

Lead

Art

general idea behind it

web/desktop app (also potentially suitable for mobile) that is really easy to use for a person with no design/ tech background

After getting content from creators (ready videolyhotor.) The marksting-manager (jense) can easily adjust it for different countries, nationalities, ages, eo: Also, she can easily charge objects with no knowledge of

The marketers can aslo easily update the information and make more variants that follows the same branding principle

some automatically updated database (no need to do it manually) - auto text search on internet?

concrete features

recommendations for regions (e.g. arabic countries), so that end user is in focus - weather, culture, etc.

suitable for different platforms (tiktok, YouTube, instagram, fb, twitter, context ad in internet, etc)

system memory of fonts, colors and logos etc and easily combine them with the content already created

simple text templates for various kind of

events/ products/ themes etc. that can be edited further

speech detection + translation

clicks instead of

manual

texting

music

choice by

cut different parts of original video in various ways

others (ar, effects, filters, etc)

advices of colour/ fonts combinations from design perspective

overview of all available versions

interaction with app

stock cloud of content created by previous users (something like big database), via keyword search "» al generates the general version based on demand. "but companies should no

interactive content, you can point on image and it detects&changes the object

Marketing manager selects the set of colors (design pattern) of certain company and automatically adjust created from creators

interactions should be fluid and natural

should be informal and includes "storytelling" when interacting - UX

historical data

random data

UX	managerial tasks	ı	oitch		video	step-to- step ideas for video	what to film for it	duration (sec)	
INFORMAL COLOURS	market statistics/ growth		interesting intro		VERY interesting intro	person start special start special targuage -> "tay so are would the to chare-our propert*	person 1 speaks in non-english	l	
"COOL/freedy" TEXT FORMAT	competitors/ trends		market overall - statistics			another person do not understand what was said	person 1 2 stands nearby and do not understands		
animations/ graphics	value proposition		problem space			"showing" or here, so translating function, or it reposits, but with his tenting is translating to the property understands.	person in the says sorry	Soon 1 larves con their person and Zoon of the Larves against a series of possible valves where the Cold 1 is allow species to select the Alba possible and Cold and Co	9
	user case!! - for demo		user persona		question, involve market statistics	the dang - counting fit, and, his Tales - or all house the fall: "Advisoring logics" and Laba brissy	person 1 cays 8 and different mode (Ne phone appears targe and chose) person 1 cays and another		
	persona		solution - maybe here some cuts from video			what you do not the "Belle melty advertisements that are not related to you we will help brand	and another person 2 is sad (raybe in phone) person 1 kays 5 and person 2 is		
	kpi?		value		solution	managers to be less name and do add you really like smagare they can	Scanning carefully (maybe in phone)		
			why better than competitions + market growth		more details	create hundreds of cardens versions just trans one cargite draft	and then "some many different versions" appear Signal		
	we need to show that it it cheep and easy		kpi			how is it possible?	data or smth complicated*		
			further		showing	ok, here we go	scrolling fast many pictures ognored show 6		
			steps conclusion/		real product	what about auto generated database based on random and historical datab or NLP with	how our ai works show how our		
			contacts		showing	or NLP with function of translation? bythe way, left be just	how our ai works		
					vision product show on	by the way, let's be just creative in our vision and see *some case*	shows his phone closer		
					certain example	storytelling for case	(starting page) -> click on preferences click on target group - student		
						storytelling for case storytelling for case	foliand in the morning click on brand design		
							- junction logo click on platforms		
						storytelling for case storytelling	to use - tik Tok download original		
						storytelling for case storytelling	object of case		
					problem	storytelling for case and nowyou can see the ad which is related to you!	unather (styl) (arguage, select (shirted, seets size (shirted, select (shirted), filters (the last one (shirted) to those is believed.		
					is solved	which is related to your	* Gladest * Marking * Septing		
•									

database

frontend

ml

ai

random

 part: marketing manager selects the socio-demographic parameters, gets sets of "prohibited themes" and sends it to designers Model takes as input content generated by AI (could take all random modifications or based on some intuition)

Al gets as input content creted by designers and based on it creates 1000+ different modifications

historical data part: content
manager can see all
the modifications
made by AI, change
them or add some
special features

ML gets convertion rate from end-users and changes the model according to it (better ads becoming better rate)

Al can e.g. change background, "time/season" of photo, change colours&fonts for companies preferences

usergenerated general stock cloud 2. part: marketing manager sees the process and results of continiously working ML and uses best of them at the end ML provides statistically "best" ads usergenerated general stock cloud

manual data

add database



ANIMATED VIDEO OF HOW PRODUCT WORKS

ABOUT PRODUCT

SIGN UP

LOG IN



ANIMATED VIDEO OF HOW PRODUCT WORKS

WORDS (e.g. welcome back!)

LOGIN

PASSWORD





TEXT

PICTURES

VIDEOS

COLOUR

GAME

SMARTACE

NAME YOUR **PROJECT**

> CONNECT **DATABASE**

PREFERENCES

ADD PROJECT

MEMBERS

UPLOAD ORIGINAL OBJECT

> SUPPORT / COMMUNICATION

EFFECT

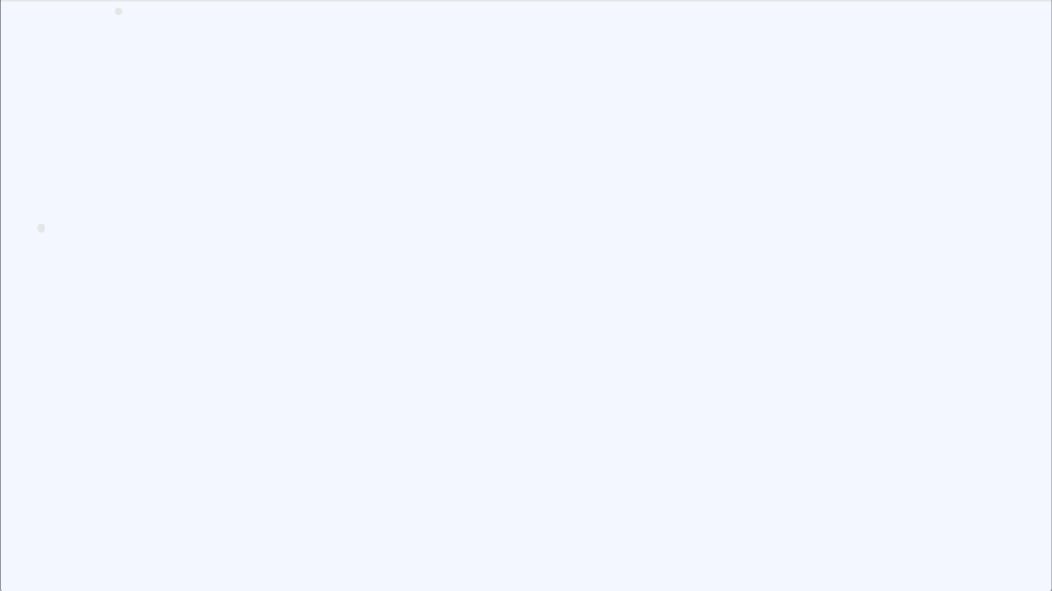
MY **PROJECT**

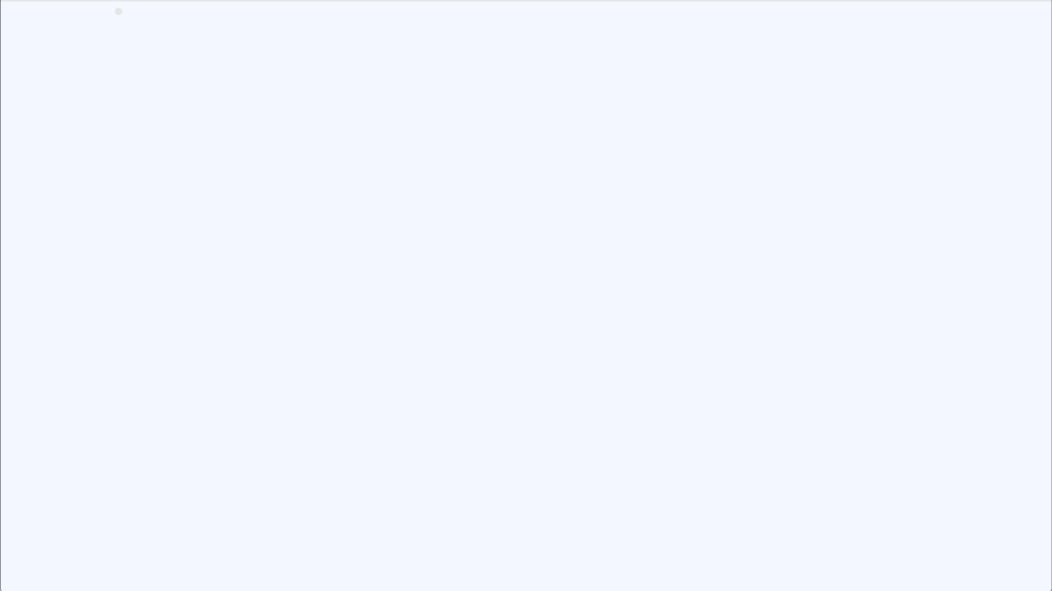
MY **PROJECT**

MY **PROJECT** SELEC NEW

+ CREATE

NEW PROJECT







BRANDING GUIDEBOOK 1

COLOR COBMINATION

FRONTS

LOGO

DESIGNING
STYLE
(MULTICHOICE)

+ BRANDING GUIDEBOOK



COLLECT PERSONAL INFROMATION





SELECT DATABASE

AUDIO

TEXT

PICTURES

VIDEOS

COLOUR

GAME

EFFECT

Name: Project Junction

CONNECT DATABASE

SELECT PLATFORMS

> TARGET GROUP

ADD PROJECT MEMBERS

- RANDOM

- HISTORICAL
- GENERAL
- MANUAL

PLOAD IGINAL BJECT

TEXT

- CHOOSE FONT

CHOOSE COLOUR OF FONT

MAKE AUDIO FROM TEXT

MAKE TEXT FROM AUDIO

TRANSLATE TEXT

PICTURES

VIDEOS

COLOUR

GAME

EFFECT

SOME OBJECT WE ARE WORKING ON





TEXT

PICTURES

VIDEOS

COLOUR

GAME

NAME YOUR **PROJECT**

CONNECT DATABASE

PREFERENCES

ADD PROJECT MEMBERS

- TARGET GROUP - DESIGN

GUIDEBOOK

- PLAMFORMS TO

USE

JPLOAD DRIGINAL OBJECT

> SUPPORT / COMMUNICATION

EFFECT





ANIMATED VIDEO OF HOW PRODUCT WORKS

SOME WORDS
ABOUT
PRODUCT

SIGN UP

LOG IN





TEXT

PICTURES

VIDEOS

COLOUR

GAME

EFFECT

NAME YOUR **PROJECT**

CONNECT DATABASE

PREFERENCES

ADD PROJECT

MEMBERS

- TARGET GROUP →

GUIDEBOOK

- DESIGN

- PLAMFORMS TO

USE

COUNTRY: FINLAND DAD STATE: ESPOO TIME: MORNING PRODUCT: ... + ADD: ... MINAL

SEX: FEMALE

AGE: 18-30

OBJECT

CHOC **TARG**





TEXT

PICTURES

VIDEOS

COLOUR

GAME

EFFECT

NAME YOUR **PROJECT**

CONNECT DATABASE

PREFERENCES

ADD PROJECT MEMBERS

- TARGET GROUP

- DESIGN **GUIDEBOOK**

- PLAMFORMS TO

USE

JPLOAD PLGINAL

INSTAGRAM FACEBOOK TIK TOK YOUTUBE **TWITTER**

ECT

CH **PLAT**







SMARTACE

AUDIO

TEXT

PICTURES

VIDEOS

COLOUR

GAME

EFFECT

CONNECT DATABASE

PREFERENCES

ADD PROJECT MEMBERS

- TARGET GROUP

- **DESIGN**

GUIDEBOOK

- PLAMFORMS TO USE

45OAD **UPLOAD LOGO CHOOSE FONT** GINAL CHOOSE BRAND COLOURS ADD: ... ECT

CH(**BRAND**