

## USE CASE · ON-BRAND AI CONTENT

# Your brand voice as a system, not a prompt

On-brand AI content for your whole marketing team, not just the person who wrote the prompt.

GTM Foundations / Main
Inherited by 14 campaigns

| BRAND FOUNDATION | DIALS                                                                          | LIMITS                                                                                                                                                      |
|------------------|--------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Messaging        | <b>Formality</b><br><div> <div></div> <div></div> </div> Conversational Formal | Metaphors 1 per piece<br>Rhetorical questions 1 per piece<br>Sentence length Under 25 words<br>Exclamation points None<br>Competitor names Comparisons only |
| Positioning      | <b>Humor</b><br><div> <div></div> <div></div> </div> Straight Playful          |                                                                                                                                                             |
| Personas         | <b>Stance</b><br><div> <div></div> <div></div> </div> Neutral Opinionated      |                                                                                                                                                             |
| Segments         |                                                                                |                                                                                                                                                             |
| Proof            |                                                                                |                                                                                                                                                             |
| Voice            |                                                                                |                                                                                                                                                             |

Brand Foundation: voice set once with dials and limits, inherited by every campaign
Illustrative

## THE PROBLEM

### Personal prompts make one person faster. They don't keep a team consistent.

Most B2B teams didn't decide to build an AI content system. It happened one custom GPT at a time: a brand-voice GPT for content, an email GPT for demand gen, a Claude project for product marketing. Each works for the person who built it. Nothing connects them.

01

#### Rules pile up as bans

Every bad draft adds a "don't." Stacked, they leave AI no plain way to make a point.

02

#### Every setup drifts

When messaging changes, someone has to update every GPT. Usually nobody does.

03

#### Context gets lost

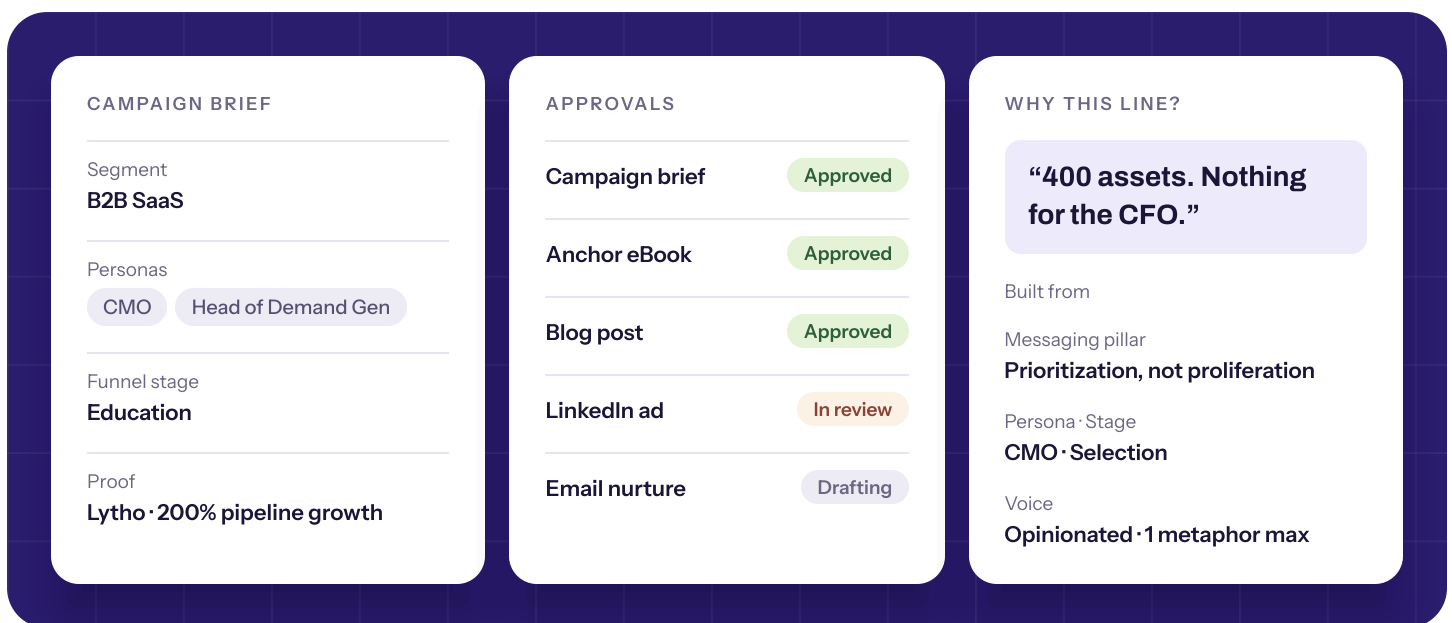
Prompts carry the voice, rarely the persona, stage, proof, or brief.

## THE YODA PROBLEM

The more rules a prompt collects, the vaguer the writing gets: sentences that sound wise and say nothing. It's a systems problem, not a competence problem.

# One Foundation. Every asset built from it.

Two layers of the Campaign Operating System replace a team's personal prompts: the **Brand Foundation**, which encodes your messaging, positioning, voice, and ICP once, and **Campaign Builder**, which creates every asset from it.



## 01 One Foundation, loaded once

Messaging, personas, proof, and voice live in one place. Change it once and every campaign inherits it.

## 02 Voice as a range, not a ban list

Dials and limits replace “don’ts,” so AI has room to say the plain thing.

## 03 Context on every asset

Each piece is built from the brief, persona, and stage. Specifics to work with, not rules to work around.

## 04 Governance your team can see

AI agents do the work, people approve each step, and every asset traces back to its decisions.

### ON-BRAND, AND AIMED AT THE RIGHT BUYERS

Plenty of tools keep content on-brand. The same Foundation drives Content Intelligence and Content Queue, so what you build is written for the buyers your revenue plan needs first.

Often, yes.  
Until it has to work for a whole team.

A capable marketer can prompt their way to good drafts in ChatGPT or Claude. What breaks is consistency across a team, and across months of changing messaging.

| WHAT YOU NEED                            | PERSONAL GPTS & PROJECTS                    | VELOCITYENGINE                                 |
|------------------------------------------|---------------------------------------------|------------------------------------------------|
| Fast drafts for one person               | Works well                                  | Works well                                     |
| One version of the messaging             | A copy per person, updated by hand          | One Foundation every campaign inherits         |
| Voice that stays plain as rules grow     | Ban lists that grow with every bad draft    | Dials and limits, tested against real output   |
| Persona, stage, and proof on every asset | Pasted in each time, when someone remembers | Built into every campaign brief                |
| Knowing why a draft says what it says    | No record                                   | Every asset traces to its Foundation and brief |
| Review before anything ships             | Outside the tool                            | Approval gates inside the workflow             |

What it takes

The Foundation takes real setup: messaging, personas, and voice need to be agreed before AI can apply them. Generation is English-first, and direct publishing is live for WordPress, with other channels via export.

TEAMS RUNNING ON ONE FOUNDATION

|                                                           |                                                   |                                             |
|-----------------------------------------------------------|---------------------------------------------------|---------------------------------------------|
| 200%                                                      | 11 days                                           | 5x                                          |
| Pipeline growth, running 12 verticals from one Foundation | For a full vertical campaign, down from 3+ months | Faster launches while cutting content costs |
| LYTHO                                                     | PAYSAFE                                           | VLEX                                        |

Campaign Operating System results, reported by each customer.

See which buyers  
your content misses.

Or book a demo to see your team's prompts moved into one Brand Foundation.

Get your free Coverage Heatmap →