

The Master Brief Pipeline

One master brief that becomes six campaign assets in English and Bahasa Melayu — in under 2 hours, with 35–45 minutes of human time

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You want to build a master brief workflow that is controllable, adheres to your brand voice document, and corrects all errors with minimal human edits. If you were to work on it manually, it would take at least two days.

This is the master workflow you will reuse with other workflows within Naven Pillai's AI Marketing Workflows.

Why this workflow matters

If you're a Malaysian marketer, you already know that campaigns in Malaysia don't run in just one language. And not every marketing team has the resources to work on the other languages.

As a result, the English content is written properly. In contrast, the BM content is either outsourced (slow, and may not align with your brand voice), rushed internally, or run through an expensive translator (grammatically correct, but with a high chance of sounding awkward).

Multiply that by six asset formats per campaign. When you do the math, you'll know how fast it gets ugly. Imagine the time and cost involved. That's why SMEs create fewer content assets, in fewer languages, and are unable to reach their target audience.

The fix is not about adding more members to your marketing team or hiring a better agency. It comes down to sequencing: draft once against a controlled brief, edit it once, then adapt. Do not assume your content platforms — be specific.

AI assists with what it is good at: drafting and creating matched content based on your asset description. Human intervention happens on exactly two steps that can never be automated: judgment on the English against your brand voice, and a native language expert's evaluation of the Bahasa Melayu.

The workflow at a glance

1	Master brief	10 min · human
2	English drafts, all 6 assets	15 min · AI
3	Human edit pass	20–25 min · human
4	BM adaptation — not translation	15 min · AI
5	Native speaker pass	5–10 min · human
6	Output: 6 assets × 2 languages	—

The two rules that hold it together

This workflow collapses into the ad hoc prompting everyone else is doing if you break them.

Rule 1: The AI never invents facts. Every claim it may make lives in the brief. Every claim it may not make lives there too.

Rule 2: Bahasa Melayu is adapted, never translated. Translated BM can be completely correct and still look unmistakably weird. Adaptation means the AI rewrites the idea natively in BM, based on the demands of the content type you've specified.

The six assets and their registers

Asset	EN register	BM register
Landing Page	Professional, benefit-led	Formal — “anda”, bahasa baku
Email Copy	Warm professional	Semi-formal
FB/IG Post	Conversational	Casual — light rojak is fine
TikTok Caption	Punchy	Colloquial — “korang”, “jom”
Ad Copy × 3	Direct, policy-compliant	Direct, formal
WhatsApp Broadcast	Short, personal	Semi-formal, warm

You can swap assets for different content types, such as LinkedIn or X posts. Only the asset list can change — never the pipeline. For a documented register ladder, see the Register Control Workflow.

Step 1: The master brief (10 minutes)

This is the most important part of your workflow. Be as detailed as possible.

MASTER CAMPAIGN BRIEF

1. AUDIENCE

Who exactly:

What they already know:

What they’re skeptical about:

Language reality (EN-first / BM-first / mixed):

2. OFFER

The product/service:

The exact offer (price, discount, deadline):

What’s NOT included:

3. ANGLE

The one idea this campaign leads with:

Proof we can use (real numbers, real testimonials only):

4. BANNED CLAIMS

Cannot say (e.g. “guaranteed results”, “No. 1 in Malaysia”):

Regulatory limits (KKM if health, BNM if finance,

no “percuma” if conditions apply):

5. CTA

Primary action + link:

Real deadline (no fake scarcity):

Section 4 is the one most often overlooked. It keeps you out of trouble — in niches like health, finance, or education, make sure it complies with regulations. I’ve also created a separate workflow on the banned-claims checker to run on the locked drafts.

The brief is prevention. The checker is detection.

Step 2: The brand voice document (build once, reuse forever)

This one-page brand voice document comes from the 2-Hour Brand Voice Document Workflow. This pipeline only requires that the document exists and is included in every prompt.

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== BRAND VOICE – [BRAND], v1, [DATE] ==  
  
WHO WE SOUND LIKE: (one sentence)  
WE ALWAYS: (3 rules)  
WE NEVER: (banned words and habits – as much detail as possible)  
  
LANGUAGE NOTES:  
  EN: (sentence mechanics)  
  BM: (default pronoun per register; rojak policy; terms that stay in English)  
  ZH: (if you run the Chinese layer, point to that addendum)  
  
3 EXAMPLES OF US AT OUR BEST: (paste them in full)  
2 EXAMPLES OF WHAT WE'RE NOT: (one line each on why)
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Step 3: English drafts (15 minutes)

One prompt that works for all six assets — a single conversation in which your tone remains consistent across everything.

Draft the following six assets in English. The MASTER BRIEF and BRAND VOICE document below are your only sources of truth.

Hard rules:

- Every fact (price, number, deadline) must appear in the brief.
- The BANNED CLAIMS section is absolute. No paraphrasing around it.
- Match the brand voice, including its “never” list.

1. LANDING PAGE: headline, subhead, 3 benefit blocks, CTA section.
2. EMAIL: 3 subject line options, ~150-word body, single CTA.
3. FB/IG POST: ~80 words, hook in the first line.
4. TIKTOK CAPTION: under 150 characters, up to 4 hashtags.
5. AD COPY x3: primary text under 125 chars, headlines under 40 chars, three different angles from the brief.
6. WHATSAPP BROADCAST: under 100 words, personal tone, one link.

After all six, flag anything in the brief that was ambiguous or missing.

Step 4: Edit the English — before adapting (20–25 minutes)

Every fix you make here propagates into Bahasa Melayu for free.

- Make sure the facts match your brief
- No banned claims slipped through (including paraphrasing)
- The content resonates with your brand voice, with a clear CTA
- Delete the weakest sentence in each asset — or replace it with a better one

It's set now. Lock your English edit.

Step 5: Bahasa Melayu adaptation (15 minutes)

This is the step that separates your copy from translated copy.

Adapt the locked English assets into Bahasa Melayu.

This is ADAPTATION, not translation – rewrite each asset the way a native BM copywriter would write it from scratch. Never translate idioms literally.

Product names and technical terms stay in English. All banned-claim rules apply.

Register per asset:

1. LANDING PAGE: formal bahasa baku, “anda”, zero slang.
2. EMAIL: semi-formal, warm, “anda”.
3. FB/IG: natural social media BM, light rojak where a real Malaysian would use it.
4. TIKTOK: fully colloquial. “Korang”, “jom”. Reads like a creator wrote it, not a brand. Under 150 characters.
5. AD COPY: clean bahasa baku, policy-safe, same character limits.
6. WHATSAPP: semi-formal, reads like a person, not a blast.

Flag any line where you chose naturalness over literal accuracy.

If your BM comes out rigid and without your brand flavour, the problem isn't “AI is bad at baku BM”. The real issue is incomplete register instructions.

Step 6: The native BM pass (5–10 minutes)

A native speaker evaluates every asset. You need a “yes” to all three questions:

- Does it sound like a Malaysian wrote it?
- Is the register right for the platform?
- Did any numbers, facts, or CTA drift from the English?

Fix issues inline and make sure everything represents your brand voice.

The math

	Manual / agency	This pipeline
Turnaround	2–14 days depending on complexity	Under 2 hours
Human intervention	12–16 hours	35–45 minutes
Cost per campaign	RM3,000+	Staff time + RM50–RM100/month for the AI tool of your choice

If you outsource your entire marketing campaigns to an agency, it's almost RM12,000+ a month. This workflow lets you avoid that cost while reusing the output repeatedly, making changes anytime to suit your brand voice.

Even if the person who built this resigns, the prompt in the AI tool's chat history won't go away anytime soon.

Where this workflow breaks

A lazy brief will result in confident rubbish in two languages. Harsh, but true. The pipeline executes an angle; it doesn't find one.

Editing after adaptation doubles the amount of correction work. Always lock the English first.

Skipping the register instructions and blaming the model for BM that doesn't resonate with your brand voice won't do any justice.

No native BM reviewer on the team — hire a freelancer to run the pass for RM50–RM100 per campaign.

Follow the workflow step by step, and you can build your master brief flawlessly.

Naven Pillai — AI Marketing Workflows. More at navenpillai.com.