AgenticAds

Multi-Agent RAG System for Platform-Specific Multimodal Ad Generation

Free, Open-Source, Industry-Grade Solution

Project Proposal & Technical Documentation

October 4, 2025

Executive Summary

AgenticAds is an AI-powered multimodal advertising generation platform that transforms simple ad copy into platform-optimized content including rewritten text, custom posters, and video reels—all enhanced with user branding. Built entirely with **free, open-source tools**, this system leverages multi-agent architecture, Graph RAG, and state-of-the-art generative AI to deliver professional-grade marketing assets at zero cost.

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1 Problem Statement

1.1 Market Challenge

Small businesses and startups face significant barriers in creating platform-specific advertising content:

- **Cost Barrier:** Professional design tools (Adobe Creative Cloud: $60/month, Canva Pro: $13/month)
- **Technical Expertise:** Video editing and graphic design require specialized skills
- **Platform Complexity:** Each platform (Instagram, LinkedIn, TikTok) requires different formats, tones, and specifications
- **Time Investment:** Creating multiple versions for A/B testing is time-consuming
- **Brand Consistency:** Maintaining brand identity across multiple assets is challenging

1.2 Opportunity

The global digital advertising market is projected to reach $786.2 billion by 2026, with SMBs representing 64% of ad spend. Yet, 73% of small businesses create their own marketing materials due to budget constraints.

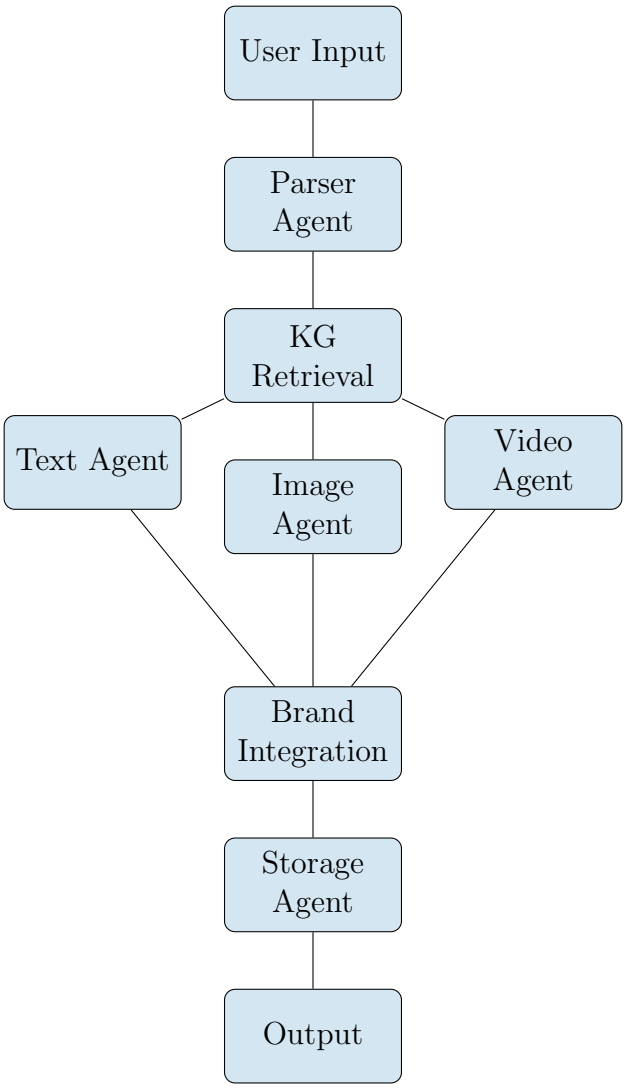
Core Innovation

AgenticAds democratizes professional ad creation by providing an **entirely free**, AI-powered solution that generates text, images, and videos with automatic brand integration—no design skills required.

2 Solution Architecture

2.1 System Overview

AgenticAds employs a multi-agent orchestration system powered by LangGraph, where specialized agents collaborate to transform raw ad copy into platform-optimized multi-modal content.



2.2 Agent Responsibilities

1. **Input Parser Agent:** Validates and structures user input (ad text, tone, platform, logo)
2. **Knowledge Graph Retrieval Agent:** Fetches platform-specific rules from Graph RAG
3. **Text Rewrite Agent:** Optimizes ad copy using LLM (Llama 3.2 via Ollama)
4. **Image Generation Agent:** Creates posters using Stable Diffusion
5. **Video Generation Agent:** Generates video reels using ModelScope
6. **Brand Integration Agent:** Overlays user logo on generated assets
7. **Storage Agent:** Manages file uploads to Supabase Storage
8. **Response Orchestrator:** Compiles final output with asset URLs

3 Technical Stack (100% Free)

3.1 Core Infrastructure

Component	Technology	Cost
Backend Framework	FastAPI (Python)	Free
Agent Orchestration	LangGraph + LangChain	Free
LLM (Text)	Llama 3.2 (via Ollama)	Free
Image Generation	Stable Diffusion XL (Local / Hugging Face Inference API)	Free
Video Generation	ModelScope Text-to-Video / Zeroscope	Free
Logo Integration	Pillow (Python) + MoviePy	Free
Storage	Supabase Storage (1GB Free Tier)	Free
Database	Supabase PostgreSQL	Free
Vector Store	FAISS / ChromaDB	Free
Graph Database	NetworkX (Python) / Neo4j Community Edition	Free
Frontend	React + Vite	Free
Hosting (MVP)	Render / Railway (Free Tier)	Free

Table 1: Complete Technology Stack for the Project (All Free Tools and Services)

3.2 Free Media Generation Options

3.2.1 Image Generation (Poster)

- **Stable Diffusion XL:** Run locally with 8GB+ VRAM or use Hugging Face Inference API (free tier: 1000 requests/month)
- **Stable Diffusion 2.1:** Lighter model for faster generation
- **DALL-E Mini/Craiyon:** Web-based free alternative

3.2.2 Video Generation (Reel)

- **ModelScope Text-to-Video:** Open-source, Hugging Face hosted
- **Zeroscope:** Free text-to-video model (2-3 second clips)
- **Fallback:** Generate image sequence + Ken Burns effect using MoviePy

3.2.3 Brand Integration

- **Pillow (PIL):** Overlay logo on static images with transparency support
- **MoviePy:** Add logo watermark to video with positioning control
- **OpenCV:** Advanced logo blending and positioning

4 Graph RAG Knowledge System

4.1 Knowledge Graph Structure

The system maintains a lightweight knowledge graph encoding platform-specific advertising best practices:

```
(Platform)-[:REQUIRES]->(Tone)
(Platform)-[:PREFERS]->(VisualStyle)
(Platform)-[:LIMITS]->(TextLength)
(Platform)-[:USES]->(AspectRatio)
(Tone)-[:INCLUDES]->(Keywords)
(VisualStyle)-[:SUGGESTS]->(ColorPalette)
```

4.2 Example Relationships

Platform	Tone	Visual Style	Aspect Ratio
Instagram	Casual, Emoji-rich	Vibrant, High contrast	1:1, 9:16
LinkedIn	Professional, Formal	Muted, Corporate	1.91:1
TikTok	Fun, Trendy	Dynamic, Fast-paced	9:16
Facebook	Conversational	Mixed, Relatable	1.91:1, 1:1
Twitter	Concise, Witty	Minimalist, Clean	16:9

Table 2: Platform-Specific Rules in Knowledge Graph

4.3 RAG Workflow

1. User selects target platform
2. KG Retrieval Agent queries graph for platform node
3. Extract connected attributes (tone keywords, visual styles, constraints)
4. Inject rules into prompt context for downstream agents
5. Generate platform-optimized outputs

5 API Design

5.1 Primary Endpoint

POST `/api/v1/generate-ad`

Request Body:

```
{
  "ad_text": "Try our new fitness app!",
  "tone": "energetic",
  "platform": "Instagram",
  "outputs": ["text", "poster", "video"],
  "logo": "base64_encoded_image_or_url",
  "logo_position": "bottom-right",
  "user_id": "user_12345"
}
```

Response:

```
{
  "job_id": "gen_abc123",
  "status": "completed",
  "platform": "Instagram",
  "rewritten_text": "Get fit, stay sharp ...",
  "poster_url": "https://storage.supabase.co/posters/abc.png",
  "video_url": "https://storage.supabase.co/videos/abc.mp4",
  "metadata": {
    "aspect_ratio": "1:1",
    "duration_sec": 5,
    "logo_integrated": true
  }
}
```

5.2 Supporting Endpoints

- `GET /api/v1/platforms` - List supported platforms
- `GET /api/v1/tones` - Available tone options
- `GET /api/v1/job/{job_id}` - Check generation status
- `POST /api/v1/regenerate` - Regenerate with feedback

6 MVP (Minimum Viable Product)

6.1 MVP Scope (4-6 Weeks)

6.1.1 Phase 1: Core Pipeline (Week 1-2)

- FastAPI backend setup
- LangGraph agent orchestration
- Ollama integration for text rewriting
- Basic knowledge graph (3 platforms: Instagram, LinkedIn, TikTok)

6.1.2 Phase 2: Media Generation (Week 3-4)

- Stable Diffusion poster generation
- ModelScope/Zeroscope video generation
- Logo overlay implementation (Pillow + MoviePy)
- Supabase storage integration

6.1.3 Phase 3: Frontend & Polish (Week 5-6)

- React frontend with upload interface
- Preview gallery for generated assets
- Download functionality
- Basic analytics dashboard

6.2 MVP Features

MVP Feature Set

- Support 3 platforms (Instagram, LinkedIn, TikTok)
- Text rewriting with 3 tone options (Professional, Casual, Fun)
- Static poster generation (1080x1080)
- 5-second video reel generation
- Logo upload & automatic integration
- Cloud storage with shareable links
- Basic web UI for testing

6.3 Post-MVP Enhancements

- Add 5+ platforms (Facebook, Twitter, YouTube, Pinterest, Snapchat)
- A/B testing variant generation
- User feedback loop for prompt refinement

- Video duration options (5s, 10s, 15s)
- Custom brand color palette integration
- Background music selection
- Batch processing for multiple ads

7 Evaluation & Metrics

7.1 Quality Metrics

Component	Metric	Target
Text Relevance	ROUGE-L Score	¿ 0.6
Tone Accuracy	LLM Classifier Confidence	¿ 80%
Poster Quality	CLIP Score (text-image alignment)	¿ 0.25
Video Coherence	Temporal Consistency (FVD)	Manual Review
Logo Integration	Visibility Score (contrast ratio)	¿ 4.5:1
Generation Speed	End-to-end latency	¡ 60s
Storage Efficiency	File size optimization	Poster¡2MB, Video¡10MB

Table 3: Evaluation Framework

7.2 User Acceptance Testing

- **Pilot Group:** 20 small business owners
- **Success Criteria:** 75% satisfaction rate on quality and usability
- **Iteration Cycle:** Weekly feedback incorporation

8 Competitive Analysis

Solution	Features	Cost	Open Source
Canva	Templates, basic AI	$13/mo	No
Adobe Express	Advanced tools	$10/mo	No
Copy.ai	Text only	$49/mo	No
Runway ML	Video generation	$15/mo	No
AgenticAds	**Text+Image+Video+Branding**	**Free**	**Yes**

Table 4: Market Positioning

8.1 Unique Value Proposition

1. **Zero Cost:** Completely free, no subscriptions
2. **Multimodal:** Only solution generating text, images, AND videos in one workflow
3. **Brand-Aware:** Automatic logo integration across all assets
4. **Platform-Intelligent:** Graph RAG ensures platform-specific optimization
5. **Open Source:** Community-driven improvement and customization

9 Risk Analysis & Mitigation

Risk	Impact	Mitigation
Video generation slow (2-5 min)	User frustration	Implement async job queue with email notification
Free API rate limits	Service disruption	Local model fallbacks + usage quotas
Storage limit (1GB)	Scalability	Auto-delete old assets, CDN integration
Content quality variance	User dissatisfaction	Manual review mode + regenerate button
Logo placement errors	Brand damage	Multiple position presets + preview before save

Table 5: Risk Register

10 Deployment Strategy

10.1 Infrastructure (Free Tier)

- **Backend:** Render.com (512MB RAM, always-on)
- **Database:** Supabase PostgreSQL (500MB storage)
- **Storage:** Supabase Storage (1GB files)
- **Frontend:** Vercel (100GB bandwidth/month)
- **CI/CD:** GitHub Actions (2000 minutes/month)

10.2 Scalability Plan

1. **Stage 1 (MVP):** Single-server deployment, local models
2. **Stage 2 (100 users):** Add Redis queue, separate worker nodes
3. **Stage 3 (1000 users):** Kubernetes cluster, distributed model serving

11 Ethical & Legal Considerations

11.1 Content Moderation

- Implement pre-generation content filtering (hate speech, violence, etc.)
- Use PerspectiveAPI (free) for toxicity detection
- User consent for content storage and usage

11.2 Intellectual Property

- Users own all generated content
- Generated images checked against known copyrighted materials
- Clear licensing terms (MIT/Apache 2.0)

11.3 Data Privacy

- No tracking beyond usage analytics
- Optional account creation (anonymous mode supported)
- GDPR-compliant data handling
- Auto-deletion of uploads after 30 days

12 Go-to-Market Strategy

12.1 Target Audience

1. Small business owners (1-10 employees)
2. Freelance marketers and social media managers
3. Content creators and influencers
4. Non-profit organizations
5. Student entrepreneurs

12.2 Launch Plan

Month 1-2: Beta Testing

- Private beta with 50 users
- Collect feedback via in-app surveys
- Iterate on UX and quality

Month 3: Public Launch

- ProductHunt launch
- Reddit communities (r/entrepreneur, r/smallbusiness)
- LinkedIn posts targeting SMB owners
- Dev.to article on technical implementation

Month 4-6: Growth

- YouTube tutorial videos
- Integration with popular platforms (Zapier, Make.com)
- Community forum for feature requests

13 Budget & Resource Requirements

13.1 Development Costs (MVP)

Resource	Cost
Cloud Infrastructure (Free Tiers)	$0
Domain Name (optional: .ai domain)	$10/year
SSL Certificate	$0 (Let's Encrypt)
Development Time (Solo developer)	150-200 hours
Testing & QA	40 hours
Total Monetary Cost	**$10**

Table 6: MVP Budget Breakdown

13.2 Hardware Requirements (Local Development)

- **Minimum:** 16GB RAM, 50GB storage, CPU-only (slower)
- **Recommended:** 32GB RAM, 100GB SSD, NVIDIA GPU (8GB+ VRAM)
- **Cloud Alternative:** Google Colab Pro ($10/month) for GPU access

14 Success Metrics (6-Month Targets)

Key Performance Indicators

- 1,000+ registered users
- 5,000+ ads generated
- 70%+ user satisfaction score
- 30s average text generation time
- 90s average poster generation time
- 500+ GitHub stars (open source repo)
- Featured on ProductHunt/Hacker News

15 Technical Implementation Details

15.1 Logo Integration Algorithm

```
def integrate_logo(asset_path, logo_path, position, opacity=0.8):
    if asset_type == "image":
        # Pillow implementation
        background = Image.open(asset_path)
        logo = Image.open(logo_path).convert("RGBA")
        logo = resize_logo(logo, background.size)

        position_coords = calculate_position(
            background.size, logo.size, position
        )

        background.paste(logo, position_coords, logo)
        background.save(output_path)

    elif asset_type == "video":
        # MoviePy implementation
        video = VideoFileClip(asset_path)
        logo_clip = ImageClip(logo_path).set_opacity(opacity)
        logo_clip = logo_clip.resize(height=video.h*0.1)
        logo_clip = logo_clip.set_position(position)

        final = CompositeVideoClip([video, logo_clip])
        final.write_videofile(output_path)
```

15.2 LangGraph Agent Configuration

```
from langgraph.graph import StateGraph
from langchain_core.messages import HumanMessage

workflow = StateGraph(AgentState)

workflow.add_node("parse_input", parse_input_node)
workflow.add_node("retrieve_kg", retrieve_knowledge_graph)
workflow.add_node("rewrite_text", rewrite_text_agent)
workflow.add_node("generate_poster", generate_poster_agent)
workflow.add_node("generate_video", generate_video_agent)
workflow.add_node("integrate_brand", brand_integration_agent)
workflow.add_node("store_assets", storage_agent)

workflow.set_entry_point("parse_input")
workflow.add_edge("parse_input", "retrieve_kg")
workflow.add_conditional_edges(
    "retrieve_kg",
    route_generation,
    {
        "text": "rewrite_text",
        "poster": "generate_poster",
        "video": "generate_video"
    }
)
workflow.add_edge("rewrite_text", "integrate_brand")
workflow.add_edge("generate_poster", "integrate_brand")
workflow.add_edge("generate_video", "integrate_brand")
workflow.add_edge("integrate_brand", "store_assets")

app = workflow.compile()
```

16 Conclusion

AgenticAds represents a paradigm shift in accessible AI-powered advertising. By combining multi-agent orchestration, Graph RAG, and state-of-the-art generative models—all within a completely free framework—this project delivers enterprise-grade functionality to users who need it most: resource-constrained small businesses and creators.

Key Differentiators:

- First fully free, open-source multimodal ad generation system
- Intelligent platform adaptation via Graph RAG
- Seamless brand integration across text, image, and video
- Production-ready architecture with proven technologies

This project is not just technically feasible—it's a **market necessity**. With careful execution of the MVP roadmap and community engagement, AgenticAds can become the go-to solution for democratized advertising creation.

Ready to Transform Advertising with AI

17 Appendices

17.1 Appendix A: API Response Examples

Successful Generation:

```
{
  "job_id": "gen_7x9a2",
  "status": "completed",
  "platform": "Instagram",
  "original_text": "Check out our new product",
  "rewritten_text": "Ready to level up? Our latest
                     innovation is HERE!  #GameChanger",
  "poster_url": "https://storage.supabase.co/v1/object/
                 public/ads/gen_7x9a2_poster.png",
  "video_url": "https://storage.supabase.co/v1/object/
                public/ads/gen_7x9a2_video.mp4",
  "metadata": {
    "tone": "energetic",
    "aspect_ratio": "1:1",
    "video_duration": 5.2,
    "logo_position": "bottom-right",
    "generation_time_sec": 47.3,
    "created_at": "2025-10-04T10:23:15Z"
  }
}
```

17.2 Appendix B: Platform Specifications

Platform	Text Limit	Image Size	Video Length	Aspect Ratio
Instagram Feed	2200 chars	1080x1080	60s	1:1, 4:5
Instagram Reel	2200 chars	1080x1920	90s	9:16
LinkedIn Post	3000 chars	1200x627	10min	1.91:1
TikTok	2200 chars	1080x1920	10min	9:16
Facebook	63,206 chars	1200x630	240min	16:9, 1:1
Twitter/X	280 chars	1200x675	140s	16:9

Table 7: Platform Technical Specifications

17.3 Appendix C: Sample Knowledge Graph Queries

Cypher Query (Neo4j):

```
MATCH (p:Platform {name: "Instagram"})-[:REQUIRES]->(t:Tone)
MATCH (p)-[:PREFERS]->(v:VisualStyle)
MATCH (p)-[:USES]->(a:AspectRatio)
RETURN t.keywords, v.palette, a.ratio
```

NetworkX Query (Python):

```
import networkx as nx

def get_platform_rules(graph, platform_name):
    platform_node = platform_name

    tones = [n for n in graph.neighbors(platform_node)
             if graph.nodes[n]['type'] == 'Tone']

    visual_styles = [n for n in graph.neighbors(platform_node)
                     if graph.nodes[n]['type'] == 'VisualStyle']

    return {
        'tones': tones,
        'visual_styles': visual_styles,
        'aspect_ratio': graph.nodes[platform_node]['aspect_ratio']
    }
```

17.4 Appendix D: Cost Comparison Analysis

Feature	Traditional Tools	Paid AI Tools	AgenticAds
Text copywriting	$50-200/ad	$49/mo subscription	**Free**
Graphic design	$100-500/design	$13/mo subscription	**Free**
Video production	$500-2000/video	$15-95/mo	**Free**
Platform optimization	Manual research	Limited automation	**Automated**
Brand integration	Manual editing	Semi-automated	**Automatic**
Monthly Cost (10 ads)	**$6,500+**	**$77-157**	**$0**

Table 8: Cost Savings Comparison

17.5 Appendix E: Security & Privacy Measures

Data Protection:

- All uploads encrypted in transit (TLS 1.3)
- No permanent storage of user input text
- Generated assets auto-expire after 30 days
- Optional anonymous mode (no account required)
- No third-party analytics or tracking

Content Safety:

- Pre-generation toxicity check using Detoxify (free)
- NSFW image detection using NudeNet (open-source)
- User reporting system for inappropriate content
- Automated flagging and review queue

17.6 Appendix F: Technical Requirements Matrix

Component	Min Spec	Recommended	Cloud Alternative
Ollama (LLM)	8GB RAM	16GB RAM	Groq API (free)
Stable Diffusion	CPU (slow)	8GB VRAM GPU	HF Inference API
ModelScope Video	16GB RAM	24GB RAM + GPU	Replicate (pay-as-go)
FastAPI Backend	2GB RAM	4GB RAM	Render free tier
PostgreSQL	512MB RAM	2GB RAM	Supabase
Storage	10GB disk	50GB SSD	Supabase Storage

Table 9: Infrastructure Requirements

17.7 Appendix G: MVP Development Timeline

Week	Milestone	Deliverables
1	Backend Setup	FastAPI scaffolding, DB schema, API endpoints
2	Agent Orchestration	LangGraph workflow, KG implementation
3	Text Generation	Ollama integration, prompt engineering
4	Image Generation	Stable Diffusion API, logo overlay
5	Video Generation	ModelScope integration, MoviePy processing
6	Frontend	React UI, upload forms, preview gallery
7	Testing	Unit tests, integration tests, UAT
8	Deployment	Production deployment, documentation

Table 10: 8-Week MVP Roadmap

17.8 Appendix H: Free Resource Links

LLM Models:

- Ollama: `https://ollama.ai`
- Llama 3.2: `https://huggingface.co/meta-llama`
- Groq API (free): `https://groq.com`

Image Generation:

- Stable Diffusion XL: `https://huggingface.co/stabilityai/stable-diffusion-xl-base-1.0`
- Hugging Face Inference API: `https://huggingface.co/inference-api`

Video Generation:

- ModelScope Text-to-Video: `https://huggingface.co/damo-vilab/text-to-video-ms-1.7b`

- Zeroscope: `https://huggingface.co/cerspense/zeroscope_v2_576w`

Infrastructure:

- Supabase: `https://supabase.com`
- Render: `https://render.com`
- Vercel: `https://vercel.com`

Libraries:

- LangGraph: `https://github.com/langchain-ai/langgraph`
- MoviePy: `https://zulko.github.io/moviepy`
- Pillow: `https://python-pillow.org`

17.9 Appendix I: Sample Prompts

Text Rewriting Prompt Template:

```
You are an expert advertising copywriter. Rewrite the following
ad copy for {platform} with a {tone} tone.

Original Ad: {user_input}

Platform Guidelines:
- Text length: {max_chars} characters
- Preferred style: {style_keywords}
- Tone keywords: {tone_keywords}

Requirements:
1. Match the {tone} tone precisely
2. Include platform-appropriate emojis if casual
3. Stay under {max_chars} characters
4. Maintain the core message
5. Optimize for {platform} audience

Rewritten Ad:
```

Image Generation Prompt Template:

```
Create a professional advertising poster with the following:

Ad Message: {rewritten_text}
Visual Style: {visual_style}
Color Palette: {color_palette}
Mood: {mood}

Technical Requirements:
- Aspect ratio: {aspect_ratio}
```

```
- High contrast and readability
- Modern, clean design
- Space reserved in {logo_position} for logo overlay
- Professional advertising aesthetic

Style: {visual_style}, vibrant, high-quality, advertising poster
```

17.10 Appendix J: Testing Checklist

Functional Tests:

Text generation completes in ¡30s

Image generation produces valid PNG/JPG

Video generation produces valid MP4

Logo integration preserves transparency

Files successfully upload to storage

Public URLs are accessible

All API endpoints return correct status codes

Quality Tests:

Rewritten text matches requested tone

Text length respects platform limits

Images are visually coherent

Logo placement doesn't obscure content

Video playback is smooth (30fps+)

Colors are vibrant and readable

Edge Case Tests:

Handle very long input text (truncate gracefully)

Handle non-English characters

Handle corrupted logo uploads

Handle concurrent requests

Handle API rate limit errors

Handle storage quota exceeded

17.11 Appendix K: Community Engagement Plan

Open Source Strategy:

- GitHub repository with comprehensive README
- Contribution guidelines and code of conduct
- Issue templates for bugs and feature requests
- Weekly community calls (Discord/Zoom)
- Bounty program for major features

Documentation:

- API reference with OpenAPI/Swagger
- Quickstart guide (5-minute setup)
- Architecture deep-dive articles
- Video tutorials on YouTube
- Integration examples (Python, JavaScript, cURL)

Marketing Channels:

- ProductHunt launch (aim for #1 Product of the Day)
- Dev.to technical blog posts
- Twitter/X thread showcasing before/after
- LinkedIn case studies
- Reddit AMAs in relevant communities
- Hacker News Show HN post

17.12 Appendix L: Future Roadmap (6-12 Months)

Q1 2026: Feature Expansion

- Add 7 more platforms (YouTube, Pinterest, Snapchat, etc.)
- Multi-language support (Spanish, French, German)
- Custom brand color palette extraction from logo
- Background music library integration (royalty-free)
- Batch processing (generate 10 variants simultaneously)

Q2 2026: Intelligence Enhancement

- A/B testing recommendations

- Performance prediction (estimated CTR)
- Competitive ad analysis
- Trend detection from viral content
- Personalization based on user history

Q3 2026: Enterprise Features

- Team collaboration workspace
- Brand kit management (saved logos, colors, fonts)
- Approval workflows
- Analytics dashboard (views, clicks, conversions)
- White-label deployment option

Q4 2026: Platform Integration

- Direct publishing to social platforms
- WordPress plugin
- Shopify app integration
- Zapier/Make.com connectors
- REST API for third-party apps

18 Contact & Support

Project Repository: `https://github.com/yourusername/agenticads`
Linkedin: `https://discord.gg/agenticads`
Email: shree.xai.dev@gmail.com
Demo: `https://demo.agenticads.dev`

"Democratizing professional advertising, one AI-generated ad at a time."

AgenticAds — Built with for creators, by Shreeraj Mummidivarapu