Trend Jack in 24h - Advertise at the speed of Culture

Brief Description:

Brands frequently struggle to capitalize on viral cultural moments and meet the demand for multi-format content across digital media platforms like Meta, YouTube & TikTok. Traditional workflows required anywhere from 5–7 days to process a brief, draft concepts, produce assets, and secure approvals. By the time campaigns are live, social conversations have shifted, resulting in a missed opportunity for the brand to build attention and engagement with their consumers.

How AI Was Used:

Maia by Shopalyst is an agentic OS for modern marketing teams, grounded in the brand's knowledge graph. A multi-agent workflow (*Trends Analyst, Cultural Strategist, Content Planner, Art Director, Studio Artist and Campaign Activator*) turned breaking cultural signals into instant strategic briefs, auto-generated on-brand messaging, layouts and ad copy, and pushed the finished creatives straight into live media platforms.

Impact:



About Maia by Shopalyst | Maia by Shopalyst is an agentic OS for marketers that helps brands drive growth from digital media. With Maia, brands can orchestrate intelligent workflows using specialised AI agents that operate across the 5C's - Culture, Creative, Campaigns, Commerce and Community.