



CONCEPT BRAND · EVERY PROMPT

Happy Tum

Every prompt I typed into Claude Design, in order.
Eighteen of them, nothing hidden.

PART 1

Research and SWOT
Prompts 01 to 07

PART 2

Brand identity
Prompts 08 to 14

PART 3

London Underground
campaign
Prompts 15 to 18

PART 1

Research and SWOT

Prompts 01 to 07

01

● WHERE IT STARTED

I want to build a brand and style guide for my new pet health brand called Happy Tum. It's a food supplement for dogs that helps with their digestive system. I want to do some research. I need your help to work out a SWOT analysis, and from there we will take it to brand identity and design.

02

PRODUCT BRIEF (FORM ANSWERS)

Market: UK. Format: chews / treats. Key ingredients: probiotics and vitamins. Price: premium. Channels: subscription, Amazon. Audience: owners of sensitive/older dogs; wellness-focused millennials. Differentiator: natural, organic and sustainable. Competitors: "help me". Output: both report and deck.

03

A, and we try to find vets to help support the cause.

04

Sorry, let me go back. I wanted A with natural, not certified.

05

Have you changed the report?

06

● THE RESEARCH CHANGED THE PRODUCT

Okay, I think we need to remove probiotic because that's not going to get sign-off. Can we go down another route, like fibre-rich, protein-enhanced? Can we use whey powder or other things that might help dogs' digestion?

07

Okay, perfect. Let's add this to the report where it's clear that I have decided, based on your findings, the direction of the business plan.

PART 2

Brand identity

Prompts 08 to 14

08

● THREE DIRECTIONS

Okay, let's take all of this intel and research into creating a brand around the Happy Tum. Give me 3 clear options. Move away from templates and the usual AI norm fonts.

09

Can you enhance this with stock photos?

10

I love it. Inside the three options, I'd like to see a potential pack shot.

11

Perhaps the ingredients spilling out.

12

● ONTO THE SHELF

Okay, this is great. Give a little bit more separation between the three, and create the pack shot like it's been realistically packaged and placed on the shelf somewhere like Whole Foods or Tesco's, but keep the current Freepik thing. I like that.

13

Perhaps the three options are side by side.

14

WITH A REFERENCE IMAGE OF A CHEWS POUCH

This is definitely not the pack shot, but it's an example of a pack shot. Can you please make your suggested ones more in line with this? I also want a tone of voice section: things about how we describe this brand.

PART 3

London Underground campaign

Prompts 15 to 18

15

● THEN THE TUBE

Help me create a London Tube ad for each. Start a new page. Give me 3 options of each, so 9 in total. Ask me questions if you need.

16

CAMPAIGN BRIEF (FORM ANSWERS)

Format: car panel (wide strip, inside the carriage). Goal: launch awareness. Variety: different message and layout for each ad. Include: subscription offer (first box half price), QR code. Play on the commute: yes, lean in.

17

● TYPED LIVE ON THE CALL

I love these, but give me 2 more each.

18

Can you export all my prompts as a doc?

Lightly tidied for spelling. A few short replies early on, between 02 and 03, may not be word for word.

Dan Day

INVISIBLE ARTISTS

Questions, or think I've got something wrong? Find me in the challenge Slack.

Happy Tum is a concept brand made for Up Club's September Claude Challenge. It isn't a real product.