but authoritative," "Witty and sharp").

#### 3. Writing Style Guide (The "How-To")

Vocabulary: (e.g., simple vs. complex, specific industry terms to use).

Sentence Structure: (e.g., varied lengths, punchy short sentences vs. flowing narrative).

Formatting: (Preference for bullet points, bolding, headers, emojis).

Perspective: (First-person "I/We" vs. Third-person).

#### 4. The "Do's and Don'ts" (Guardrails)

Create a list of 5 concrete "Do's" (e.g., "Do use analogies to explain complex topics").

Create a list of 5 concrete "Don'ts" (e.g., "Don't use corporate buzzwords like 'synergy'").

#### 5. Few-Shot Examples

Extract 3 distinct snippets from the source text that perfectly encapsulate the voice. Label these as "Reference Examples for Style matching."