

# "Tech Behind Cretorial App."

Short Text Expression Conquered  
**Find Your Expression** For Everything



# Cretorial Flow

Select the content and category type

Search for expressions

Select an expression

Find a picture – own photo, best of Internet, from design template

Edit/optimize the photo

Get relevant hashtags

Download, share and post

## Cretorial Creative Ideation Bot

Start creative ideation for your campaigns now. As you play with this bot, you can improve your creative productivity by over 10x.

### Basic

Creative Suggestions

Slogans

Category

Fashion

Search Term

Jeans

GET RESULTS

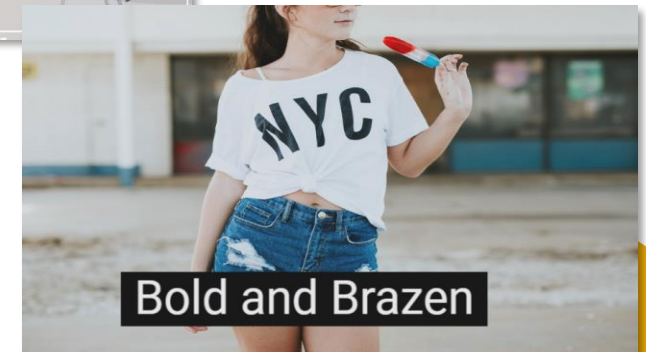
ADVANCE SETTINGS

### HERE'S WHAT YOU WERE LOOKING FOR

1. Bold and Brazen
2. Blue goes with everything and blue goes with nothing!
3. Blending fashion and style with the right fabric
4. Blue is a bit of everything. Kind of normal, kind of crazy!
5. Blue is God's colour suited for the elegant gentleman!
6. Blue saree conquers mind's blues!
7. Blue is dimensionless. Blue is beautiful. Blue is the colour of life.
8. Blazer is the thing to make everyone look so formal.

1

2



#Jeans #jeansshort #awesomejeans #bestfabric  
#jeansdestroyed #jeanslove #iamfashion #ajeanielife  
#myfav #clothing #easywear

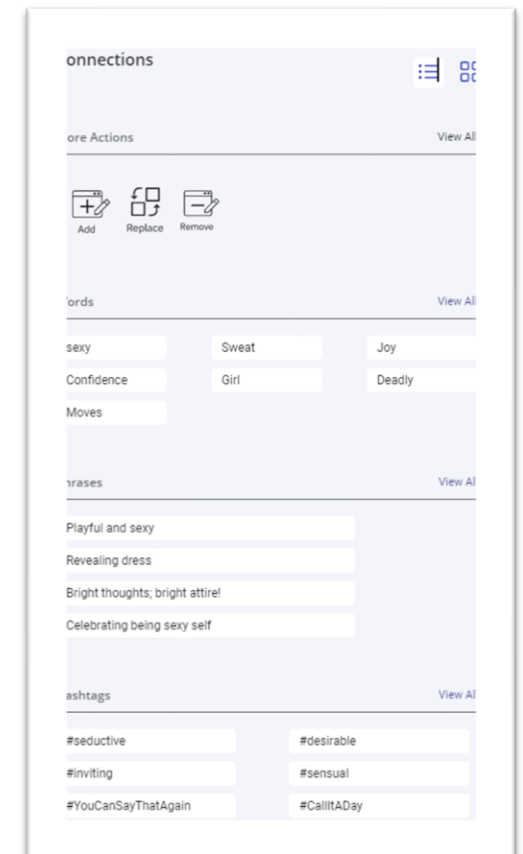
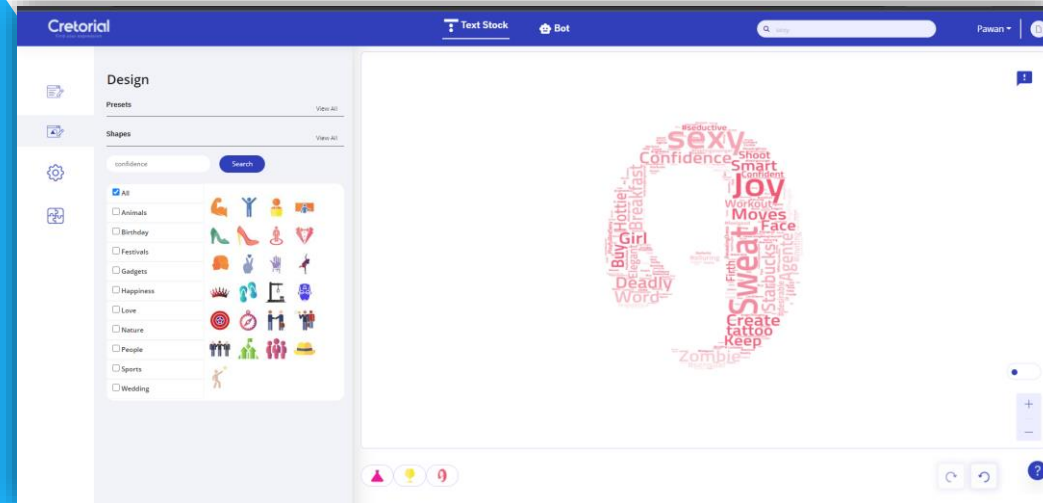


# Word Connection Shape Engine

- Creating a **smart engine** that allows words to find similar words and phrases and visually express itself in meaningful human recognizable shapes
- Use this **technology** to have custom keywords, hashtags and creatives for millions of concepts.

## HERE'S WHAT YOU WERE LOOKING FOR

1. Sexy Hair: Yes, Please
2. S for Shampoo, S for Sexy; H for hot, H for her
3. Choosing the right makeup starts with understanding your skin tone. Choose what suits your skin type. Fair is fair usage of the tone that adds beauty to your skin tone.
5. Cheat the beauty regime
6. Carry an element of beauty in your stride
7. Celebrating the beauty of ageless drive
8. Chic Beauty
9. Clean Beauty



# Creative templates, creative molecules and creative connections

- **Creative molecules:** Targeted crawl and infer to find creative templates, creative metadata and bag of words around every saleable thing, services and emotions.
- **Creative templates:** AI-triggered logic to have creative templates that allow dynamic content fitment
- **Rule and learning engine:** Fits in creative templates and creative molecules based on rules and learning to create or select high quality content

## Slogan for Kitchen Accessories The Learning Process

cooking essentials, deep fry pan, foodies love, deep fry kadhai, nonstick fry pan, chef special, chef version, professional knife set, sugar crumbs, dessert maker, deep fry, fry pan, nonstick pan, microwave, oven, toaster, bread toast, dietician, salad, air fryer, kills the calorie, less oil consumption, no oil, healthy frying, pure deep frying, flavours, masala, biryani, pressure cooker, deep fry pan, appliances, tasty treat, cooking specialist, microwave, containers, snacks, sideys, snacks, air fryer, fry more, eating guilt free, no worry of oil, befikar eating

### Molecules

εαηηυδ θηηη ηεε' νο μουλ οί οη' ρεηκαι εαηηυδ  
συηαιηεηζ' ηυαακζ' ηηαηλζ' ηυαακζ' αη ηλεη' ηλ ηηαηε'

**Food for thoughtful and stylish living**  
**Ready for healthy taste**  
**Choose your own food adventure**  
**Deep Fry Special**  
**Swaad Ka Maharaja**


### Learning

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# Scaling the Creative Database

Ability to crawl and learn from selected web pages and draw only short non-branded universal creative references, keyword ideas, creative templates, hashtags.



**Connection Feeder** Search & Results Log Peter Parker ▾

Page Results For -kitchen  
on URL :- <https://detailed.com/food-blogs/>

Short Creative Molecules 208	Creative Molecules 106	Longer Creative Molecules 8
<input type="checkbox"/> Easy cooking	<input type="checkbox"/> Passion for baking	<input type="checkbox"/> In house developed recipe
<input type="checkbox"/> Iron chef	<input type="checkbox"/> Cooking from scratch	<input type="checkbox"/> Easy to navigate site
<input type="checkbox"/> Easy meal	<input type="checkbox"/> Blog to read	<input type="checkbox"/> Seriously and the pretty dish
<input type="checkbox"/> Recipe critic	<input type="checkbox"/> Beautiful looking meal	<input type="checkbox"/> Baby blog about life
<input type="checkbox"/> Copycat recipe	<input type="checkbox"/> Blog about life	<input type="checkbox"/> Show their wide ranging
<input type="checkbox"/> Short video	<input type="checkbox"/> Kitchenware for sale	<input type="checkbox"/> Recipe time saving strategy
<input type="checkbox"/> Looking food	<input type="checkbox"/> Com seasonal cooking	<input type="checkbox"/> Step by step preparation

# Brief Tech Roadmap

- **Develop proprietary AI model** to generate and classify expressions as per industries and target **human level accuracy**.
- **Scale**: Currently our developers are working on connecting a billion metadata-hashtag-creative combinations and advanced visualization and tools.
- Improve the **front-end app experience** to make creative ideation and usage smoother. Also, have a web service.
- **Developer/platform readiness**: Build plugins and developer ecosphere for providing creative suggestion for every photo, metadata and hashtag.
- **Meta for metaverse**

