AI PILOT PROGRAM PROPOSAL

Problem

Running a successful, profitable agency in today's market is extremely challenging.

Problem(s)

1

Budgets and margins are shrinking, and the economy in Canada appears to be worsening.

2

More deliverables, less time to get everything done.

3

Audiences are increasingly fragmented, making them harder to reach over the noise.

4

AI is confusing and overwhelming, with agencies unsure how to take advantage of it.

AgencyCoLab has discovered a breakthrough new approach to AI to solve agency problems that is as close to a silver bullet that you ever get in business.
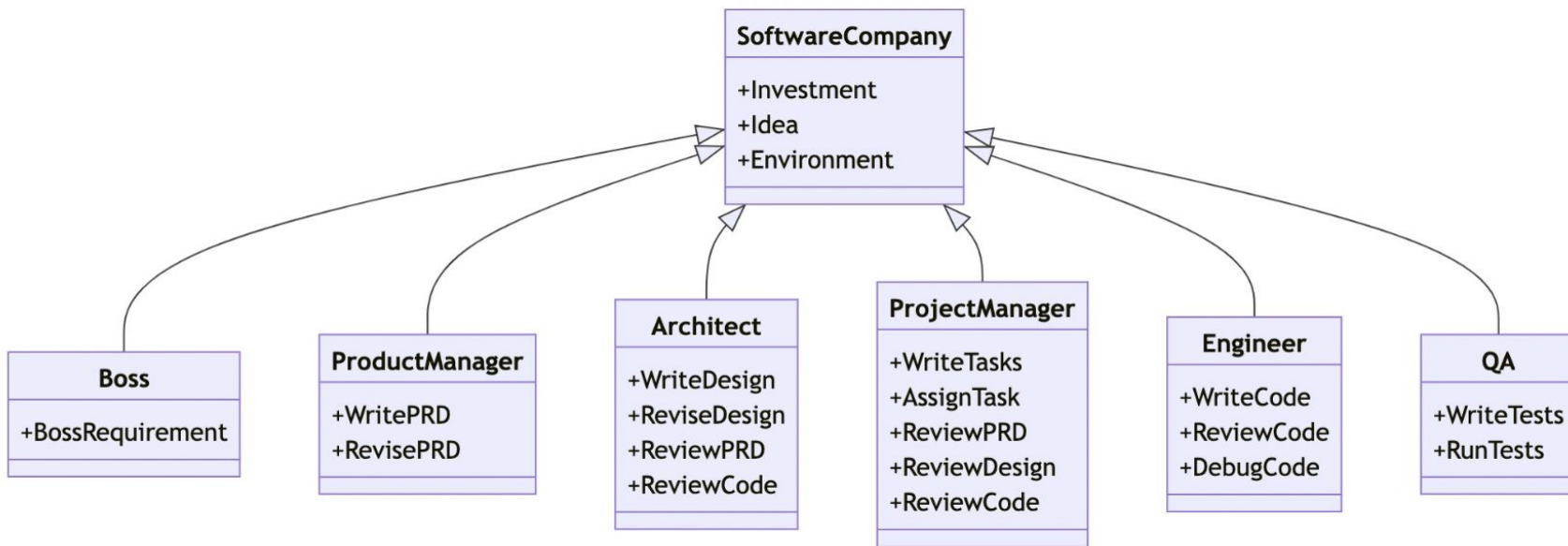
AgencyCoLab Overview

Inspiration

Inspiration

MetaGPT: The Multi-Agent Framework

Assign different roles to GPTs to form a collaborative software entity for complex tasks.

SoftwareCompany
+Investment
+Idea
+Environment

Boss
+BossRequirement

ProductManager
+WritePRD
+RevisePRD

Architect
+WriteDesign
+ReviseDesign
+ReviewPRD
+ReviewCode

ProjectManager
+WriteTasks
+AssignTask
+ReviewPRD
+ReviewDesign
+ReviewCode

Engineer
+WriteCode
+ReviewCode
+DebugCode

QA
+WriteTests
+RunTests

Inspiration

"….There is a growing research area that employs LLMs as central controllers to construct autonomous agents to obtain *human-like decision-making capabilities. Along this direction, researchers have developed numerous promising models where the key idea is to equip LLMs with crucial human capabilities like memory and planning to make them behave like humans and complete various tasks effectively."

the appearance of human-like decision-making capabilities…

A Survey on Large Language Model based Autonomous Agents

Lei Wang, Chen Ma,* Xueyang Feng,* Zeyu Zhang, Hao Yang, Jingsen Zhang, Zhiyuan Chen, Jiakai Tang, Xu Chen, Yankai Lin, Wayne Xin Zhao, Zhewei Wei, Ji-Rong Wen

Gaoling School of ...
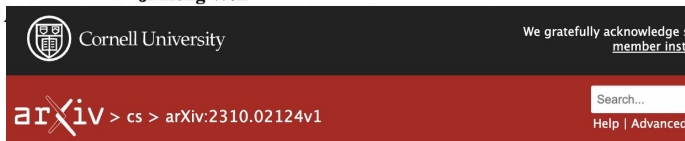
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of web knowledg...
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Cornell University

We gratefully acknowledge ...
member inst...

arXiv > cs > arXiv:2310.02124v1

Search...

Help | Advanced

Computer Science > Computation and Language

[Submitted on 3 Oct 2023]

Exploring Collaboration Mechanisms for LLM Agents: A Social Psychology View

Jintian Zhang, Xin Xu, Shumin Deng

As Natural Language Processing (NLP) systems are increasingly employed in intricate social environments, a pressing query emerges: Can these NLP systems mirror human-esque collaborative intelligence, in a multi-agent society consisting of multiple large language models (LLMs)? This paper probes the collaboration mechanisms among contemporary NLP systems by melding practical experiments with theoretical insights. We fabricate four unique `societies' comprised of LLM agents, where each agent is characterized by a specific `trait' (easy-going or overconfident) and engages in collaboration with a distinct `thinking pattern' (debate or reflection). Evaluating these multi-agent societies on three benchmark datasets, we discern that LLM agents navigate tasks by leveraging diverse social behaviors, from active debates to introspective reflections. Notably, certain collaborative strategies only optimize efficiency (using fewer API tokens), but also outshine previous top-tier approaches. Moreover, our results further illustrate that LLM agents manifest human-like social behaviors, such as conformity or majority rule, mirroring foundational Social Psychology theories. In conclusion, we integrate insights from Social Psychology to contextualize the collaboration of LLM agents, inspiring further investigations into the collaboration mechanism for LLMs. We commit to sharing our code and datasets (already submitted in supplementary materials), hoping to catalyze further research in this promising avenue (All code and data are available at \url{this https URL}.).

AgencyCoLab is a deep and powerful platform of experimentation and collaboration that brings your agency team together with a team of fully-trained, multi-functional AI sidekicks to not only help you get to your best work far faster across a wide range of projects, but empowers your team to make your best work even better.

AgencyCoLab isn't just a tool, it's a whole new, better way to work.

Who It's For

"We aim to ensure our marketing and advertising teams are no longer bogged down but are instead agile, innovative, and freed up to push for more insightful, more creative work."

"Working with a single AI platform marks the end of siloed efforts and the beginning of a harmonized journey towards unprecedented business intelligence and creativity."

"Our focus is to ensure that our marketing strategies are not merely data-informed but driven by a continuous flow of insights from unified customer data, analyzed and acted upon in real-time by a dedicated team."

Before

1

Budgets and margins are shrinking, and the economy in Canada appears to be worsening.

2

More deliverables, less time to get everything done.

3

Audiences are increasingly fragmented, making them harder to reach over the noise.

4

AI is confusing and overwhelming, with agencies unsure how to take advantage of it.

After

1

Do a week's work in less than an hour.

2

Get the complete picture by unlocking the true power of data.

3

Gain AI certainty and a powerful competitive advantage with one platform for everything.
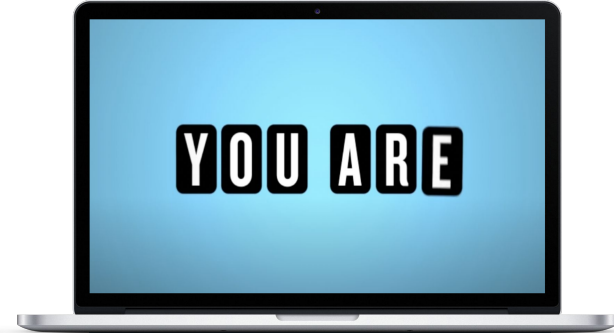
Current AI Landscape

Current AI Landscape

Currently, AI tools tailored to advertisers and marketers are reminiscent of the single-use websites of the late 2000s...
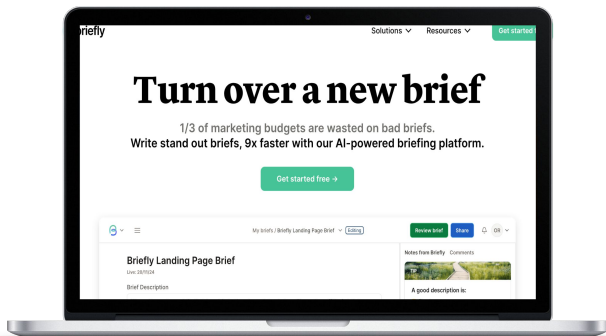
howmanypeoplearein
spacerightnow.com

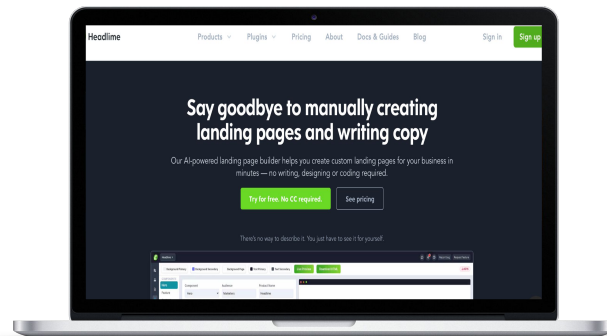isitchristmas.com

whoisthecutest.com

Current AI Landscape

AI "wrappers" essentially build on top of pre-existing AI tools like ChatGPT.

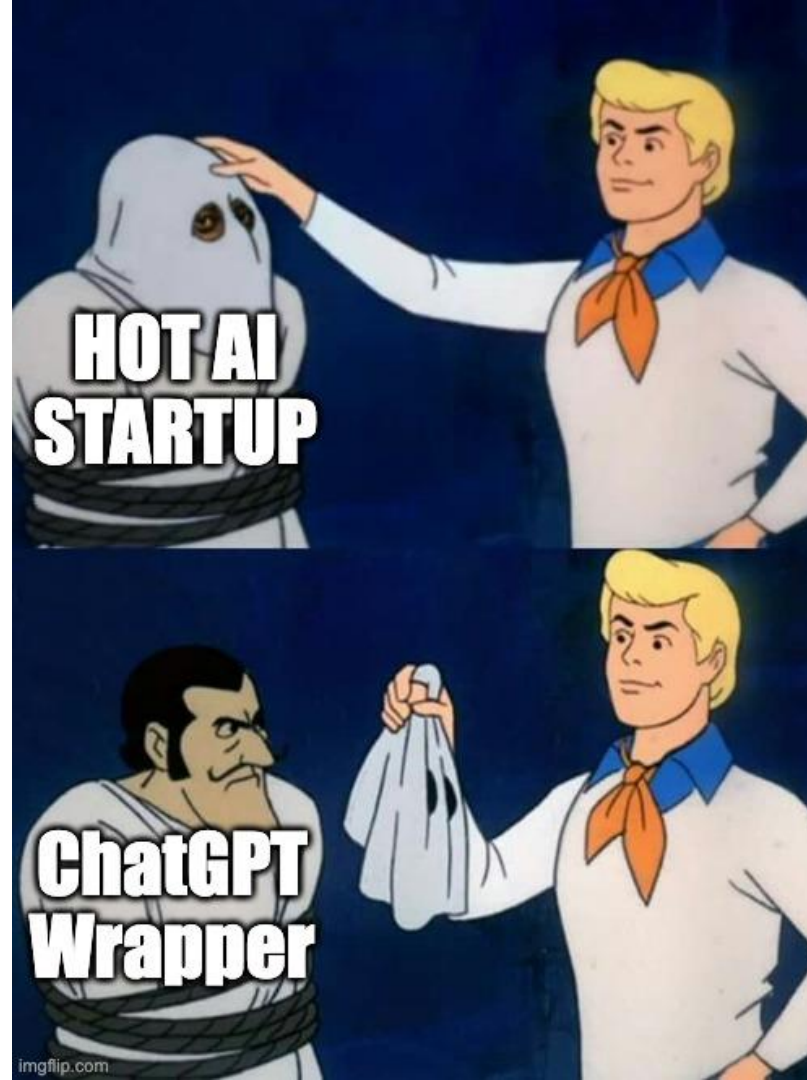trybriefly.com   surferseo.com   headlime.com

Current AI Landscape

The sheer number of these 'wrapper' tools and the pace at which new ones are introduced make agencies who want to take advantage of AI feel like it's impossible to keep up.

The AgencyCoLab Model
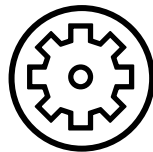
Our Breakthrough AI Multi Model

Multi Agent

Multiple specialized fine-turned models work in unison with your agency team.

Multi Use Case

Start better with a growing number of the most complex and important types of projects agencies take on every day.

Multi Phase

Complex projects are broken down into phases, each yielding valuable data and outputs to the AI and agency teams to build upon towards highly insightful and creative final outputs.
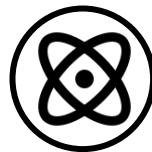
Multi Modal

The platform has the ability to accept both text and images and receive outputs including DALL-E images, data visualizations and text in Markdown format.

Your Multi Agent AI Agency Team

- Project Manager
- Art Director
- Copywriter
- Creative Director
- Director of Strategy
- CX Specialist & UX Designer
- Data Analyst
- Digital Marketing & Market Analyst
- Media Planner
- SEO Specialist
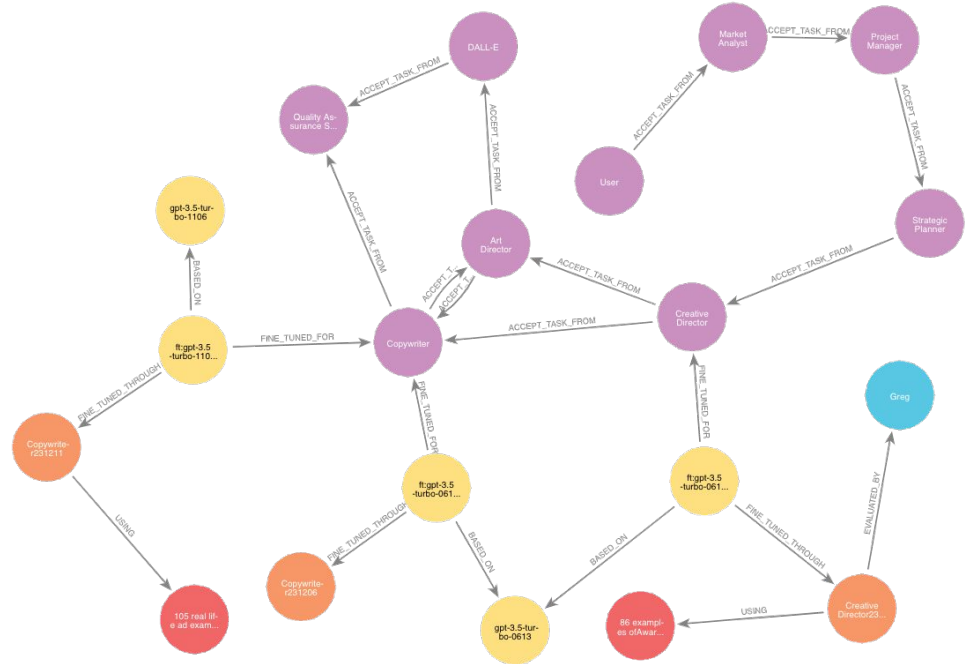
Multi Use Case

01

CREATIVE BRIEF

- A well-informed Advertising Brief with multiple strategic options
- Highly detailed Research Document

02

CREATIVE CAMPAIGN DEVELOPMENT

- 10 Big Ideas (insight, idea, execution)
- 1 Press Release headline per idea
- 5 Headlines per Idea
- 2 Video Scripts per Idea
- 2 holistic Print Ad concepts per idea with Dall-E visuals

03

DIGITAL MARKETING & RETARGETING CAMPAIGN

- 5 Facebook + Instagram Paid Posts
- 5 Retargeting Ad Concepts
- 15 Google AdWords Ads

04

CONVERSION & RETENTION OPTIMIZATION

- A detailed, actionable plan for improving customer engagement, optimizing conversion rates, and reducing churn, based on predictive analytics and customer behavior insights

Multi Use Case

05

SOCIAL STRATEGY & 30-DAY CONTENT CALENDAR

- 30-day content calendar
- 5 recommended brand collaborations
- 5 influencer recommendations
- 5 posts selected for paid promotion

06

PERSONALIZED EMAIL CAMPAIGN

- 10 Emails (2 per each 5 audience segments).
- 5 Selected Emails
- 5 Sponsored Social Posts: Each selected email adapted for paid promotion

07

CUSTOMER JOURNEY MAPPING

- Strategic Action Plan document
- Sankey Flow Chart visualization
- Stacked Funnel Chart
- Heatmap interaction visualization

08

FEEDBACK & OPTIMIZATION

- An actionable report on copywriting, visual design, strategy, and technical improvements, complemented by DALL-E visuals

Multi Use Case

09

BIG IDEA GENERATION

- 10 conceptual Ideas generated by two different agents following different criteria.
- 10 Uncategorizable Concepts
- 10 Dall-E key visuals (1 per idea)
- 20 press releases (1 per idea)

10

SEO Blog Post Creation and Strategy

- Five SEO-rich articles, each accompanied by a unique Dall-E generated visual.
- Optimized with meta descriptions, title tags, and SEO-friendly URLs.
- Comprehensive engagement and promotion strategy

11

Persona-Based Engagement Simulation

A detailed report that measures simulated engagement against campaign objectives. Engagement outcomes are predicted with Persona Impact Scores along with strategic recommendations to optimize content for maximum resonance and impact.

12+

Experiential Activation, Influencer Matchmaker and more.

Agency Scenario: Use Case Chaining
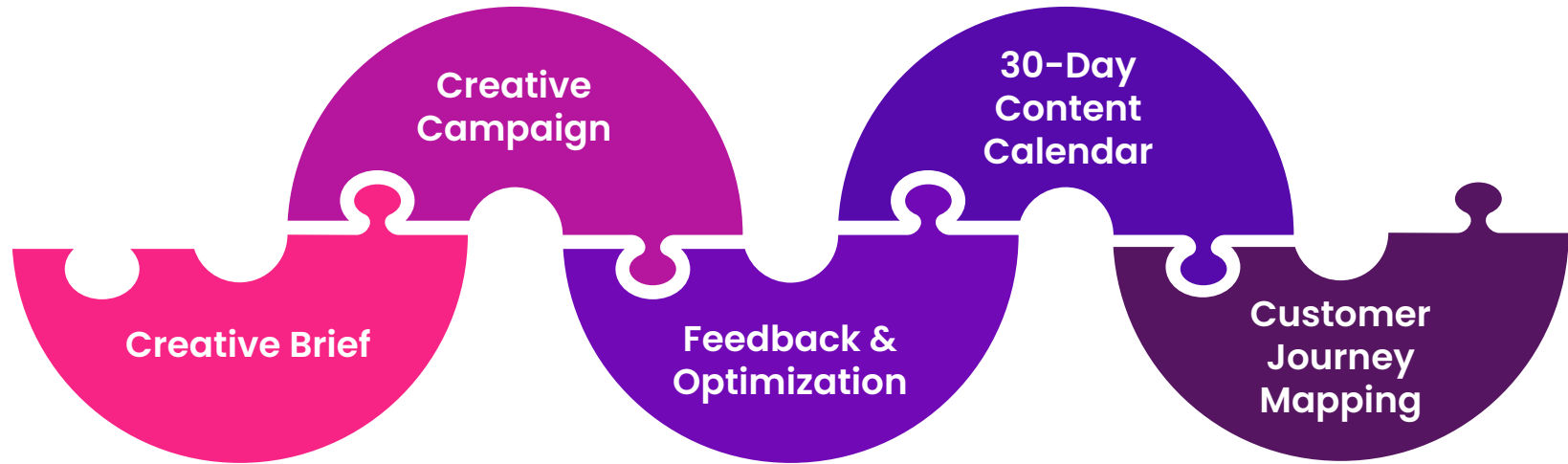
Multi Phase

Creative Campaign Development

PROJECT PHASES

1. Demand Discovery
2. Brand and Audience Research
3. Audience Segmentation Analysis
4. Persona Development
5. Consumer Insights Development
6. Creative Ideation
7. Unified Ad Concepts
8. Unified Ad Completion + Dall-E Prompts
9. Video Scripts
10. Influencer and Brand Collaboration Planning
11. Media Planning
12. Comprehensive Campaign Assembly

Creative Campaign Development

The objective of this use case is to develop a compelling, persuasive, and memorable creative campaign that captivates the target audience and delivers maximum impact and engagement for the brand. Focused on generating a wide array of creative campaign ideas, this approach leverages insights from digital trends, audience segmentation, and consumer insights. Recommendations on strategic partnerships with influencers and brands are also included, ensuring concepts are on-trend and align with the brand's identity and goals. The outcome is a rich collection of well-conceived campaign ideas and materials, equipping teams with a robust foundation for further refinement, development, and innovation. This approach ensures that each campaign element is meticulously planned and strategically positioned for optimal effectiveness and reach.

PROJECT PHASES

1. Demand Discovery
2. Brand and Audience Research

Multi Modal

AgencyCoLab is multi modal, with the ability to accept both text and images. Within our Feedback & Optimization use case for example, users can upload any type of creative: a screenshot of a web page, a photo of a billboard, or a series of conceptual ideas as text, and the platform will first identify the medium, and then provide relevant visual, copy, strategic and UX feedback along with recommended improvements.

Currently, the platform outputs as either text or PDF, which include formatted text, (Markdown language), tables, Dall-E images and data visualizations.

600+ pages of state-of-the-art prompts employing the very latest advanced prompting techniques.

Sample Outputs for Running Room Winter Running Campaign

"Embrace the Chill"

Insight: Many Canadian runners enjoy running in winter due to the beautiful scenery and the feeling of accomplishment that comes from braving the elements.

Idea: The "Embrace the Chill" campaign encourages runners to embrace the unique challenges and rewards of winter running. It positions the Running Room as a trusted partner that provides the gear, advice, and community support needed to thrive in winter conditions.

Script: Montage of runners in various winter conditions, from lightly falling snow to a full-on blizzard. Voiceover: "Ice. Snow. Wind. They're not obstacles. They're invitations. Invitations to discover what you're made of. To feel the exhilaration of the cold air in your lungs. To see the world in a whole new light. This is winter running. And it's cooler than you think. At the Running Room, we're here to help you embrace the chill. With the gear, advice, and community support you need to thrive in winter conditions. So lace up. The snowy trails await. Visit your neighbourhood Running Room today."

Sample Outputs for Running Room Winter Running Campaign

"Winter Warriors"

Insight: Winter running in Canada presents unique challenges due to the cold weather and often snowy or icy conditions. This requires specialized gear, such as thermal clothing, waterproof shoes, and traction devices for shoes.

Idea: The "Winter Warriors" campaign positions winter runners as brave and resilient warriors, and the Running Room as their trusted ally. It emphasizes the Running Room's expertise in winter running gear and its commitment to helping runners conquer the winter elements.

Script: Opening shot of a runner standing at the edge of a snowy trail, looking determined. Voiceover: "Winter in Canada. It's a battle against the elements. But you're not just a runner. You're a warrior. And every warrior needs their armor. At the Running Room, we're here to equip you for the battle. With gear that's designed to withstand the harshest winter conditions. So you can conquer the cold. Suit up, and become a Winter Warrior at the Running Room."

Customizing the Platform to Your Business

On-Site Installations

AgencyCoLab offers the flexibility for customers to host the platform in-house on their own servers, ensuring full control and exclusive access. This option caters to those with stringent security policies or who prefer to keep their platform fully private.

Specially Fine-Tuned Agents

We will specially train agent models on your company or clients' brands, so the agent has total understanding and authority, delivering enhanced productivity across a wide range of applications.

Custom Use Cases

AgencyCoLab's platform is highly flexible, offering the ability to create new or customized use cases tailored to your specific needs.

The AgencyCoLab MVP

The AgencyCoLab ML P

The WIP User Interface

Welcome, **Human**

Projects in progress

Project	Started	
Project H	Nov 08	Open
Project G	Nov 04	Open
Project F	Oct 22	Open
Project E	Oct 10	Open
		< >

Recently completed

Project	Completed	
Project D	Oct 08	View
Project C	Oct 04	View
Project B	Sep 22	View
Project A	Sep 10	View
		< >

Comments

Project	From	
Project D	Julian	Read
Project C	Wanlin	Read
Project B	Julian	Read
Project A	Jourdan	Read
		< >

The WIP User Interface

New project

Project name (?)

Enter a project name

Description (?)

Enter a project description

Docket (?)

Select a docket ∨

Tags [+]

Some tag [X]

Some other tag [X]

Another tag [X]

Yet another tag [X]

Use case (?)

Social Strategy and Content Calendar | [⊗] [∨]

Tell us about your project ∧

Provide general information and instructions here.

Phase 1: Research and Data Gathering ∧

Tasks (?)

Digital Brand Analysis: Analyze the brand's current digital presence, including website, social media profiles, and online projects. Review the brand's history, mission, values, and previous digital projects to understand its online positioning and messaging.

Current Trends: Identify current trends in content, engagement, and user behavior relevant to the brand and project. Analyze popular content formats, themes, and engagement patterns across social platforms as they

[Run] [Cancel] [Save]

Project manager:

A Social Strategy and Content Calendar project? Great!

The first phase is Research and Data Gathering.

When you're ready to run the phase, click the "Run" button up top.

Users will be able to rerun, refine and skip phases, as well as receive tips on how to get the best results from the platform.

The WIP User Interface

- Invite, change permissions & view team members
- Send messages to other team members
- Upload materials (images, PDFs, customer data, etc.)

Upload references   ⑦

Drag and drop files here   Browse files
Limit 200MB per file • MD, TXT

Participants   +

Greg Shortall   Admin   ⌄

Julian Ritchey   Edit   ⌄

Wanlin Li   View   ⌄

Jourdan Ritchey   View   ⌄

The WIP User Interface Tweaking Creativity

LLM Parameters: A Chef's Analogy

Tweaking LLM parameters is like fine-tuning a recipe – it can lead to more creative and surprising outcomes. However, the right balance is key. Push too far, and the results might become confusing. Here's a chef-inspired analogy to illustrate:

Temperature (Recipe Creativity): Guides the chef's culinary creativity. High temperature leads to adventurous, unusual combinations, while low temperature results in classic, well-known dishes.

Presence Penalty (Ingredient Re-Use): Prevents the chef from using the same ingredient twice in a dish, encouraging a variety of flavors.

Frequency Penalty (Ingredient Diversity): Ensures the chef doesn't use too many items from the same category (like too many vegetables), promoting a balanced mix of ingredients.

Top-p (Pantry Range): Determines how deeply the chef digs into the pantry. High top-p lets the chef use a wide range of ingredients, including rare ones, while low top-p restricts them to common, familiar ones.

Frequency penalty

0.0

−2.0   2.0

Presence penalty

0.0

−2.0   2.0

Select one

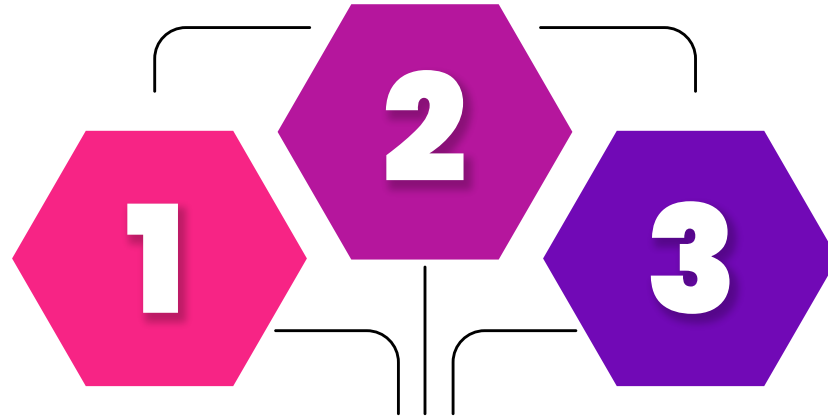◉ Temperature   ○ Top probability

Temperature

0.3

0.0   2.0

Top probability

1.00

0.01   1.00

Results   ⓘ

Results will appear here.

Information Ownership, Privacy and Security

1

2

3

The information you input, the information generated and output for you, is yours.

Your information, and your activity within the tool, is private to you.

It is our responsibility to secure your ownership of your information, and your privacy.

Looking Ahead

Upcoming Use Cases

> Product Recommendation Engine

> SEO and Content Optimization

> Experiential Activation Development

> Multilingual Email Adaptation

> Product Affinity Analysis

> Influencer Matchmaker

Upcoming Tech Enhancements

- Completion of UX design and branding
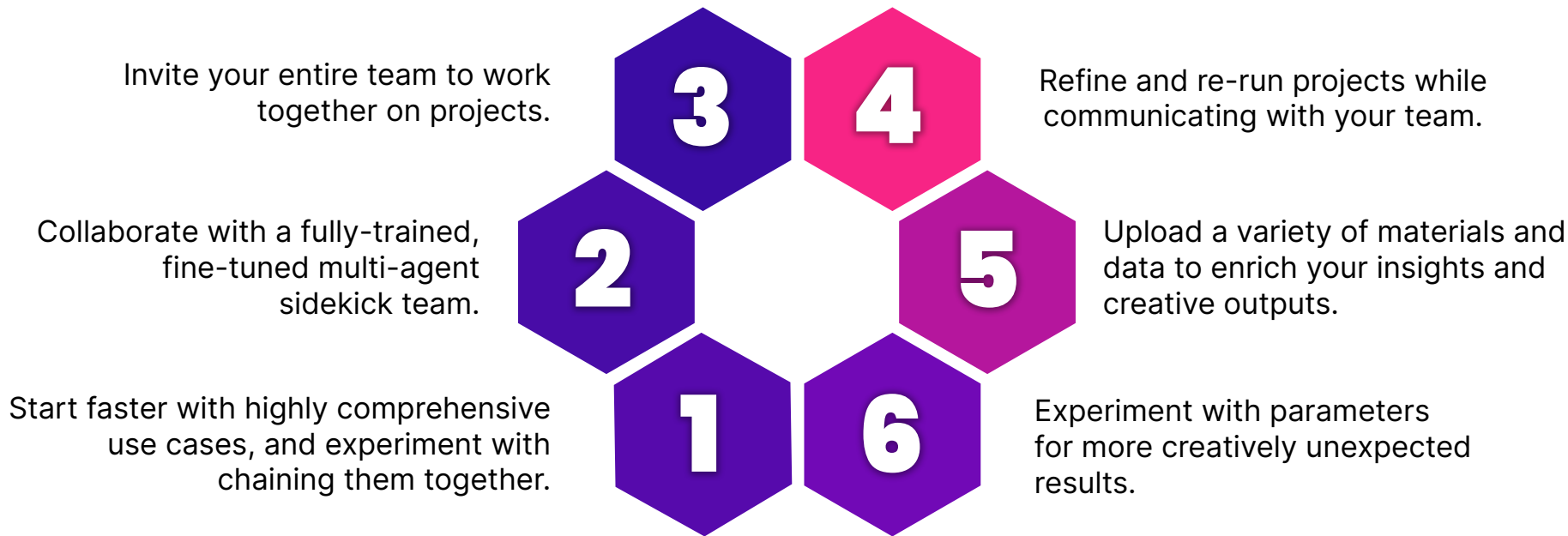
- Voice-to-text project briefing

- Data anonymization tool
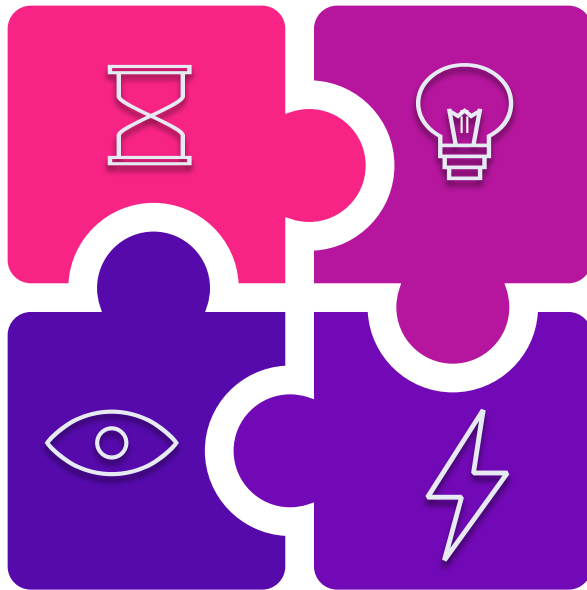
- Personalized AI concierge

Recap: Features

3 — Invite your entire team to work together on projects.

4 — Refine and re-run projects while communicating with your team.

2 — Collaborate with a fully-trained, fine-tuned multi-agent sidekick team.

5 — Upload a variety of materials and data to enrich your insights and creative outputs.

1 — Start faster with highly comprehensive use cases, and experiment with chaining them together.

6 — Experiment with parameters for more creatively unexpected results.

Recap: Benefits

More time, increased productivity, increased profit.

Know what needs to be done with deeper understanding through data.

More well-informed work, and more time to perfect it.

One powerful AI tool supporting decision-making and creative development as a true competitive advantage.

Our Vision

We are entering an unprecedented time for humanity where the tools we use for work have become as capable — or even more capable — than those who wield them.

At AgencyCoLab, we believe in a future where people and AI work in collaboration with shared purpose — a future where people are not replaced or marginalized, but uplifted and empowered.

As an AI software company, we recognize our responsibility to help move the world towards a collaborative model, one that sees a future where people and this powerful technology work in harmony for the betterment of humankind.

Invitation to Pilot Program

Shape the Future of AgencyCoLab

We are currently looking for a few select partners to be a part of the journey of AgencyColab, not just as users, but as co-creators helping to shape the evolution of the platform.

Join our 1 Month Pilot Program

We are looking for detailed input and feedback on the platform's usability, design and use cases in exchange for:

- Free access (we only ask you to cover the costs of compute)
- Take advantage of the free trial period to explore all the features and capabilities, all outputs are yours
- Opportunity to shape the platform and use cases to your clients and organization
- Training on how to get the most out of the platform
- Preferred pricing post-launch