LUXURY MARKETING · 02 · AI WORKFLOW

Review what changed.

In Q4, we see campaign checks left out of the workload while meetings fill the diary. Give AI the comparison work, and give people a clear decision to make.

Claude + Google Drive + Asana + Google Calendar

Use your approved AI workspace and the named work sources. Attach exports if a connector is unavailable.

Setup: Claude: Google Workspace connectors · Asana: Claude integration

01 Have AI compare the versions

Supply both versions and standalone creative images. Ask for exact differences and source references. Flag uncertainty about product details, language, rights or claims.

02 Prepare the decision request

Ask AI to gather comments and draft the question for each owner. The brand approver settles conflicts and records approval of a specific version.

03 Book a separate checker

Let AI propose the task and calendar slot, leaving time for fixes. A person checks the built campaign; the brand then approves its release.

04 Keep the evidence together

After the decision, have AI update the review record. The launch owner verifies what goes live. A later change triggers another comparison and renewed approval.

> **Before booking another review meeting**
>
> Ask AI for three lines: decision needed, change made, answer due. Link the exact version. Use a call to settle a disagreement with the person who can decide.

LUXURY MARKETING · 02 · PROMPT AND EXAMPLE

Try it with your files.

Fill the brackets and paste the request into your AI assistant. For a tailored version, use the three-question tool on the guide page.

Files: [approved version, new version, brand and product rules]

Visuals: [separate creative exports; platform exports if available]

Feedback: [comment threads, Asana task comments, emails]

People: [maker, feedback owner, checker, brand approver, backup, who can pause]

Destination: [Asana task, review deadline and time zone, work calendar]

Compare the approved and new versions using only the supplied files. List what you read and anything inaccessible. Return each change with its source, before/after detail, question, decision owner and deadline. Flag uncertainties; do not treat missing evidence as a pass.

Prepare a three-line request: decision needed, change made, answer due. Link the exact version. Show conflicting comments for the brand approver to resolve.

Preview the Asana record: plan approval; separate build check; brand release approval; live check. Include the approver, backup, who can pause, and evidence links. Propose a checking slot with time for fixes using the supplied work calendar.

Keep decisions marked pending until a named person confirms them. Do not claim a build or live check from file comparison alone. Wait for my agreement before changing tasks or calendars, then read back the saved changes.

Example: French copy changes after approval

AI prepares	“Decide: approve the revised French line in v4. Changed: one product description. Due: Thursday, 14:00 Europe/Paris.” It links both versions.
The brand decides	The product reviewer checks the wording. The brand approver records the decision on v4.
The check follows	A separate person checks the build against v4. The brand approves release; the launch owner verifies the live result.