From Brief to Plan in minutes

Brief Description:

Marketing teams frequently struggle to capitalize on fast-moving cultural moments and translate high-level campaign briefs into actionable, multi-channel content plans. Traditional workflows require weeks to process a brief, research platform trends, map formats to channels, and brainstorm messaging that aligns with brand guidelines. By the time a structured content plan is approved, social conversations have already shifted, causing brands to miss critical engagement windows and missing the opportunity to resonate 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 Content Planner agent read unstructured briefs alongside live cultural trends, extracted messaging pillars and audience triggers, and structured content across channels, funnel stages and formats — contextual copy, visual hooks and posting cadences, all checked against brand guidelines before delivery.

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.