



An internal agency study developed for marketing professionals, social media teams, and brand strategists.



AI for Social Media Campaigns:

A Practical Benchmark Study

A Comparative Study of ChatGPT, Claude, and Gemini in Social Media Campaign Development

Introduction

Artificial intelligence is increasingly integrated into modern social media workflows, assisting teams with campaign planning, content calendar management, copywriting, creative direction, and performance analysis. Although AI tools are widely adopted, their true value is determined by their effectiveness in practical marketing contexts. This study evaluates three leading AI platforms: ChatGPT, Claude, and Gemini, each tested using an identical campaign launch brief for a Dubai-based premium café introducing a new seasonal coffee menu.



The comparison seeks to determine the specific strengths of each tool, identify areas where human intervention remains necessary, and provide recommendations for marketing teams to leverage AI more effectively in strategic and creative campaign development.

Staff and Researchers

This report was prepared by LEVA Marketing Management as part of an internal study on the role of AI tools in social media campaign planning and content development.

The study was conducted by LEVA's account management team, with each researcher assigned one AI platform to test using the same campaign brief and evaluation framework.



Team:

- Anmar Theeb
- Sham Hamoud
- Mariam Elsayed
- Rakshit Gediya

Citation:

Theeb, A., Elsayed, M., Hamoud, S., & Gediya, R. (2026). The AI Campaign Planning Benchmark: A Comparative Study of ChatGPT, Claude, and Gemini in Social Media Campaign Development. LEVA Marketing Management.

We Asked 3 AI Tools to Build a Social Media Campaign Launch

Here's What Happened

AI Tools

AI Tools are now integral to social media teams, but the key question is whether they can help build campaigns that deliver real value for clients.

To find out, our team tested 3 of the most popular AI platforms:

- ChatGPT
- Claude
- Gemini

Rather than requesting basic captions or random content ideas, we developed an agency-style brief to test how each platform could support a full social media campaign launch.

The Brief

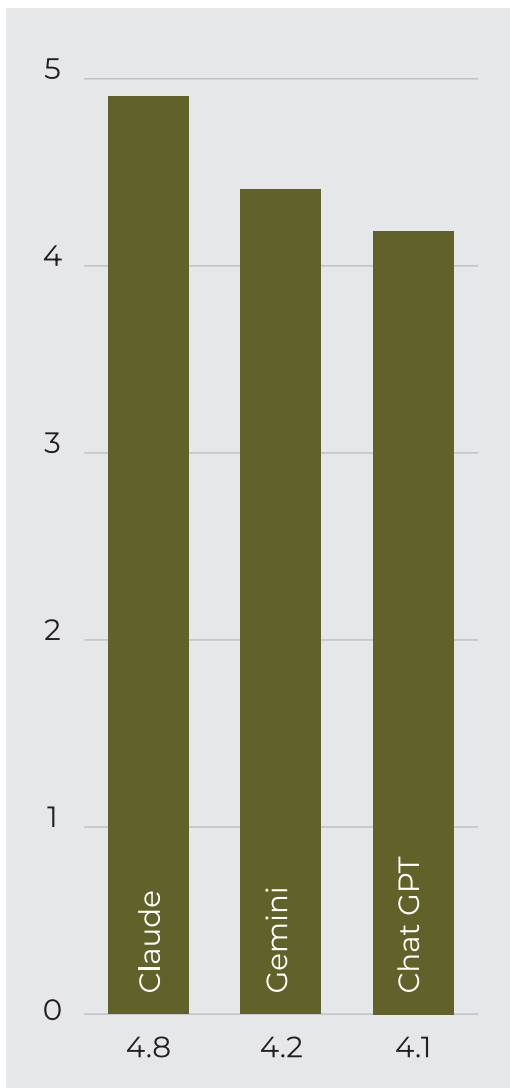
A Dubai-based premium café is launching a new seasonal coffee menu. The objective is to build awareness, drive visits, and increase engagement across Instagram and TikTok over a two-week period.

Each tool was tested across five key areas:

- Campaign Strategy
- Content Calendar
- Captions & Copywriting
- Creative Direction & Content Ideas
- Performance Thinking & Optimization

Each area was scored out of 5, giving every tool a total score out of 25.

Final Score



Claude

Claude came out on top overall, with the strongest performance across strategy, copywriting, campaign structure, and reporting.



Gemini

Gemini followed closely with strong campaign thinking and a very clear content calendar.



Chat GPT

ChatGPT also performed well, especially in structure and planning, but needed slightly more human refinement in areas like conversion, urgency, and caption hooks



Part 1: Campaign Strategy

For the first test, each tool was asked to create a two-week campaign strategy for the premium café's seasonal menu launch.

CHATGPT

- ChatGPT created a campaign concept called “Sip the Season.”
- The idea positioned the café as a premium seasonal escape, where each coffee reflects a mood, moment, and lifestyle. The strategy focused heavily on experience, visual storytelling, and social-first content across Instagram and TikTok.
- The output was strong, well-structured, and aligned with a premium café positioning. It included a good mix of product, lifestyle, and trend-led content.
- However, the main gap was conversion. The strategy was more focused on awareness and engagement than directly driving footfall. It could have been stronger if it included clearer urgency triggers such as limited-time offers, bundle deals, “this week only” messaging, or stronger visit-focused CTAs.

CLAUDE

- Claude created a campaign concept called “First Sip of the Season.”
- This was one of the strongest outputs of the entire test. The strategy had a clear campaign idea, strong Dubai market fit, defined content pillars, audience segments, a 14-day structure, KPIs, and a hashtag direction.
- It felt less like a generic AI response and more like a campaign framework that could be refined and presented internally.
- The strongest part was how well Claude balanced premium tone, campaign structure, and practical execution. It gave the team a strong foundation with very little editing needed.

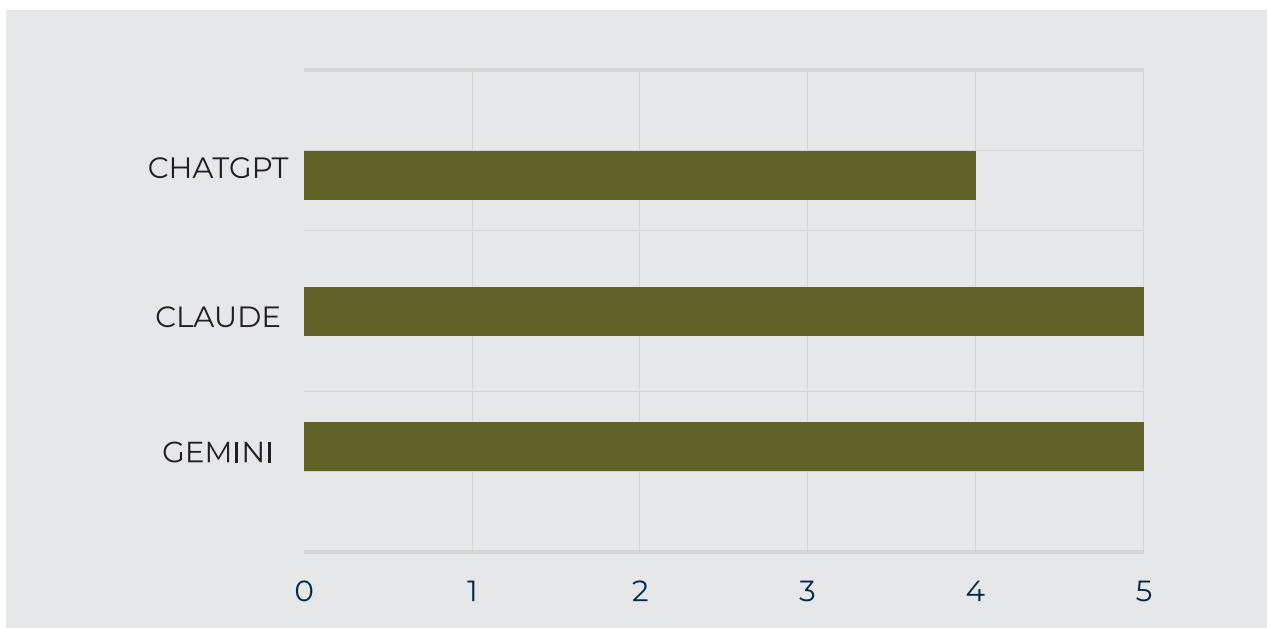
GEMINI

- Gemini created a campaign concept called “The Sensory Shift.”
- The strategy focused on coffee craftsmanship, seasonal transition, sensory storytelling, and premium café culture in Dubai. It gave a clear overview, audience breakdown, content pillars, execution roadmap, and platform-specific approach.
- Gemini’s output was direct, structured, and easy to understand. It also gave useful platform thinking, especially around Instagram as a visual brand platform and TikTok as a discovery platform.
- The team felt it understood the prompt clearly and delivered the necessary details quickly.

Winner for Campaign Strategy:

Claude | Gemini

Both tools scored full marks here. Claude felt slightly more refined and client-ready, while Gemini was fast, structured, and practical.



Part 2:

Content Calendar

The second test focused on whether each AI tool could turn the campaign strategy into a usable two-week Instagram and TikTok content calendar.

CHATGPT

- ChatGPT produced a solid two-week calendar with teaser content, launch content, product features, lifestyle moments, interactive content, and urgency posts.
- The structure was logical and easy to follow. It showed a clear flow from teaser to reveal, then into engagement and conversion-focused content.
- The team rated this highly because it could work well as a planning foundation. However, the calendar still required a human account manager or strategist to improve the hooks, refine the storytelling, and add more platform-specific engagement tactics.

CLAUDE

- Claude produced a structured 14-day content calendar with daily Instagram and TikTok posts. Each entry included the content format, idea, objective, caption direction, visual direction, and CTA.
- The strongest part was the flow. The campaign moved clearly from teaser to launch to sustain phase, without feeling repetitive or filled with weak content days.
- Claude also understood the difference between Instagram and TikTok better than expected. The content suggestions felt platform-specific, not simply copied across both channels.
- The team felt this could almost be pasted directly into a campaign planning document.

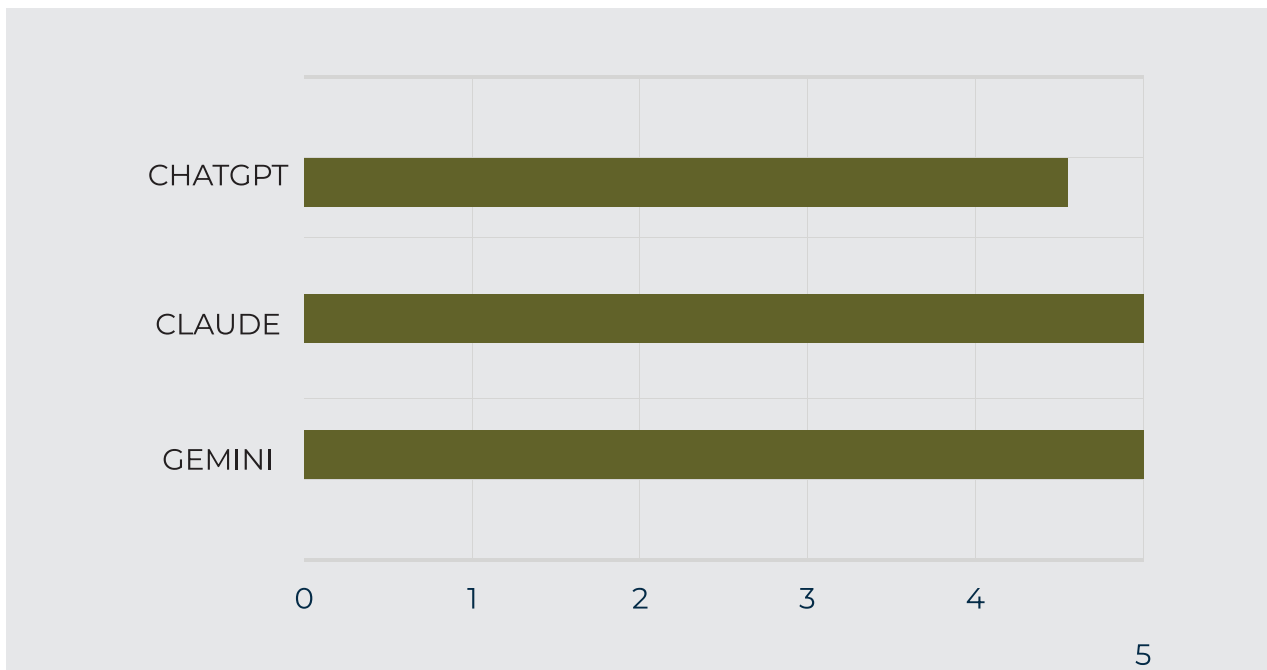
GEMINI

- Gemini also produced a strong 14-day content calendar. It balanced high-production hero content with more authentic, community-driven content.
- The calendar had a clear Week 1 and Week 2 structure, with a useful mix of Stories, Reels, TikToks, product content, influencer-style content, and community posts.
- The team liked that Gemini made the calendar practical and easy to understand, without needing much extra input.

Winner for
Content Calendar:

Claude | Gemini

Both Claude and Gemini delivered excellent calendars. Claude felt slightly more refined in terms of platform logic, while Gemini was very clear and efficient



Part 3:

Captions & Copywriting

For the third test, each tool was asked to write five campaign captions: teaser post, launch announcement, behind-the-scenes Reel, product spotlight, and final reminder.

CHATGPT

- ChatGPT produced captions that were structurally strong and generally aligned with the brief. The tone was premium, warm, and suitable for the café.
- However, the captions needed more work on the hooks. They were usable, but not always scroll-stopping. Some captions also needed stronger engagement cues and more specific wording to make them feel less generic.
- This was one of the areas where ChatGPT needed the most human editing.

CLAUDE

- Claude performed very strongly in caption writing.
- The teaser caption used sensory language without revealing too much. The launch caption had a strong hook. The behind-the-scenes Reel caption felt natural and human. The product spotlight was short and expressive, while the final reminder created urgency without sounding pushy.
- Overall, Claude's captions felt the most polished and closest to client-ready.

GEMINI

- Gemini created captions with a clear "quiet luxury" feel, which worked well for the premium café direction.
- One useful detail was that Gemini included visual context alongside the captions. This helped clarify how the caption would connect to the actual post, Reel, or Story.
- The captions were strong overall, but slightly less polished than Claude's. They were useful, but would still need some refinement before publishing.

Winner for Captions:

Claude

Claude was the strongest tool for copywriting. It delivered the most natural, premium, & campaign-ready captions.

Part 4:

Creative Direction & Content Ideas

The fourth test looked at whether each tool could create social-first content ideas that could be passed to a content creator, designer, or videographer.

CHATGPT

- ChatGPT delivered strong and executable ideas with clear structure. The concepts were relevant for Instagram and TikTok and had a good mix of lifestyle, product, and engagement-focused content.
- However, some of the ideas relied on familiar formats. They were practical, but they lacked one standout viral “hero” idea that could become the main campaign moment.
- The team still scored ChatGPT highly because the ideas were clear, platform-relevant, and realistic to produce.

CLAUDE

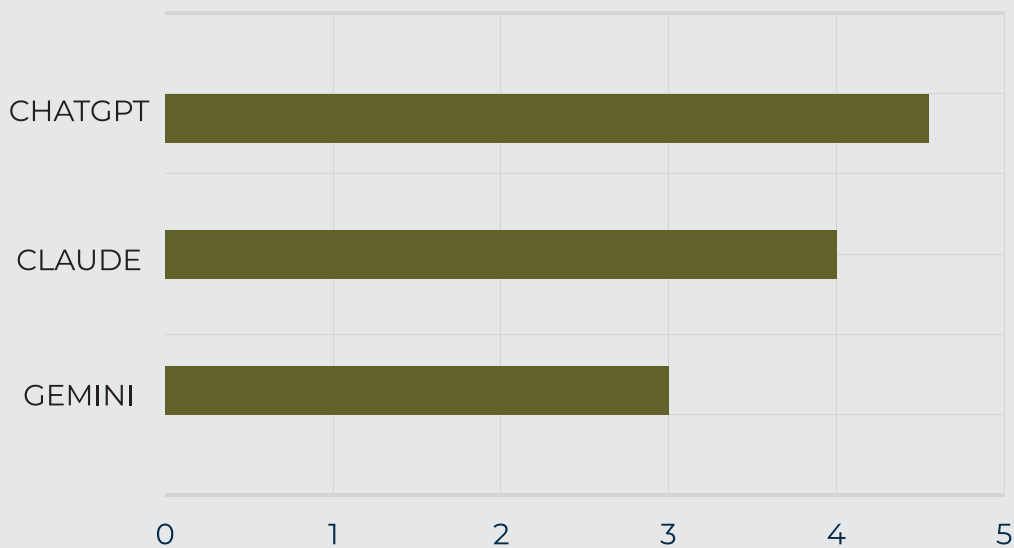
- Claude delivered five distinct content ideas, including a slow-motion pour reveal, barista POV first taste, ingredient story, customer reaction concept, and morning ritual lifestyle loop.
- Each idea included a hook, scene flow, text overlay, visual style, and CTA. The ideas were practical and could be shot with a simple production setup.
- The main limitation was that the scene-by-scene flows needed adaptation based on the actual café layout, menu items, and production environment.

GEMINI

- Gemini’s ideas were useful and aligned with the campaign direction, but this was its weakest area.
- The team felt the video flow could have been more detailed. The ideas gave a good starting point, but they needed more production detail to become proper shoot briefs.
- Gemini understood the direction, but the output was slightly shorter and less developed than expected.

Winner for
Creative Direction:
ChatGPT

ChatGPT performed best in this category because its content ideas were clear, executable, and well-balanced, even if they still needed a stronger hero moment.



Part 5:

Performance Thinking and Optimization

The final test looked at how each AI tool approached campaign reporting, KPIs, and optimization.

CHATGPT

- ChatGPT created a solid reporting framework that linked KPIs to actionable insights. It explained what each metric means and how the team could optimize content in real time.
- The framework was easy for an account manager to understand and could support campaign monitoring.
- However, it could have been stronger with clearer KPI benchmarks, more specific targets, and a tighter connection to actual footfall or sales data.

CLAUDE

- Claude created a strong performance framework across three key goals: awareness, engagement, and action.
- It included metrics such as reach, impressions, follower growth, engagement rate, saves, shares, comments, profile visits, link clicks, Story actions, and DMs.
- The most useful part was that Claude explained what each KPI signals and when the team should take action. It also provided optimization triggers, making the framework useful during the campaign, not just after it ended.

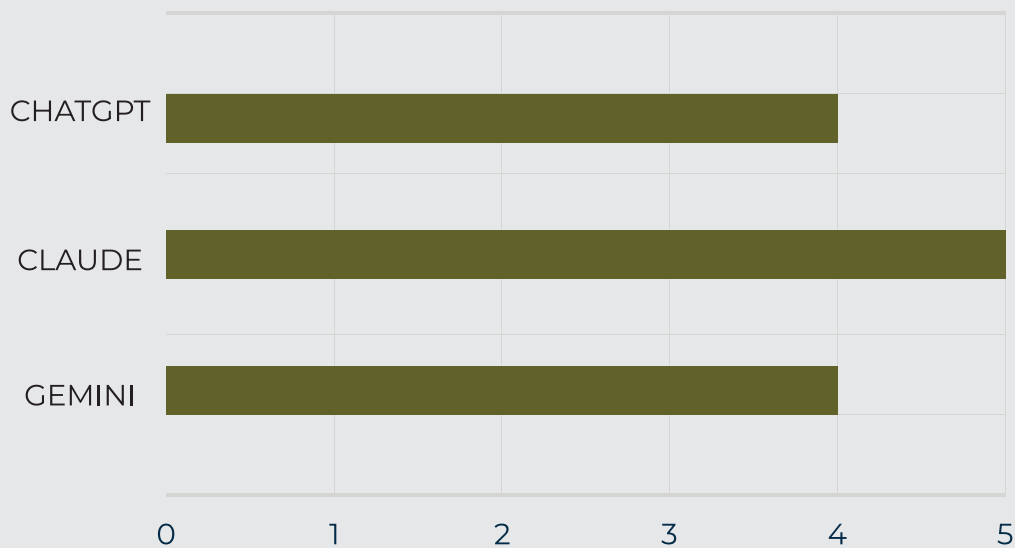
GEMINI

- Gemini also created a useful reporting framework, with a strong focus on intent and conversion rather than vanity metrics.
- It looked at areas such as awareness, social search, engagement, and direct actions. The output was practical and showed that Gemini understood the importance of moving beyond likes and impressions.
- However, it was slightly less complete than Claude's framework.

Winner for
Performance Thinking:

Claude

Claude gave the most complete and practical KPI framework, especially for account managers who need to make optimization decisions during a campaign.





Overall Results

1st Place: Claude

Claude was the strongest overall performer. It produced the most polished campaign strategy, the best captions, the strongest reporting framework, and a highly usable content calendar.

The biggest advantage of Claude was tone and structure. Its responses felt premium, organized, and close to something an agency team could actually use.

Its only weakness was that some creative scene-by-scene ideas still needed real production context. This is expected, because no AI tool can fully understand the actual café layout, menu items, lighting, or client preferences without more information.

Best for:

Strategy, captions, campaign planning, reporting frameworks, and client-ready written outputs.



2nd Place: Gemini

Gemini performed very well, especially in campaign strategy and content calendar planning. It was fast, clear, and direct. It understood the brief and delivered structured responses with minimal input.

Its strongest areas were strategy, content planning, and summarizing the campaign direction. However, it was weaker in detailed creative direction, especially when it came to scene-by-scene video flow.

Best for:

Fast campaign planning, structured calendars, strategic summaries, and quick working drafts.

3rd Place: ChatGPT

ChatGPT was strong across most categories and delivered practical, structured outputs. It performed especially well in content calendar planning and creative ideas. It also gave a solid performance framework.

However, it needed more refinement in captions and conversion thinking. The outputs were useful, but they often needed a strategist or account manager to sharpen the hooks, add urgency, and make the work more campaign driven.

Best for:

Brainstorming, campaign foundations, creative ideas, and structured planning.

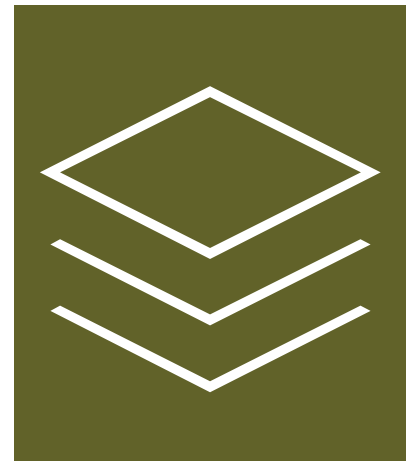
Key Takeaways

The biggest learning from this test is that AI tools are not all strong in the same areas. Claude was the most polished and client ready. Gemini was the fastest and most efficient in building structured campaign plans.

ChatGPT was strong for ideation and practical content direction but needed more human refinement for copy and conversion. Another important take-away is that none of the tools should be used without human review.

Even the strongest AI output still needs:

- Brand alignment
- Client-specific details
- Local market understanding
- Stronger hooks
- Real production context
- Actual campaign objectives and benchmarks



AI can speed up the process, but it does not replace the role of a strategist, account manager, copywriter, or creative director.

The best use of AI is not to let it create the final campaign by itself. The best use is to let it create a strong first draft, then let the team sharpen it into something more strategic, creative, and client ready.

Final Verdict

If we had to choose one tool for a social media campaign launch, Claude was the strongest overall choice. It gave the most complete and polished output across strategy, captions, content planning, and reporting. Gemini came very close, especially for structured planning and speed.

ChatGPT remained highly useful, especially for ideation and creative direction, but required more editing to reach final quality. For agency teams, the ideal workflow may not be choosing only one tool.

A strong practical setup could be:

• Campaign Strategy	Claude or Gemini
• Content Calendar	Claude or Gemini
• Captions	Claude
• Creative Ideas	ChatGPT
• Reporting Framework	Claude
• Fast First Draft	Gemini
• Brainstorming	ChatGPT

In the end,
the winning formula is not
AI vs Humans
It is AI plus human strategy

AI can give you speed. The team still brings the taste, judgment,
and creative direction that make the campaign worth launching.



Thank You

Prepared by:

Anmar Theeb, Mariam Elsayed, Sham Hamoud, and Rakshift Gediya



LEVA Marketing Management



Dubai, United Arab Emirates



levamarketing.com