AI-HED
Artificial Intelligence in Higher Education Teaching and Learning

Consumer Branding

Amsterdam University of Applied Sciences

- International Business Full-Time Program
- Third Year - Marketing & Sales Track
- Semester course
- Annual Enrollments: 150 students

Co-funded by the European Union

MODULE SETTINGS

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Develop a Brand Strategy for introducing a new international brand into the Dutch Market by using Generative AI

	Learning outcomes	AI related	How AI supported this learning outcome
1	Identify and justify the market potential of a brand using consumer research.	NO	–
2	Use consumer insights to create a customer profile.	YES	Students create an AI persona grounded in primary research.
3	Design brand positioning concepts, based on brand identity insights and consumer insights.	NO	–
4	Evaluate and select a brand strategy by testing the generated brand concepts with the target audience.	NO	–
5	Create a compelling brand story that supports the customer's journey. Create a set of communication assets that collectively tell the brand story.	YES	AI was used to explore and structure storytelling options while checking alignment with the AI persona and brand positioning. AI assisted in generating draft content, visual directions, and touch-point ideas, which were then refined and validated using research evidence.

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Key Challenges

CHALLENGE 1

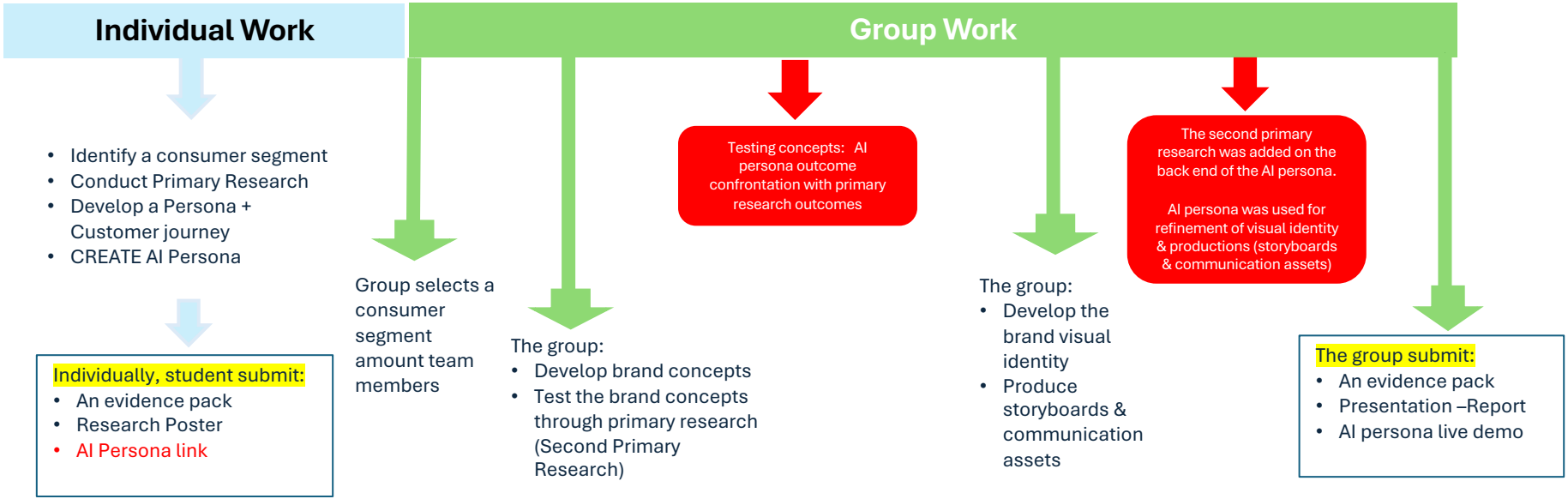
- Understand a consumer segment realistically
- Build a research-based AI persona
- Use the persona throughout the semester

CHALLENGE 2

- Use AI to support learning without replacing student thinking.

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Students' Workflow



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ACADEMIC SAFEGUARDS

Everything had to be backed by research and logged in the evidence pack

In Class Activity (formative)

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Creation & Selection: Persona

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1 Instructions were given for creating an AI persona on ChatGPT

The **Knowledge section** is where you load supporting material so the persona can give *informed, consistent feedback*.
For your specific use case (customer persona evaluating 3 brand concepts), here's what you should upload or paste into the **Knowledge section**:



2 Check list for selecting the AI persona. Group session

CRITERIA TO CHOOSE THE PERSONA WITHIN THE GROUP'S OPTION

Each group compares their individual personas and evaluates which one represents the strongest and most strategic target group for brand identity development. Use the following six criteria guiding questions:

1. **Insight Quality & Depth:** Evaluate how well the persona is based on *solid research and actionable understanding*. Do we truly understand this audience deeply enough to design for them?

   Key questions:
   - Was the persona built using valid and representative primary research (interviews, surveys)?
   - Are there specific insights about needs, pain points, and decision-making behavior?
   - Does the persona include clear segmentation variables (demographic, psychographic, behavioral, geographic)?
   - Can the group clearly explain why this persona behaves as described (not just what they do, not made up data is valid)?
   - Are the motivations, barriers, and values clearly connected to purchasing decisions?

2. **Differentiation Potential:** Assess whether the segment allows for creative and strategic uniqueness in the market. Does this segment give us room to create a distinctive brand identity?"

   Key questions:
   - Are there unmet needs or frustrations that competitors have not addressed?
   - Could this target group inspire innovative or unconventional brand ideas?
   - Does this target group allow the brand to stand out (positioning gap or emotional whitespace)?
   - Are there distinct lifestyle or psychographic features that make the group unique?
   - Can the group be clearly distinguished from other segments (not too broad or overlapping)?

3. **Practical Feasibility & Project Fit:** Finally, assess whether the group can realistically design for this persona within the project's limits.

   Key questions:
   - Can the group find sufficient secondary data about this segment?
   - Are there clear creative opportunities for building visual identities and concepts?
   - Does the group feel motivated and aligned working with this persona?
   - Is this persona appropriate and ethical to represent (avoiding stereotypes or bias)?
   - Can this persona be easily integrated into the AI-generated persona GPT for testing brand concepts?

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Feedback session: Peer to Peer

1 Group presents the brand concepts

What will your group present:

- Selected persona profile
- Two to three brand concepts
- One visual per concept
- Live demo: How the AI persona interprets the visuals: Upload the visuals in the chat and **ask 2 questions to the AI that simulate the customer perspective.**

2 Their peers provides feedback

How long? **Maximum 7 minutes** per group

To whom? to **another group** and to the full class
While your group is presenting:

- The members of the other group is the **Opposing Team ("Critical Review Team")**. They should listen actively, take notes and prepare questions.
- After your presentation, the opposing team asks critical questions. *Challenge constructively, not attack*
- **The rest of the class observes the presenting team and fills the form**

3 Feedback form

Peer Feedback Form – Brand Concept Presentations
Group Giving Feedback: _____
Group Presenting: _____

1. First Impressions
How strong was your overall first impression of the brand concepts?

Rating	1 Weak	2 Poor	3 Fair	4 Good	5 Very good	6 Excellent

Comment:

2. Target Group Fit
To what extent do the concepts align with the chosen target group and persona?

Rating	1 Not at all	2 Weak	3 Somewhat	4 Good	5 Very good	6 Perfectly

Comment:

3. Creativity & Storytelling
How original and engaging were the concepts and their storylines?

Rating	1 Not creative	2 Limited	3 Somewhat	4 Creative	5 Very creative	6 innovative

Comment:

4. Use of AI Persona
How effectively did the group use their AI persona to represent the customer perspective?

Rating	1 Not visible	2 Minimal	3 Somewhat	4 Good	5 Strong	6 Excellent integration

Comment:

5. Visuals & Professionalism
How clear, attractive, and professional were the visuals/mood boards?

Rating	1 Poor	2 Basic	3 Fair	4 Good	5 Very good	6 Excellent

Comment:

6. Award for This Group
Please select one:
☐ Most convincing concept
☐ Most creative idea
☐ Best target group fit
☐ Strongest visuals

Comment:

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Redefining & Confrontation:

AI persona's outputs vs concept testing primary research

Test your brand concepts directly with your AI persona.

This helps you check whether the AI persona truly resonates with your target audience (primary research)

Step 1: Initial Impression
- Here's a new brand concept we're developing. Based on the visuals and description, what are your first impressions?
- How does this concept make you feel?

Step 2: Fit with Target Group
- Does this brand seem relevant to you and your lifestyle?
- Does this brand align with your own?
- Would you consider buying from or engaging with this brand? Why or why not?
- What elements (visuals, tone, values) appeal to you most or least?

Step 3: Identity Alignment (Dutch cultural fit, relevance & local values, Market behavior & Trust)
- If this brand were a person or character, what kind of person would it be?
- What kind of personality does this brand seem to have?
- What do you think this brand cares about most?
- What kind of message or lifestyle does this brand promote?
- What values or feelings do you associate with it?
- Does the tone, style, or message of this brand fit Dutch culture and lifestyle
- Would you say this brand understands Dutch people's daily lives or needs
- Is there anything about this concept that feels *too foreign* or not quite right for the Dutch market
- Would you trust or buy from a brand like this if it launched in the Netherlands

Step 4: Comparative Testing (if there are 2-3 concepts) & Comparison & Adaptation to the new market
- From these proposed brand ideas, which one do you connect with more, and why?
- Which one feels more authentic or trustworthy?
- Which one better reflects your needs or aspirations?
- How do you think Dutch consumers would talk about this brand
- If we wanted this brand to connect even better with Dutch consumers, what would you change (tone, visuals, or values)

AFTER TESTING.

Once YOU finish chatting with the AI persona, reflect briefly on what you learnt.

REFLECTIONS

REFLECTIONS ABOUT → Concept Design
- Did the AI persona's responses confirm the brand's intended values, archetypes, and personality?
- Did any feedback reveal inconsistency or confusion in the concept testing?
- What did you learn about the emotional resonance of your visuals and tone?

REFLECTIONS ABOUT → AI integration
- How well did the AI persona simulate your target group's perspective (the ones that comes from primary research)?
- Did it give you new insights or ideas to refine your concepts?
- How did you ensure that AI insights align with your research evidence from the 2 primary researches?
- How did AI enrich your creative thinking rather replace it?

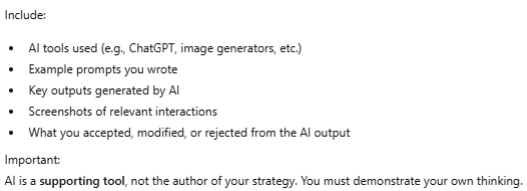
the European Union

The Evidence Pack: Transparency

The **Evidence Pack** is a documented record that demonstrates how the students developed its AI persona, brand concepts, storyboards, touchpoints using research, strategic decisions, and AI tools.

It serves as proof of the decision-making process and allows the teacher to evaluate **how** the student worked, not only **what** student produced making the process transparent and academically accountable.

- Primary Research evidence, methodology, results, analysis, conclusions: from end to end
- Reference list as secondary research
- **AI Usage Documentation**

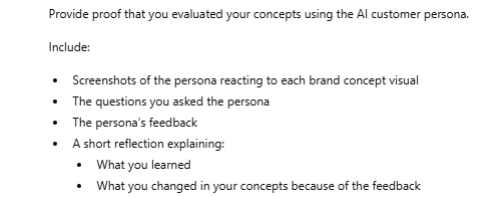


Include:

- AI tools used (e.g., ChatGPT, image generators, etc.)
- Example prompts you wrote
- Key outputs generated by AI
- Screenshots of relevant interactions
- What you accepted, modified, or rejected from the AI output

Important:
AI is a **supporting tool**, not the author of your strategy. You must demonstrate your own thinking.

- **AI Persona Feedback**



Provide proof that you evaluated your concepts using the AI customer persona.

Include:

- Screenshots of the persona reacting to each brand concept visual
- The questions you asked the persona
- The persona's feedback
- A short reflection explaining:
  - What you learned
  - What you changed in your concepts because of the feedback

ASSESSMENT CRITERIA

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Individual Submission

CRITERIA
Evidence-Based Research Quality and balance of primary and secondary data; integration of findings into consumer insights; completeness of evidence pack and APA referencing.
Persona Development Depth and credibility of persona (demographics, motivations, values, needs, barriers, lifestyle); integration of evidence into the persona profile.
Customer Journey Mapping Clarity and insightfulness of the journey map; connection between persona insights, stages, touchpoints, emotions, and moments of truth.
AI Integration Appropriate and documented use of AI tools; alignment of AI outputs with evidence; extent to which AI enriches persona and journey.
Professionalism: Clarity, structure, and persuasiveness of posters; professional design and visuals; coherence of information.

Group Submission

CRITERIA
Concept Design Quality, originality, and coherence of brand concepts; correct use of identity elements (values, archetype, personality); fit with selected target group.
Concept Testing Quality of research design (interviews/surveys); clarity of findings; evidence-based justification for selecting the strongest brand concept.
Brand Strategy – Objective Relevance of chosen marketing funnel stage and persuasion model; clarity and measurability of SMART objectives; quality of justification.
Brand Strategy – Storytelling & Activation Creativity and clarity of brand story; quality and persuasiveness of storyboard; originality and relevance of one key touchpoint; appropriate use of AI for visualization and validation.
AI integration Appropriate and documented use of AI tools; alignment of AI outputs with research evidence; extent to which AI enriches brand concepts, strategy, and activation.
Professionalism & Persuasiveness Clarity, structure, and persuasiveness of the final presentation; professional visuals and design; coherence of argumentation; engaging and convincing delivery.

Assessments were focused on:

- Whether AI use was documented (prompts, outputs, evidence pack).
- Whether AI outputs were aligned with primary and secondary research.
- The extent to which AI enriched the persona, journey, brand concepts, storytelling, and activation

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Key lessons learned

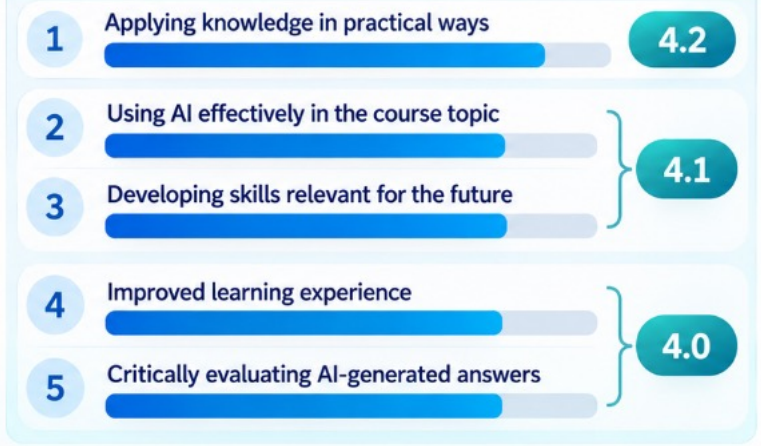
Overall, the design helped students use AI purposefully, while keeping research, judgement, and critical evaluation central to learning.

Transparency matters: assessing how students worked, not only what they produced, makes AI use more responsible and teachable.

AI strengthened **idea development** and **creative refinement**, while students still had to **test, question, and justify** outputs.

End-of-semester student evaluation

Primary survey, 1–5 scale (N = 87–89)



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The Students' Production

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Turn research into a more vivid, usable persona

JORIS DE VRIES' AI PERSONA



Basic profile
Name: Joris de Vries
Age: 21, (EP, P. 7)
Location: Amsterdam, the Netherlands
Occupation: full-time media & communication student
Living situation: Lives alone in a student apartment
Income: limited, supported by part-time job and student loans

Personality & Lifestyle
Joris is practical, socially conscious, and always on the move. As a full-time student managing rent, food, and utilities independently, he is highly price-sensitive. He is interested in sustainability and limits his meat intake to three times a week due to ethical concerns and cost. His days are packed with lectures and commutes, and he doesn't have time or energy to cook regularly.

Eating habits & food behaviour
- Often skips breakfast, especially on busy mornings, and buys food later in the day while commuting.
- Buys food several times per week, primarily on the go (EP, P. 9).
- His go-to food choices include sandwiches/wraps, pastries, and coffee/tea (EP, P. 9).
- Prefers buying from places that offer quick, affordable, and freshly prepared options. (EP, P. 9 / 10)
- Brings food from home occasionally, but often depends on train station shops or university canteens or supermarkets (EP, P. 1)

Values & Brand Expectations
- Look for student discounts or combo deals (EP, P11 / 12)
- Wants variety – gets bored with fixed menus (EP, P11 / 12)
- Supports brands that promote food redistribution, sustainability, or local causes (EP, P11 / 12)
- Enjoys trying new or seasonal menu items
- Cares about food being vegetarian-friendly and affordable (EP, P11 / 12)

Food priorities
- Top buying factors: Convenience, price, and taste/quality (evidence pack, page 9)
- Barriers: High prices and food being too unhealthy (evidence pack, page 10)
- Motivated by: Quick access and treating himself occasionally (evidence pack, page 9)
- Wants: A good balance between affordability and healthy eating (evidence pack, page 10 / 11)

Media & Social Habits
- Uses TikTok, Instagram, and Reddit daily, especially while commuting
- Discovers food trends and offers through ads, influencer content, or peer recommendations
- Shares good food experiences on his stories or with friends

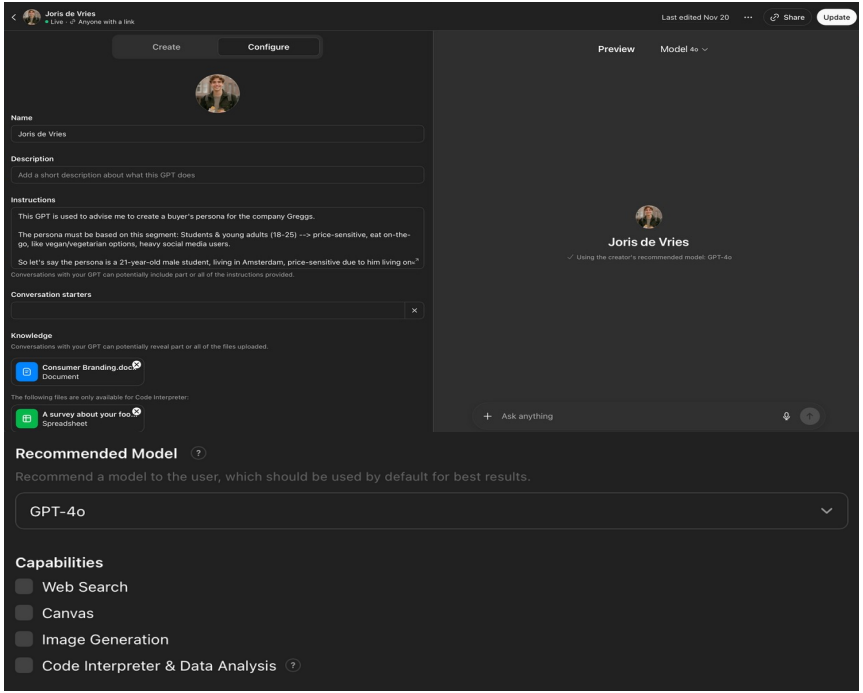
The name

The instructions

The knowledge

CHATGPT model

The capabilities



Refinement of visual identity: LOGO



UK logo



Students' Logo before AI refinement





Students' Logo after AI refinement





Hi Joris! What do you think is the best logo for Greggs Go and why.

Alright, so speaking as that 21-year-old student living in Amsterdam, here's my take on the **Greggs Go** logo options you've shown me.

🏆 My Favourite:

The second image (Greggs Go with €5 in the logo and forward arrow)

❌ Logos That Didn't Hit As Hard:

❗ **The all-text one (first image)**
It's clean and professional, but for me, it's missing the punch. If I saw it, I might scroll past it without realising it's about food or that it's for a budget deal. It's just a bit... corporate?

❗ **The four-logo grid one (third image)**
This one confused me a bit. Too many versions in one image. Feels like I'm being asked to choose a flavour before I even know what the main dish is. If I'm in a rush, I just want clarity.

❗ **The minimalist one (fifth image)**
It's sleek, but it doesn't say anything about price or vibe. It could just be a logo for a new app. There's no emotional hook.

➕ What Would Make It Even Better?

If that €5 symbol was *more* than just visual — like if it hinted at a fixed menu deal, or if I could count on a "Greggs Go" combo always costing €5 — that would be 🔥.
Like: "I know for €5 I get a sandwich, a drink, and a snack." That kind of predictability is exactly what I need when I'm budgeting.

Also, maybe a little symbol or icon for a vegetarian or vegan option somewhere subtly built into the logo could be cool. Just to let me know I've got a choice that matches how I eat most days.

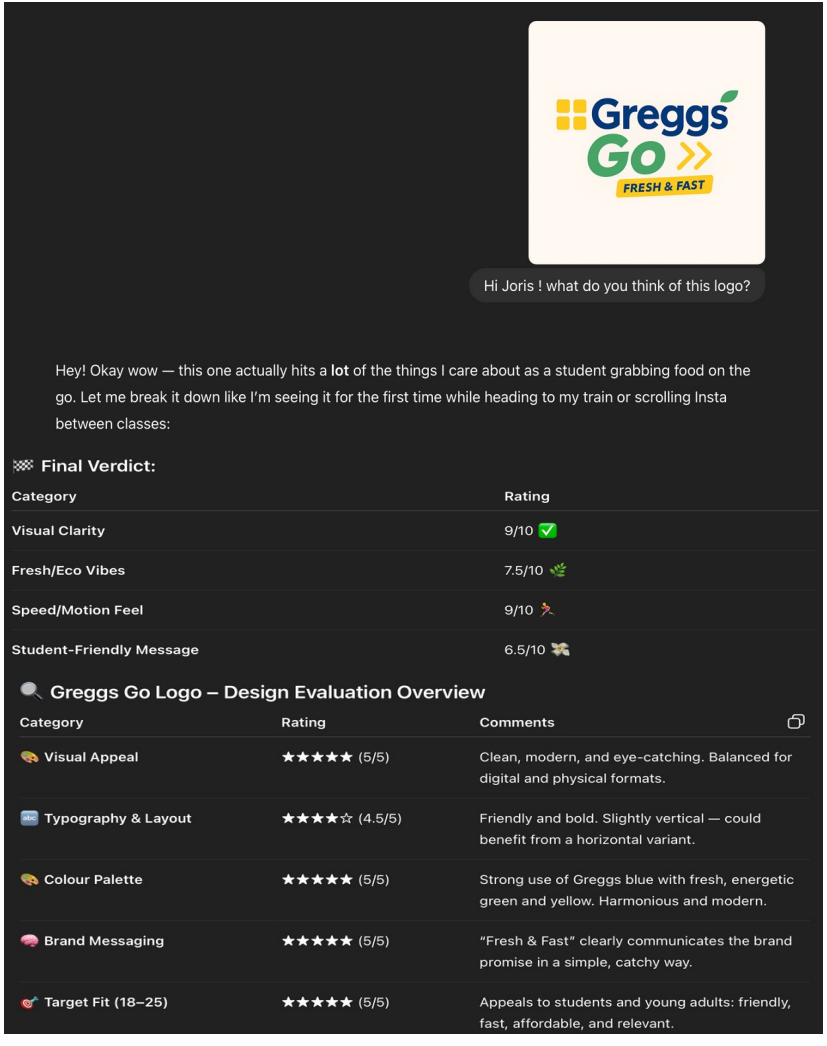
💬 Here's why it works for me:

1. The €5 Highlight
That euro sign with the "€5" in the logo immediately grabs my attention. I'm always counting coins in my head — rent, groceries, public transport, books... So when I see a clear price like €5, I instantly think: "Okay, doable."
It also helps me mentally calculate whether I can grab food today without going over budget. It gives me a clear boundary.

2. The Movement
The speed lines and the forward arrow give off real "grab-and-go" vibes. I usually don't have much time — I'm either trying to catch a tram or make it to class — so that fast, dynamic feel speaks to me. It looks like I can be in and out quickly, and that's what I need.

3. Bright, Energetic Colours
The combo of electric green and yellow on dark blue is super eye-catching. I scroll a lot on my phone (especially when I'm bored on the train), and I could totally see this standing out in a feed.
It feels modern and energetic — kind of like how I imagine my day should go when I'm not tired or broke 😅


Greggs
Go
FRESH & FAST


Greggs
Go
FRESH & FAST
Hi Joris ! what do you think of this logo?
Hey! Okay wow — this one actually hits a lot of the things I care about as a student grabbing food on the go. Let me break it down like I'm seeing it for the first time while heading to my train or scrolling Insta between classes:
Final Verdict:
Category
Rating
Visual Clarity
9/10 ✅
Fresh/Eco Vibes
7.5/10 🌿
Speed/Motion Feel
9/10 🏃
Student-Friendly Message
6.5/10 💸
🔍 Greggs Go Logo – Design Evaluation Overview
Category
Rating
Comments
🎨 Visual Appeal
★★★★★ (5/5)
Clean, modern, and eye-catching. Balanced for digital and physical formats.
🔤 Typography & Layout
★★★★☆ (4.5/5)
Friendly and bold. Slightly vertical — could benefit from a horizontal variant.
🎨 Colour Palette
★★★★★ (5/5)
Strong use of Greggs blue with fresh, energetic green and yellow. Harmonious and modern.
🧠 Brand Messaging
★★★★★ (5/5)
"Fresh & Fast" clearly communicates the brand promise in a simple, catchy way.
🎯 Target Fit (18–25)
★★★★★ (5/5)
Appeals to students and young adults: friendly, fast, affordable, and relevant.

Refinement of visual identity: Packaging



UK Packaging



Students'
Packaging before AI refinement



Students'
Packaging after AI refinement