LUXURY MARKETING · 01 · AI WORKFLOW

Brief the report, too.

We've seen reports take hours and still be hard to compare. Give AI the campaign files and the last report. Ask it to find the gaps before drafting more work.

Claude + Google Drive + Asana

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 Give AI the source pack

Connect the named files or attach exports. Include the last report. Upload creative images separately if you want a visual review; Drive's text retrieval misses embedded images.

02 Get the gaps before the prose

Ask for missing decisions, conflicting facts and source links. Assign the questions. Have AI draft the brief and the reporting plan once those answers are clear.

03 Preview the task plan

Ask AI for tasks, owners, dates and dependencies. Include a separate checker, reporting time and brand approval. Confirm estimates with the people doing the work.

04 Approve, create and read back

Resolve the open points. Have AI create only the agreed Asana tasks, link the brief version and read back the saved owners and dates.

> ### The question we would keep
>
> Ask the maker: "What would you still have to guess?" Let AI update the brief from the answer. The maker may be external; the brand still owns direction and approval.

LUXURY MARKETING · 01 · 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.

Campaign and objective: [name, result wanted]

Sources: [approved facts, brand rules, master assets, last report]

Delivery: [markets, languages, formats, budget, launch date and time zone]

People and destination: [owners, approver, backup, Asana project]

Use only the supplied sources. List what you read, with versions or dates, and anything you could not access. First flag missing facts and conflicts; assign each question to a proposed owner.

Draft a short brief under these headings: Objective and message; Audience and deliverables; Product and brand rules; Rights; Spend and scope; People; Dates and dependencies. Mark unknowns. Do not invent claims, costs or approvals. Ask the maker what they would still have to guess; update the brief from their answer.

Populate the reporting plan from supplied sources: measure, definition, source, comparison and decision. Leave future results blank; flag missing decisions. Preserve the previous report's core measures; flag changes that prevent a fair comparison.

Preview Asana tasks with owners, dates and a link to the brief version. Include checking, revisions, reporting and brand approval. Ask people to confirm missing estimates. Wait for my agreement before creating tasks; then read back what was saved.

Example: one metric, two meanings

The inputs	The old report counts form submissions. The new brief asks for qualified boutique appointments.
AI flags	"These measures are not comparable. Which definition should the CRM owner use?"
The decision	The brand confirms the definition. AI updates the brief and reporting plan, keeping the old measure labelled separately.