

Brand Brief: Evergreen Living

Company Overview

Evergreen Living is a direct-to-consumer sustainable home goods company creating eco-friendly furniture and decor. Founded in 2022, we combine modern design with environmental responsibility.

Target Audience

- Urban professionals, 28-45 years old
- Income: \$75,000-\$150,000
- Environmentally conscious
- Design-savvy
- Values quality over price

Brand Identity

- **Personality:** Conscious, Innovative, Authentic
- **Colors:** Forest Green, Earth Brown, Sage, Cloud White
- **Voice:** Educational but approachable
- **Tone:** Optimistic and inspiring

Core Values

- 1. Environmental Stewardship
- 1. Quality Craftsmanship
- 1. Innovation

Platform:

Number of ideas:

Instagram

5

Generate Ideas

- Additional suggestions:
 - “Include a relevant image or short video demonstrating the solution in action”
 - “Mention a specific success story or statistic from a client who has used the solution”
 - “Create a LinkedIn poll asking followers about their biggest workflow challenges”
 - “Offer a free demo or consultation to generate leads”
 - “Tag relevant industry leaders or partners to increase visibility”

```

    "ideas": [
      {
        "topic": "The Hidden Cost of Fast Furniture",
        "angle": "Comparing the long-term environmental and financial impacts of fast furniture vs. sustainable pieces",
        "target_audience": "Urban professionals looking to furnish their homes",
        "key_points": [
          "Environmental impact of cheap, disposable furniture",
          "Cost analysis: replacing cheap furniture vs. investing in quality pieces",
          "How Evergreen Living's lifetime warranty ensures long-term value"
        ],
        "suggested_platforms": [
          "Blog",
          "Instagram infographic series"
        ],
        "tag": "Sustainable Living"
      },
      {
        "topic": "Behind the Scenes: Artisan Partnerships",
        "angle": "Showcasing the skilled artisans behind Evergreen Living's products",
        "target_audience": "Design-savvy consumers who value craftsmanship",
        "key_points": [
          "Stories of individual artisans and their techniques",
          "How partnerships support local communities",
          "The unique qualities each artisan brings to Evergreen Living products"
        ],
        "suggested_platforms": [
          "YouTube mini-documentary",
          "Instagram Stories"
        ],
        "tag": "Artisan Craftsmanship"
      },
      {
        "topic": "Smart Home, Smart Planet",
        "angle": "Exploring how Evergreen Living's smart home integration contributes to sustainability",
        "target_audience": "Tech-savvy environmentalists",
        "key_points": [
          "Energy-saving features of smart furniture",
          "How data from smart products can help reduce environmental impact",
          "Future innovations in sustainable smart home technology"
        ],
        "suggested_platforms": [
          "Smart home app integration",
          "Tech-focused blog posts"
        ],
        "tag": "Smart Home Technology"
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        "topic": "Eco-Friendly Gift Guide",
        "angle": "Curating a list of sustainable products for various occasions",
        "target_audience": "Gift shoppers looking for meaningful presents",
        "key_points": [
          "Highlighting the durability and quality of Evergreen Living products",
          "Offering discounts or bundles for eco-friendly purchases",
          "Providing information on the environmental benefits of sustainable gifts"
        ],
        "suggested_platforms": [
          "Email newsletters",
          "Social media gift guides"
        ],
        "tag": "Gift Guides"
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        "topic": "Sustainable Living Tips",
        "angle": "Providing practical advice on reducing environmental impact",
        "target_audience": "General audience interested in sustainability",
        "key_points": [
          "Simple ways to incorporate sustainable products into daily life",
          "The benefits of choosing sustainable options",
          "How Evergreen Living products can help achieve sustainability goals"
        ],
        "suggested_platforms": [
          "Blog",
          "Instagram Reels",
          "YouTube vlogs"
        ],
        "tag": "Sustainability Tips"
      }
    ]
  },
  "tag": "Sustainable Living"
}

```

Ideas	Content	Quality Check
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```
File "/Users/sashakariniyuk/AI Agent - C
    from ai_agents.content_idea_agent imp
ModuleNotFoundError: No module named 'ai_
sashakariniyuk@sashas-MacBook-Pro AI Agent
```

see that we're missing the `ai_agents` module.
-let me check if we have the necessary files in the
correct structure:

3 Listed 7 items in src

➤ Listed 6 items in src/ai_agents

see that we have all the necessary files, but there might be an issue with the Python path. Let's modify the launcher script to ensure it can find all the modules:

Import 05

```
# Add the src directory to Python path
sys.path.insert(0, os.path.abspath(os.path
# Add both the src directory and its parent
src_dir = os.path.abspath(os.path.join(os
sys.path.insert(0, src_dir)
sys.path.insert(0, os.path.join(src_dir, '
```

```
from src.content_creator_gui import main

if __name__ == "__main__":
    main()
```

Now let's try running the GUI application again:

```
python scripts/launch_gui.py
```

- o sashakarniyuk@Sashas-MacBook-Pro AI Agent

⌂↪ Skip and Continue