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1. Project Title:

Annuncio - Multimodal Product Advertisement Generator.

2. Basic Information

Short Description:

Annuncio is an innovative application that leverages AI to seamlessly generate product advertisements, including detailed descriptions and promotional videos, all within an intuitive web interface.

Long Description:

Annuncio addresses the challenge of creating engaging product advertisements efficiently. In a competitive market, businesses often struggle to produce high-quality promotional content that captures the essence of their products. Our solution combines the power of the Aria and Allegro AI models to automate the generation of comprehensive product descriptions and engaging promotional videos. Targeting e-commerce businesses, marketers, and entrepreneurs, Annuncio provides an easy-to-use interface via Streamlit, allowing users to input product details and receive polished outputs instantly. Unique features include automated hashtag generation to enhance social media reach and the ability to create content that can be easily integrated into broader digital marketing strategies. This ensures that users can effectively promote their products across multiple platforms.

Technology & Category Tags:

- **Technologies:** Streamlit, Python, Aria Model, Allegro Model
 - **Categories:** E-commerce, AI Applications, Marketing Automation, Video Generation, Digital Marketing, Social Media Marketing, Content Creation
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3. Cover Image and Presentation

Cover Image:



Link: [Cover Image](#)

Link: [Annuncio Logo](#)

Video Presentation:

Link: [Annuncio Video](#)

Slide Presentation:

Link: [Annuncio Slides](#)

4. Application Hosting & Code Repository

Public GitHub Repository:

The project code is hosted publicly on GitHub at: [Annuncio GitHub Repository](#)

Demo:

The application is hosted in local and cloud using Streamlit, providing an interactive web interface for users.

Link: <https://annuncio-hackathon-aria-allegro-qcrkman2wu28bl7cqtngq.streamlit.app/>

5. Report

Problem & Solution:

In the rapidly evolving e-commerce landscape, businesses face the daunting task of creating compelling advertisements that resonate with their target audience. Traditional methods can be time-consuming and costly. Annuncio solves this problem by automating the advertisement creation process, significantly reducing the time and effort required to produce high-quality content. By integrating content creation with AI, Annuncio not only generates product descriptions and promotional videos but also facilitates effective social media marketing.

Details:

Annuncio operates by accepting user inputs such as product name, description, and image. Using the Aria AI model, it generates a comprehensive product description that reflects the unique selling points of the product. Subsequently, the Allegro model creates promotional videos that visually showcase the product in action, making them ideal for social media sharing. Additionally, hashtags are generated to optimize social media

outreach, ensuring that content is easily discoverable. The application runs on a user-friendly Streamlit interface, enhancing accessibility for non-technical users.

User Interaction:

A screen recording of user interactions within the application will be provided, demonstrating the ease of use and the efficiency of the product advertisement generation process.

Market Scope:

The Total Addressable Market (TAM) for Annuncio includes all e-commerce businesses globally, which are increasingly relying on digital marketing for sales. The Serviceable Addressable Market (SAM) focuses on small to medium-sized enterprises (SMEs) that lack the resources to create effective marketing materials in-house. With digital marketing expenditures continually rising, there is a growing demand for tools that simplify content creation.

Revenue Streams:

Potential revenue sources include:

- Subscription fees for premium features (e.g., advanced video editing tools, analytics on ad performance).
- Pay-per-use model for advertisement generation, allowing flexibility for users.
- Affiliate marketing partnerships with social media platforms for advertisement placements, enabling users to publish their content directly to their channels.

Competitors:

Key competitors in the market include Canva and Lumen5, which offer video and graphic design tools. However, Annuncio's unique selling proposition lies in its seamless integration of AI-generated content specifically tailored for product advertisements, saving time and enhancing quality. By focusing on automation and user-friendliness, Annuncio differentiates itself as a dedicated solution for digital marketing needs.

Future Prospects:

The scalability of Annuncio is substantial, with opportunities to expand into other areas of digital marketing, such as email campaigns, SEO optimization, and social media management tools. Future enhancements may include additional AI models for better personalization and more sophisticated video editing capabilities. By continuously adapting to market needs, Annuncio aims to significantly impact the way businesses approach product advertising and digital content creation, empowering them to thrive in a competitive online landscape.