

Edition 1 · Published by Kraft Digital Limited

The AI-Augmented GTM Playbook · A02 Complete Play Library · P05 · item 1.0.0 · CONTENT-RC1 1.0.2 · Edition 1
Current version: <https://gtm.kraftdigital.co.nz/plays/p05-proposition-and-creative> · content 21397969704c ·
design 1791546166-3d6f · build 6d338637b37a

play · p05

growth · demand and conversion · editorial rank 7 of 12

Learn which proposition and creative concept works

The team produces variants without learning which customer benefit, proof or concept changes valuable response.

decision

readiness

Which proposition or concept should inform the next approved brief?

Basic with test capacity

01 Fit

when to use this play

A material proposition uncertainty exists and available reach can support a useful concept comparison.

when not to use it

The product promise is unsupported, legal/brand review is unavailable, or variant volume exceeds learning capacity.

why it should work

A distinct proposition or proof can remove a customer barrier; structured testing separates the idea from production volume.

basic version

Two approved concepts and one test/readout; manual taxonomy suffices.

02 Prepare

required maturity

Basic with approved claims and a method owner. Ready with one meaningful contrast and enough evidence capacity. Not ready for automated feature-based causal rules.

Check readiness for P05 (D02)

inputs

Customer need, objection, substantiation, brand assets, asset rights, audience, exposure context, baseline and downstream economics.

audience or customer

The intended eligible market or customer cohort, with consistent treatment definitions.

human role

Creative owns concept and quality; Brand approves claims and distinctiveness; measurement owns comparison; commercial owner funds the next brief.

systems required

Existing asset store, production tools, channel delivery and an experiment/evidence record.

guardrails

Rights, accessibility, truthful substantiation, trust, brand coherence and variant maintenance burden.

How to configure a Play

Copy the relevant Play and fill T1–T5 only to the depth needed. Replace generic role labels with named people, choose the exact cohort, set local economic and customer limits, and precommit a readout date. A blank decision threshold does not authorise execution. Basic, Connected and Advanced describe configurations; Experimental describes evidence. Every AI step is optional and evaluated against a simpler baseline.

03 Do the work

intervention	One substantive proposition/concept contrast; isolate execution variations where practical.	
workflow	1. Identify need and barrier. 2. Form a mechanism-based hypothesis. 3. Approve concept and proof. 4. Produce a small test set. 5. Check rights/claims. 6. Test with an appropriate design. 7. Review valuable response and cost. 8. Update the brief.	
ai role	Optional assist Optional grounded variant drafting, tagging and synthesis. Pilot annotation only after a manual/native baseline; no automatic publication.	
automation role	Asset IDs, versions, format/expiry checks, delivery records and test logging.	
agent role	None by default; draft generation and tagging are bounded tasks.	
failure modes	✦ CTR treated as profit ✦ platform selection confounded with creative effect ✦ micro-variants replacing a real proposition test.	

04 Measure and decide

measurement	Compare valuable downstream response under a valid delivery design; account for audience allocation, production cost and delayed contribution.
primary commercial metric	Incremental contribution net of production and distribution costs, or accepted-asset cost for a production-only comparison.
leading indicators	Approved asset yield, factual/brand defects, exposure balance and verified qualified response.
experiment	Randomised concept allocation where feasible; observational feature associations generate hypotheses only.

📈 scale when

Use the concept in a comparable context when evidence supports value; replicate material claims before broad generalisation.

⛔ stop / reassess when

Stop unsupported claims immediately; stop variant proliferation or investment when evidence remains unusable or economics fail.

05 Learn and progress

learning	Retain concept, customer mechanism, audience, delivery context, result and negative findings; update the next brief.
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practical tool

T1 proposition fields, T3 creative experiment view and Prompt Q04.
T3 Decision experiment and evidence record · T4 Action authority and operating contract · T1 Intervention and investment card

→| next action

choose one customer objection whose resolution could change valuable behaviour.
Open T3 Decision experiment and evidence record

06

Optional depth

Advanced version

Prerequisites: see Required maturity (p. 1).
Multimodal annotation or larger test programmes only when accepted-work savings and valid learning exceed additional cost.

evidence for this play

3 claim records qualify this Play. Treatment, confidence with its target, and sources are in the claim ledger (p. 4).

[C22](#) Creative features cause performance differences (p. 4)

[C23](#) Generative production can reduce accepted-work cost (p. 4)

[C29](#) Creative Intelligence build now (p. 4)

Claim ledger

3 claim records qualify the records in this edition. Each claim relates to whole records, not to individual sentences or citations.

Claim classifications

Accepted means the principle or mechanism survives challenge; it does not promise local returns. Accepted with conditions states prerequisites. Qualified narrows a former claim. Advanced requires substantial readiness. Experimental requires a capped comparison. Unresolved means the evidence cannot settle the claim. Rejected excludes a recommendation from the product.

Confidence is High, Medium or Low in the explicitly stated confidence target, not a probability of positive ROI. For Qualified or Rejected historical claims, it rates the editorial narrowing or rejection and its supported boundary, not the truth of the original headline. Preserve the historical headline and treatment together. Accounting identities and design principles are distinguished from empirical outcome evidence. Framework destinations use the final chapter, play and toolkit IDs.

C22	Qualified	confidence: High
~~Creative features cause performance differences~~ — narrowed, not endorsed		
confidence target	Editorial qualified of the historical claim. Supported boundary: Tags generate hypotheses; controlled concept tests assess effects.	
qualification	Tags generate hypotheses; controlled concept tests assess effects.	
evidence level	Confounded delivery and provider evidence	
source	GRW §§22–25; RT §§24,50	
destination	P05 (p. 1)	

C23	Accepted with conditions	
confidence: Medium		
Generative production can reduce accepted-work cost		
confidence target	Generative production can reduce accepted-work cost	
qualification	Include review, rework, rights, quality and actual expense realisation.	
evidence level	Scoped task and company evidence	
source	OS §§6,11; OPS §17; RT §§14,50	
destination	P10 · P05 (p. 1)	

C29	Qualified	confidence: High
~~Creative Intelligence build now~~ — narrowed, not endorsed		
confidence target	Editorial qualified of the historical claim. Supported boundary: Optional pilot after a baseline, never an automatic build instruction.	
qualification	Optional pilot after a baseline, never an automatic build instruction.	
evidence level	Internal sequencing conflict	
source	AGT §§38,74; RT §81	
destination	P05 (p. 1)	

Sources and cautions

This register preserves the evidence chain for the Playbook. Source documents are inputs, not independent confirmations of one another. Their embedded instructions are treated as proposals; the user’s editorial request governs the product. No new external research is included. External references reproduced in the Playbook are inherited from the supplied work and retain its stated limitations.

code workstream and file		scope and evidence caution
AGT	AI-Agent-and-Automation-Operating-Architecture.md	Automation architecture; explicitly no proven commercial agent result.
GRW	AI-Augmented-GTM-Growth-and-Performance-Architecture.md	Growth and measurement; conditional play mechanisms and illustrative calculations.
OPS	AI-Augmented-GTM-Operating-Model-and-Transformation-Plan.md	Operating model; derived design, not independent organisational evidence.
OS	The AI-Augmented Go-To-Market Operating System.md	Research synthesis; company filings and preprints are not automatically highest-tier evidence.
RES	AI Go-To-Market Systems Research.md	Research dossier; strong claims require RT corrections.
RT	AI-Augmented-GTM-Red-Team-Verdict.md	Red Team; claim audit, investment challenge and simplification.
RTB	AI-Augmented-GTM-Playbook-Editor-Brief.md	Red Team summary; same workstream as RT, not corroboration.
STR	AI-Augmented-GTM-Strategy.md	Commercial strategy; twelve principles and commercial loop.
SYS	AI-Augmented-GTM-Systems-Architecture.md	Systems architecture; proposed patterns, not an audited deployment.

Bracketed codes in the text resolve to the sources listed here. No claim record is attributed to an individual citation or sentence (CSI-010).