

Project Title: CinePulse

Team Name: Run For AI

Hackathon Theme: Advance the Future of Customer Experience

Submission Date: June 1, 2024

Platform: IBM watsonx.ai

Model Used: granite-3-8b-instruct

Prepared by:

Fredrick M. Walker

Date: June 1, 2024

Project Summary:

CinePulse is a Retrieval-Augmented Generation (RAG)–powered proof-of-concept built on IBM watsonx.ai. It analyzes real-time audience feedback and generates emotionally resonant marketing slogans based on sentiment and viewer highlights. The solution enables studios and filmmakers to tailor their promotional materials — including trailers, posters, and merchandise — using authentic language sourced directly from viewer reactions.

Included Files:

- **CinePulse_InputOutput_Screenshot1.png**
Shows example inputs from moviegoers and the sentiment classification output.
 - **CinePulse_UserQuestion_ModelResponse.png**
Demonstrates CinePulse responding to natural-language user questions and generating personalized marketing slogans.
 - **CinePulse_V1_Submission**
Saved Prompt Lab session demonstrating the core functionality of the model.
 - *(Optional) CinePulse_DemoScript.txt (if you record a video or plan to explain the flow)*
-

Technologies Used:

- **IBM watsonx.ai Prompt Lab** for prompt engineering and inference
- **Granite-3-8b-instruct** foundation model
- Retrieval-Augmented Generation (RAG) principles for injecting audience feedback into prompt-based content generation

Key Features:

- Input: Raw viewer feedback in natural language
 - Output: Sentiment classification (Positive, Neutral, Negative) + personalized marketing slogan
 - Use cases: Dynamic film trailers, personalized ad copy, AI-enhanced merch slogans
-

How to Use:

1. Open the saved prompt in IBM watsonx.ai Prompt Lab.
2. Add new moviegoer-style feedback or user questions.
3. Review the model's sentiment detection and marketing output.
4. Copy the generated slogan for use in any promotional context.