



Tesco Creative Brain: Autonomous GenAI Creative Builder

Revolutionising retail creative production with AI-powered efficiency and compliance.

The Creative Conundrum: Problems We Solve



Creative Violations

Frequent breaches of brand guidelines lead to delays and rejections.



Expensive Agencies

High costs for design work make creative production prohibitive for many advertisers.



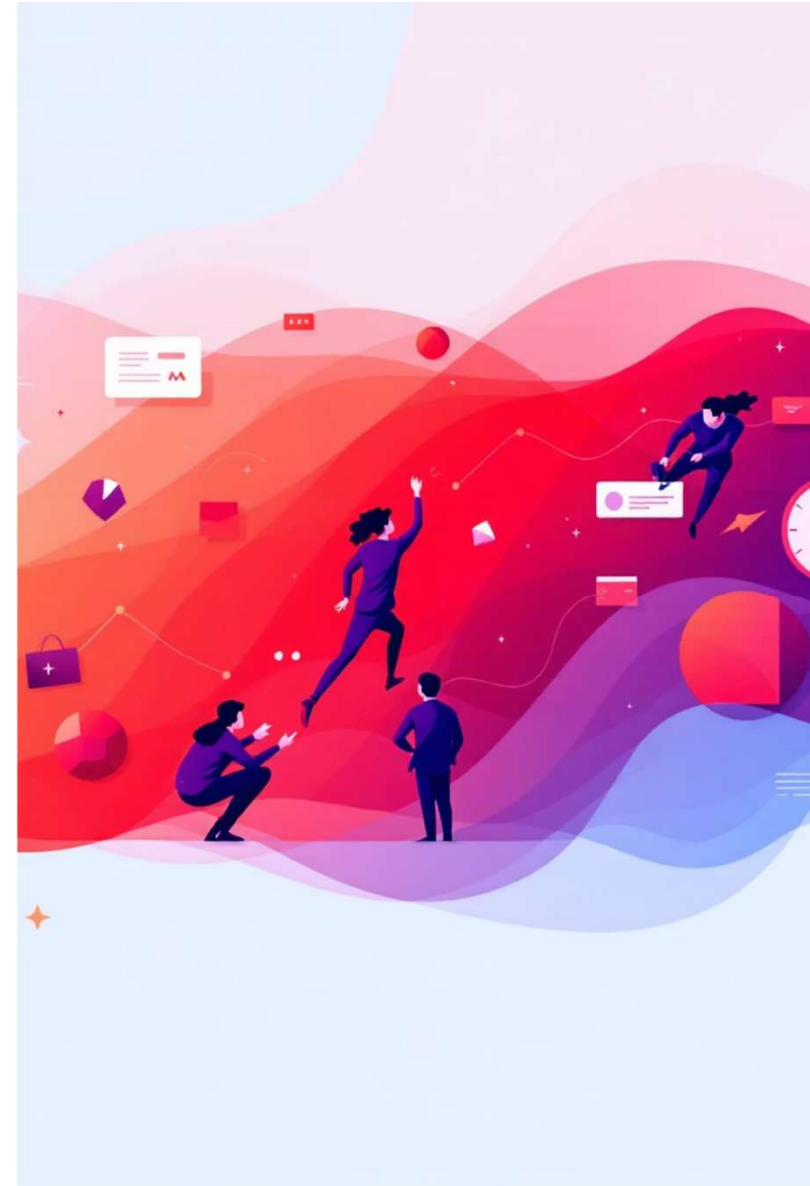
Advertiser Struggles

Small advertisers lack resources and design skills to create effective campaigns.



Slow Turnaround

Manual creative processes result in lengthy production cycles, missing market opportunities.



Our Innovative Solution: GenAI Creative Builder

A powerful combination of Artificial Intelligence and a robust rule engine to streamline creative production.

GenAI Creative Builder
AI-driven design generation.

Auto-Formatting
Adaptive layouts across platforms.

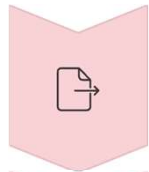


Rule Engine
Automated compliance checks.

Smart Constraints
Predefined design parameters.

How It Works: Seamless Creative Generation

A step-by-step process transforming a single packshot into a full suite of compliant creatives.



Packshot Upload

Advertisers upload product packshots.



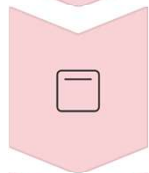
AI Layout Generation

AI designs optimal creative layouts.



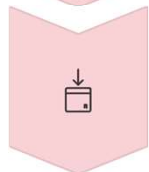
Real-time Guideline Engine

Instant compliance checks and corrections.



Auto-Resize & Format

Creatives adapt to multiple ad formats.



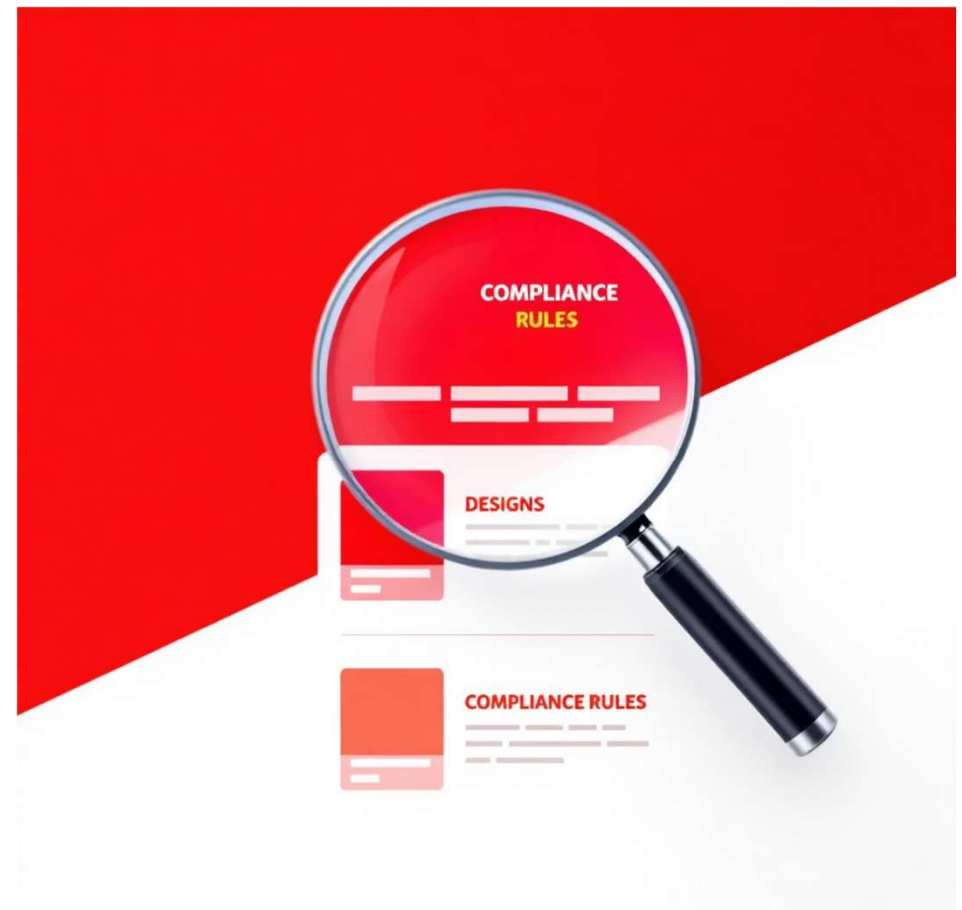
Export

Ready-to-use creative suite.

The Compliance Engine: Ensuring Brand Safety

Our sophisticated engine meticulously checks and auto-corrects all hard-fail guideline violations in real-time.

- **OCR for forbidden copy detection**
- **CLIP-based visual checks for imagery**
- **WCAG contrast verification for accessibility**
- **Tag validation for Tesco accuracy**
- **Value tile enforcement for pricing**
- **Packshot placement verification**
- **Minimum font size adherence**
- **Unsafe zone detection**
- **Drinkaware lock-up detection**



Key Benefits: Efficiency, Compliance, Quality

Transforming creative production for all Tesco advertisers.



No Design Knowledge

Anyone can create professional-grade creatives.



Zero Guideline Violations

Automated checks ensure full compliance.



Reduced Review Load

Tesco teams save time on manual approvals.



Faster Turnaround

Rapid production allows for agile campaign launches.



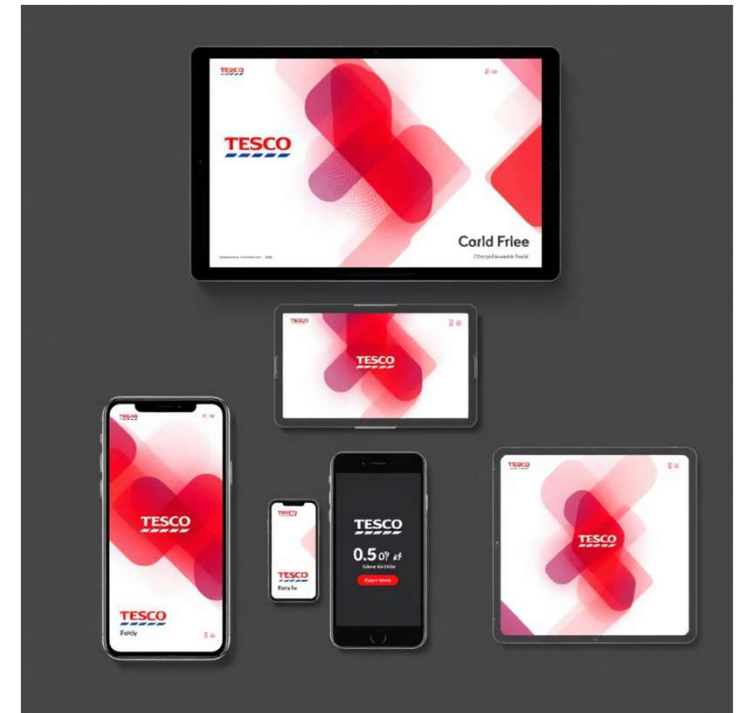
Cost Efficiency

Significantly lowers creative production expenses.

Final Output: Ready for Impact

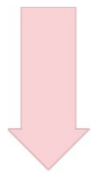
Every creative delivered is high-quality, compliant, and optimised for performance.

- **Fully Tesco-Ready:** Adheres to all brand guidelines.
- **Visually Appealing:** Professional and engaging aesthetics.
- **Multi-Channel:** Optimised for various social and Tesco formats.
- **Sub-500 KB:** Efficient file sizes for faster loading.
- **Consistently Brand-Safe:** Eliminates risks of inappropriate content.



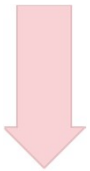
Roadmap: Evolution of Creative Brain

Future enhancements to expand capabilities and integrate further into the advertising ecosystem.



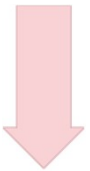
Collaboration Features

Tools for team-based creative development and approval workflows.



API Integration

Seamless connection with existing advertiser tools and platforms.



Multi-Retailer Expansion

Adapting the platform for use with other retail partners.



Performance-Based Optimisation

AI learns from campaign data to suggest even more effective layouts.

