



CUHK DATAHACK 2023

AI-powered Ad Creation Solution in 2 min

MA Ho Tung, Shek Wai Hin, Qian Peizhi, LI Jiaqi, XUE Xuecheng
2023/02/19

MAKE
AD
EASIER



20
23



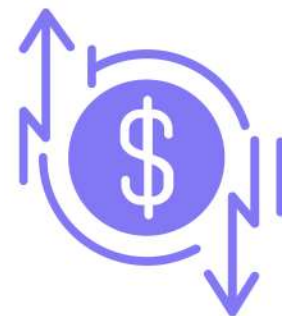
Main Theme

Post Covid-19 era demands cost-efficient Media & Marketing

3-year Covid-19 pandemic slows down the global economy, makes advertisers more prudent in marketing spendings. The world is embracing digitization even faster.



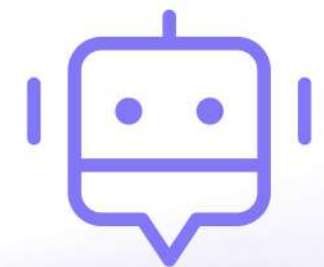
**Decrease in
Manpower**



**Global Economy
Recovery**



**Prudent in Marketing
Budgets**



**AI Marketing
as a Trend**



Realize a Problem

Resource-consuming Media Production

01

Human
resource-
consuming

02

Time-
consuming

03

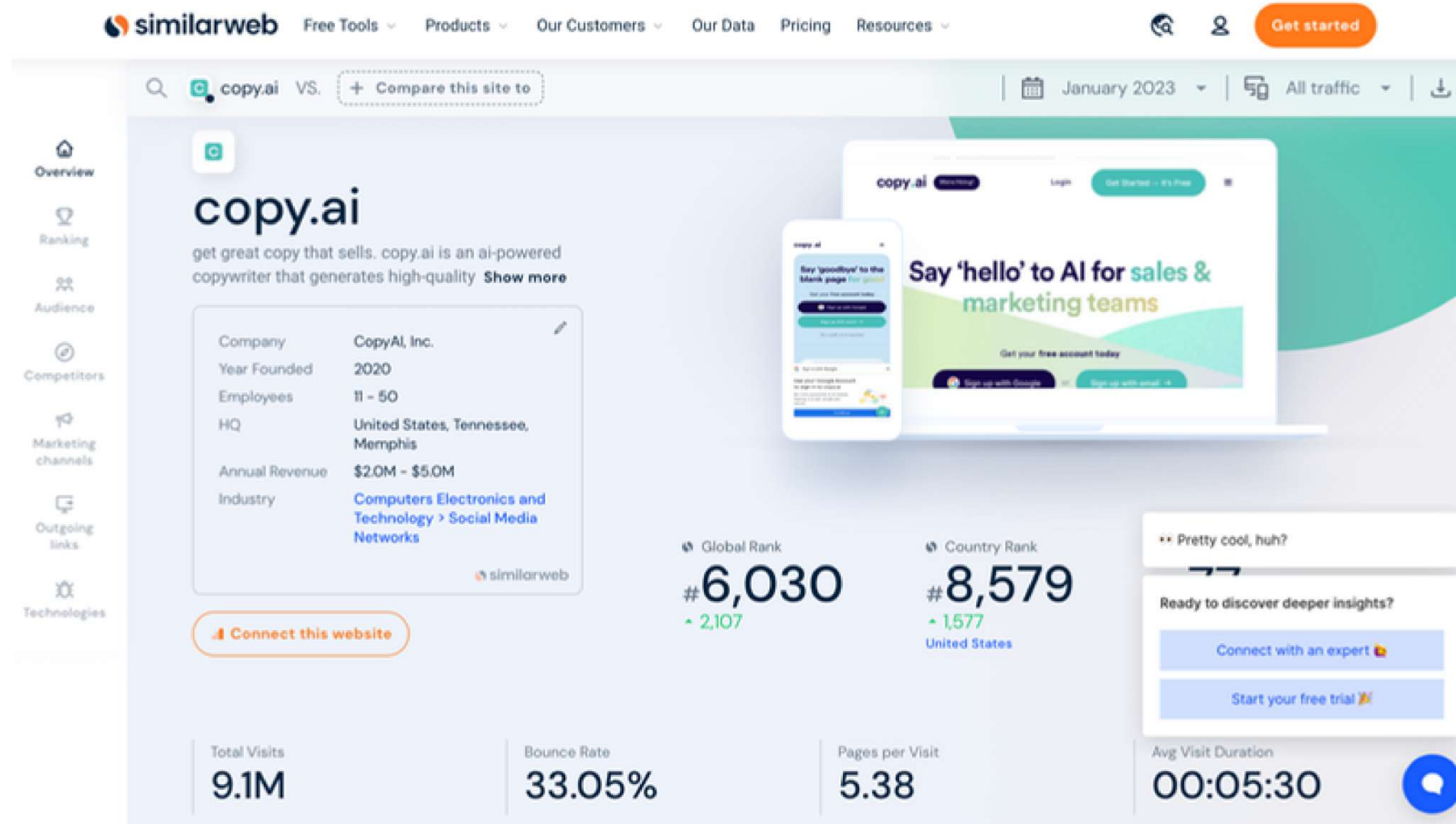
Many
repetitive
efforts

04

Lack a
wholistic
production
platform



Data acquired from Provided Sources





So...

We designed an AI-powered solution that can create faster and superior media content in realtime



The Aim of Our Business:
provide cost-efficient, intelligent
media production
for marketing in Post-covid era

Key Features

Slogan

Create headlines, titles, and marketing slogans for social media visuals.

Article

Generate news and feature articles for various media use.

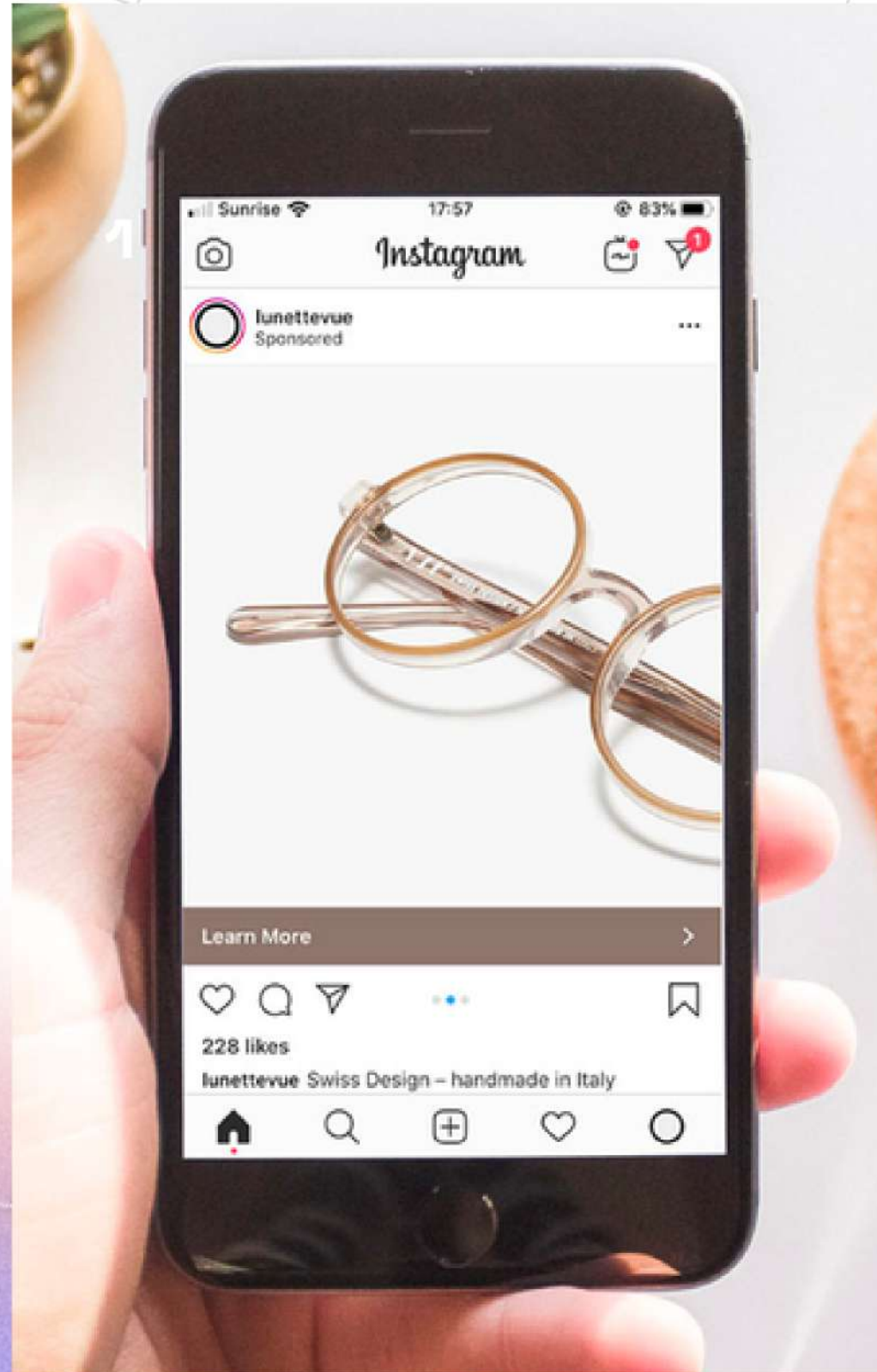
Keyword

Create headlines, titles, and marketing slogans for social media visuals.

Image

Produce images for the cover of social media post, e-com product etc.

Who Are the Target Users



01

Small and micro businesses

- Directly involved in marketing and advertising production
 - Lack of sufficient budget
 - No employees of art professionals
-

01

Small and micro businesses



02

Big brands

1



Which half do you choose?

OREO

- Communication with marketing agencies consumes a lot of time
- Repetitive, simple graphic design assigned to marketing companies leads to financial waste
- insufficient art skills of certain companies

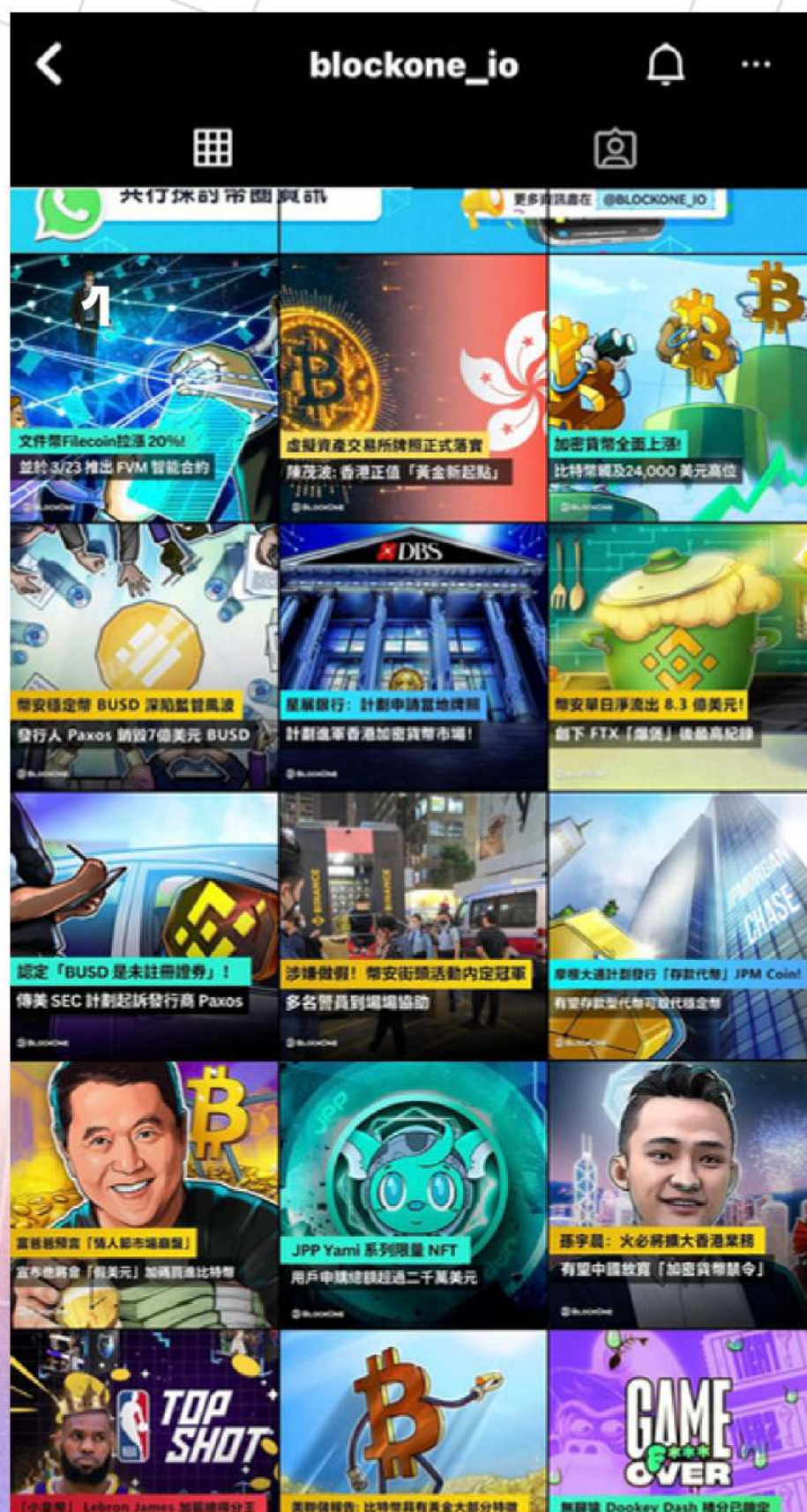
02

Big brands

LEGO x McDonald's Fries

Make campaign easier





- Repetitive
- Have to use several softwares, not integrated
- Need to be as fast as possible to catch up with the breaking news

03

Journalism institutions



Our Originality

Provide a one-stop solution

Users are able to create a complete advertising design with both pictures and words.

Easy and Fast, professional

Design a perfect advertisement without arts skills in limited time.

Flexibility

Adjusts parameter and adapt to your purpose.
Platforms, products, styles





CUHK DATAHACK 2023

Thanks

2023/02/19

MAKE
AD
EASIER



20
23