



Bake-Off for a Modern Marketer: Building an AI-Powered Campaign

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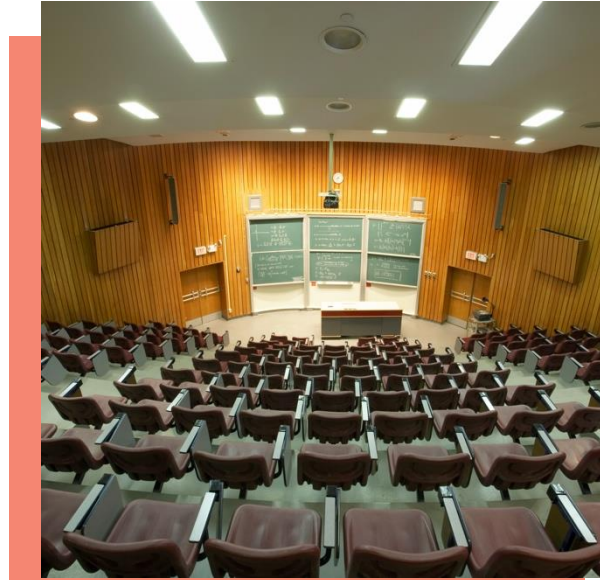
Master of Science, West Virginia University • Integrated Marketing Communications 2015

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Who am I?

Why am I here?

- Instructor of IMC 554:
AI in Digital Marketing Communications
- The challenge of my "day job": if people who sell technology don't use AI themselves, how can they be credible as storytellers and sellers?
- Made in England



ICEBREAKER

Who are you?

Why are you here?



THE GREAT BRITISH BAKE OFF®



How this works



To Keep in Mind

- ✓ **AI accelerates exploration**
It helps marketers generate and evaluate more options faster
- ✓ **AI changes the workflow**
Marketers can move from brief to insight to creative draft much more quickly, but only if the workflow is clear
- ✓ **AI raises the value of judgment**
The marketer still has to decide what is true, useful, brand-aligned, and worth executing



Our Bake-Off

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Form Teams

3 teams of 3-4 people



■ Prompt Lead

Drives the AI tool

■ Strategy Lead

Keeps the audience, objective, and message focused

■ Creative/Quality Lead

Shapes the asset and challenges generic output

■ Presenter/Timekeeper

Keeps the team moving and shares the final work.

In Today's Challenge Basket

- ✓ **The Product**
Trailhead Cold Brew by Summit & Steam Coffee Co.
- ✓ **The Challenge**
Summit & Steam wants to launch Trailhead Cold Brew in a new regional market and needs an integrated marketing campaign that drives awareness, trial, and repeat purchase.



Choose your AI Tool



The Creative Brief

Brand

Summit & Steam Coffee Co.

Product

A ready-to-drink cold brew line called Trailhead Cold Brew.

Brand Positioning

Summit & Steam is a regional coffee company built around the idea that coffee helps people start well — whether they are heading into a workday, a study session, a road trip, or a weekend adventure.

Product Description

Trailhead Cold Brew is a smooth, lightly sweetened ready-to-drink cold brew sold in cans and bottles. It is designed for busy professionals, college students, commuters, and active consumers who want quality coffee without slowing down.

Campaign Challenge

Summit & Steam wants to launch Trailhead Cold Brew in a new regional market and needs an integrated marketing campaign that drives awareness, trial, and repeat purchase.

Target Audience

Young professionals and graduate students, ages 24–39, who are busy, ambitious, mobile, and value convenience without wanting to feel like they are settling for generic convenience-store coffee.

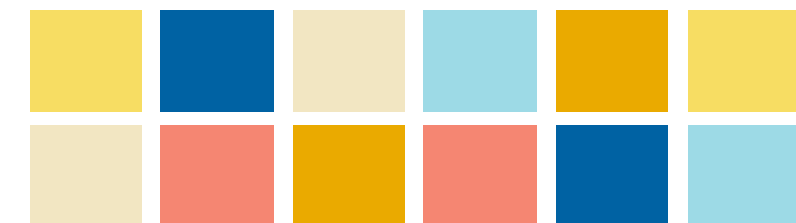
Primary Campaign Objective

Drive awareness and first-time trial of Trailhead Cold Brew in the first 90 days after launch.

Desired Action

Get the audience to try the product through retail purchase, campus/community sampling, promotional offers, or online store locator engagement.

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Campaign Deliverables

- ✓ Audience Insight
- ✓ Campaign Idea/Name
- ✓ Core Messaging
- ✓ Three Channel Activation Plan
- ✓ One Sample Creative Asset
- ✓ One Responsible AI Revision

Prompt Perfect Demo

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Audience Insight

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Exercise 1



Find the Audience Insight

- ✓ Teams use AI to identify audience motivations, barriers, and decision triggers

You are helping us develop an integrated marketing campaign for Trailhead Cold Brew, a ready-to-drink cold brew from a fictional regional brand called Summit & Steam Coffee Co.

The target audience is young professionals and graduate students ages 24–39 who are busy, ambitious, mobile, and quality-conscious. Identify their likely motivations, barriers, decision triggers, and emotional tensions around coffee, convenience, energy, and daily routines.

Then give us five possible audience insights in one sentence each. Make them specific and non-generic.

Campaign Territories

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Exercise 2

Create Campaign Territories

- ✓ Teams use their chosen insight to generate campaign ideas

Based on this audience insight — [insert insight] — develop five distinct campaign territories for Trailhead Cold Brew. For each one, include a campaign name, strategic rationale, emotional hook, sample headline, and why it would motivate first-time trial.

Make the ideas feel modern, credible, and campaignable. Avoid overused phrases like 'fuel your day' unless you can make them feel fresh.

Blind Spot Prompting

Group Activity

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Blind Spot Prompting

Critique this campaign idea as if you are a skeptical marketing director. Evaluate it for audience relevance, differentiation, clarity, credibility, feasibility, and ability to drive trial. Identify what is strong, what is generic, what needs improvement, and how we should revise it.

What revision will you make based on this feedback?



Message Platform



Core Message	Message Pillars	Tone of Voice
Empower teams to move faster with confidence.	Speed Simplicity Trust	Clear Confident Human Optimistic
Proof Points	Words to Use	Words to Avoid
· Data-backed results · Customer stories · Expert validation	· Empower · Simplify · Accelerate · Trusted · Built for you	· Leverage · Synergy · Utilize · Best-in-class · Game-changing
CTA		
· See it in action · Get started today · Join the waitlist		

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Exercise 3

Build the Message Platform

- ✓ Teams turn the idea into campaign messaging

Using this campaign idea — [insert idea] — create a message platform for Trailhead Cold Brew. Include a core message, three message pillars, supporting proof points, tone of voice, words to use, words to avoid, and three calls-to-action.

The tone should be energetic, credible, modern, and not overly gimmicky.

Campaign Assets

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Exercise 4



Campaign Asset: Copy

- ✓ **Generate and align on campaign copy for use in creative**

Create one polished campaign asset for Trailhead Cold Brew based on our campaign idea and message platform. We are creating a [asset type]. Include the copy, CTA, and visual direction. Make it specific to our target audience and designed to drive first-time trial.

- **LinkedIn sponsored post**
- **Instagram caption + image direction**
- **Email launch message**
- **Landing page hero section**
- **Digital display ad copy**
- **Campus/community sampling flyer copy**
- **15-second video script**



Exercise 4

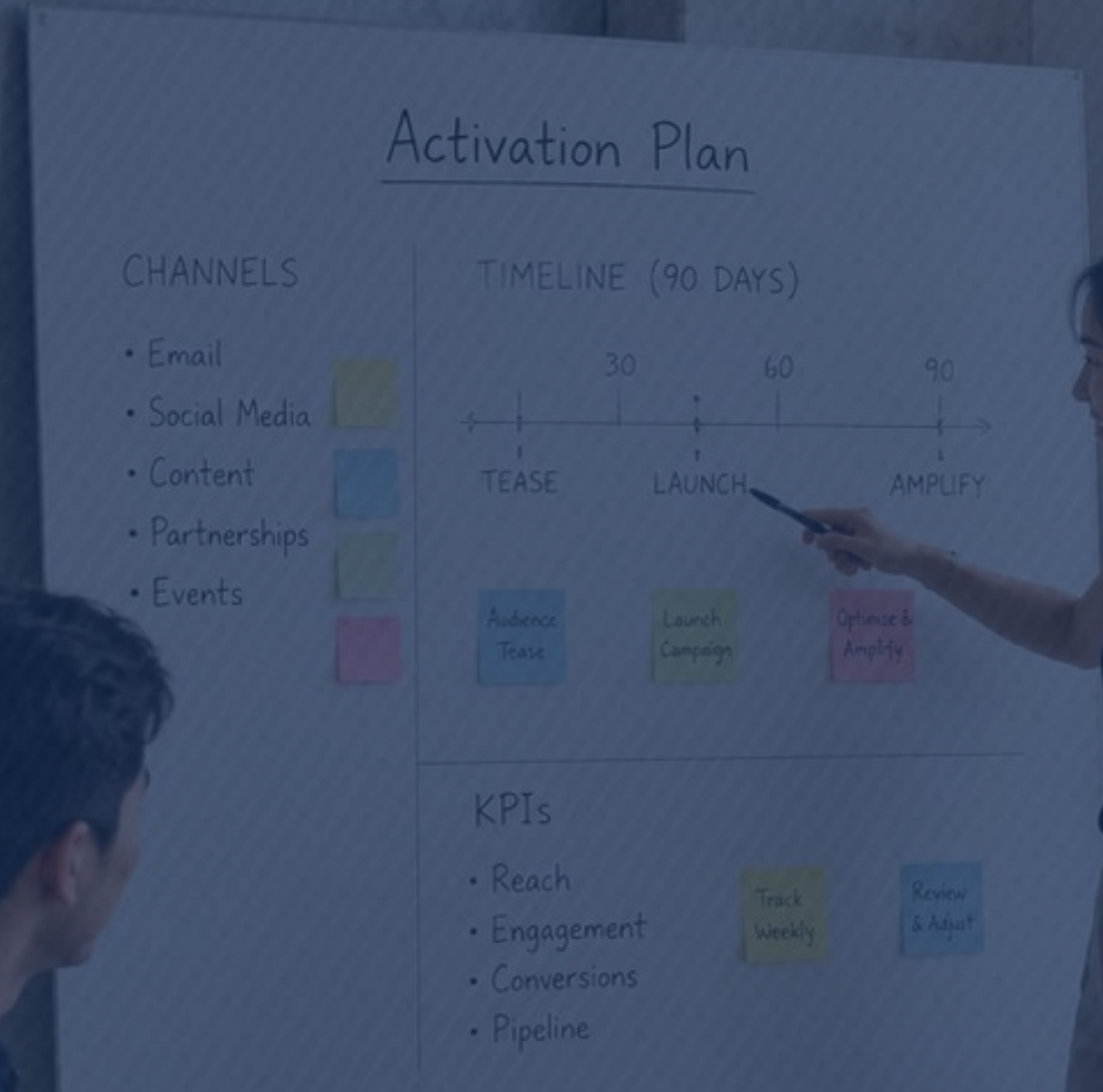
Campaign Asset: Visual

- ✓ Create a visual direction and/or AI-generated image concept for your asset

Create a visual direction for this campaign asset. Describe the image style, setting, composition, mood, colors, typography feel, and what the audience should feel. Avoid generic AI stock imagery.

Make it specific to Trailhead Cold Brew, Summit & Steam Coffee Co., and our campaign idea.

Activation Plan



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Activation Plan

- ✓ **Generate three channels and three KPIs that will evaluate the impact of the campaign**

Create a simple 90-day activation plan for Trailhead Cold Brew using three channels. For each channel, explain its role in the campaign, the type of content or tactic we would use, and one KPI we would track. The objective is awareness and first-time trial.

- **Instagram/TikTok**
- **LinkedIn, if targeting young professionals**
- **Campus/community sampling**
- **Retail point-of-sale**
- **Email promotion**
- **Paid social**
- **Influencer/local creator partnerships**
- **Store locator/landing page**
- **Partnerships with coworking spaces, gyms, or local events**

Judge's Table



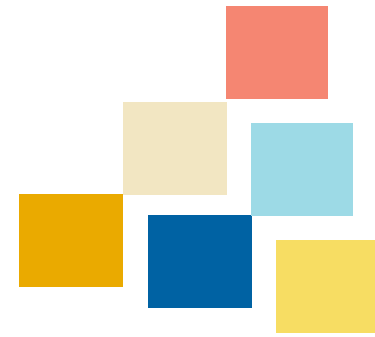
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The Judge's Table

Present the following:

- ✓ Campaign Name
- ✓ Audience Insight
- ✓ Sample Creative Asset
- ✓ Three Channels
- ✓ Three KPIs
- ✓ One AI output improved with human judgment



Tasting Notes



- The strongest strategy?
- Most creative campaign idea?
- Campaign most ready to launch?
- Best use of human judgment?
- Biggest improvement from AI's first draft?



Reflections

What did we learn?
What surprised us?
What's most useful?

Next steps

What will we carry forward?

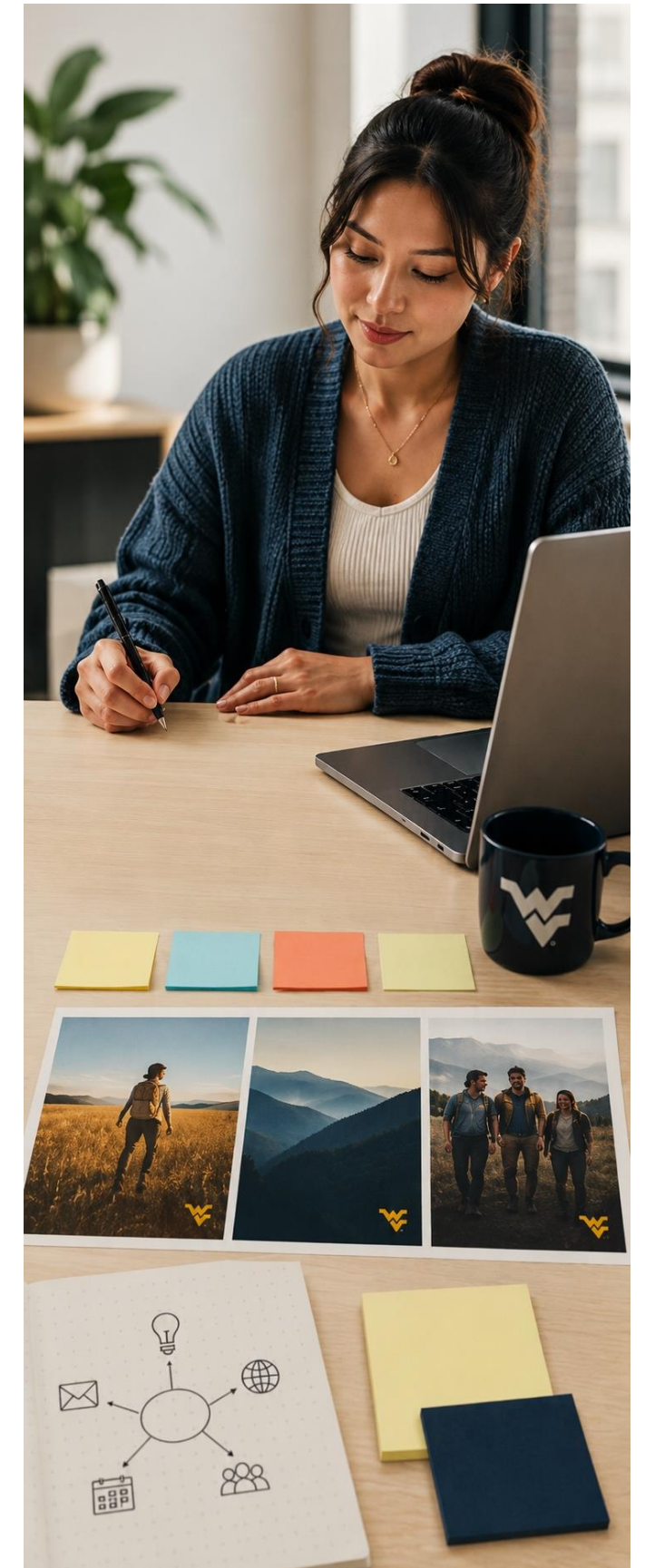
Reflections

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The Marketer's AI Workflow

- ✓ **Brief the work**
Give AI the context, audience, goal, and constraints
- ✓ **Generate Options**
Use AI to expand the range of possible directions
- ✓ **Evaluate Hard**
Push AI and yourself to identify what is generic, risky, weak, or off-strategy
- ✓ **Refine into assets**
Turn the best idea into usable campaign materials
- ✓ **Connect to outcomes**
Tie the campaign to channels, KPIs, and business results
- ✓ **Lead responsibly**
Use human judgment before anything reaches an audience





IMC 554

AI in Digital Marketing Communications

- ✓ **Learn the Landscape**
Understand what AI is, what it is not, and how the tool ecosystem is evolving.
- ✓ **Build Practical Skill**
Use prompting, workflows, and AI tools to improve real marketing work.
- ✓ **Lead Adoption Responsibly**
Evaluate use cases, manage risk, and make the business case for AI



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Thank You

Time For Questions

