



AI Creative Production Agent

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F O U N D E R G U I D E

*Your on-demand creative team. Inside WhatsApp.*

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I N T R O D U C T I O N

# What Is Halo?

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Halo is your AI creative production agent. It lives inside WhatsApp and acts as your on-demand creative team — generating on-model product images, videos, platform-ready exports, and marketing copy in minutes, directly from a conversation.

You do not need to learn commands or special syntax. Talk to it the way you would talk to a colleague. It understands natural language and remembers everything you tell it.

Over time, Halo learns what your brand responds to — which image styles get approved, what copy connects with your audience, when your content performs best. Every generation gets better.

## HOW IT WORKS

Send a WhatsApp message describing what you need. Halo confirms the brief, generates the content, and delivers it — all without leaving the conversation. No dashboards, no uploads, no briefing documents.

G E T T I N G   S T A R T E D

# Your First Conversation

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The first time you message Halo, it will introduce itself and ask your name and role. This takes about 30 seconds.

## EXAMPLE CONVERSATION

**Halo:** *Hey! I'm your creative production partner. Good to meet you. What's your name and what do you do at the brand?*

**You:** *I'm Sarah, I handle all the content and socials.*

**Halo:** *Great to meet you, Sarah. I can generate on-model images, animate them into videos, write captions, export in every platform size, publish directly to your socials, and more. What would you like to work on?*

From that moment on, Halo knows who you are across every conversation — no re-introducing yourself, no repeating preferences. It builds a memory of you over time.



C O R E F E A T U R E S

# What Halo Can Do

## 01. On-Model Image Generation

Generate professional on-model product images directly from a SKU number.

### How to ask:

*"Generate 4 images of SKU 2201 on Anna in the beach bar scene, wide shot, 3:4 format"*  
*"I need some content for SKU 1024, let's use Marcus in the studio, medium shot"*

Halo always confirms the brief before starting. Generation takes 1–3 minutes.

### Shot types:

Shot	What It Means
Wide	Full body — head to toe, both feet in frame
Medium	Waist up / half body
Close	Chest up — detail, texture, and fabric focus

### Output formats:

Format	Best For
3:4	E-commerce product pages (default)
4:5	Instagram feed
9:16	Instagram Stories, Reels, TikTok
1:1	Instagram grid, Shopify tiles
2:3	Pinterest
4:3	Editorial, blog
16:9	Website hero, email banners

## 02. 4K Upscaling

Take any approved image from a generation batch and upscale it to true 4K ultra-realistic quality.

*"Upscale image 2" · "Upscale image 1 and 3" · "Upscale all of them"*

Halo uses your original garment reference images to ensure texture and colour accuracy. Filenames begin with 4K\_ so you always know what you're working with. Takes approximately 30–60 seconds per image.

## 03. Video Generation

Turn any approved still image into a 3–5 second fashion video clip.

*"Make a video of image 3" · "Animate image 1" · "Video from image 2, fabric motion"*

### Motion styles:

- walk — model walking (default)
- pan — slow cinematic pan across the scene
- fabric — fabric and material movement focus
- subtle — minimal, gentle movement

Perfect for Reels, TikTok, and Stories.

## 04. Background Swap

Keep the exact model and garment from an existing image, but place them in a completely new environment — without re-generating from scratch.

*"Put her in a rooftop sunset scene"*  
*"Swap the background to a luxury hotel lobby"*  
*"Same shot but on a yacht"*

Takes approximately 30–60 seconds.

## 05. Multi-Format Export Pack

Take one approved image and automatically produce every platform-ready size in a single operation. One message, one download link containing everything.

*"Export image 2 in all formats" · "Give me all sizes for this image"*

Size	Platform
1:1 (1080×1080)	Instagram grid, Shopify tiles
4:5 (1080×1350)	Instagram feed
9:16 (1080×1920)	Stories, Reels, TikTok
2:3 (1000×1500)	Pinterest
3:4 (900×1200)	E-commerce product pages
16:9 (1920×1080)	Website hero, email banners
4:3 (1440×1080)	Editorial, blog

All files named correctly, delivered as a single zip download.

## 06. Caption & Copy Generation

Generate platform-specific marketing copy for any SKU — with hashtags included.

*"Write 3 Instagram captions for SKU 2201"*  
*"Write a product description for SKU 1024"*  
*"TikTok caption for SKU 3301, something playful"*

Platforms supported: Instagram · TikTok · Facebook · Shopify · Email

Halo uses your brand bible — your voice, tone, and style guidelines — to ensure every piece of copy sounds like you.

## 07. Deep Copy Suite

When you need more than a quick caption — full platform copy suites with multiple creative angles, Shopify descriptions, SEO titles, and email subject line variations.

*"Write me 10 caption variations for SKU 1024"*  
*"Full copy suite for the new bikini — I want luxury, playful, and direct options"*

Returns: Instagram captions (5+ angles), TikTok hooks, Shopify product description + SEO, email subject lines, full hashtag strategy. Takes approximately 20–30 seconds.

## 08. Brand Bible

Your brand bible is a structured identity document built from your website. It captures your aesthetic, brand voice, colour palette, target audience, photography style, and campaign guidelines. Every image, video, and piece of copy Halo produces is calibrated to this document.

*"Build brand bible for www.yourbrand.com"*  
*"Show me the brand bible"*  
*"Update our brand voice to be more playful"*

## 09. Shopify Live Sync

Import your entire product catalogue automatically — and keep it updated in real time.

*"Sync our Shopify store — URL: yourbrand.myshopify.com, API key: shpat\_xxx"*

Halo imports all products, downloads reference images, builds your brand bible from your website, and sets up automatic webhooks so future product changes sync instantly. When you add, update, or delete a product in Shopify, Halo is notified within seconds.

## 10. Asset Management

Add models and scenes directly from WhatsApp — no dashboard, no technical steps.

*Send a reference photo with: "Add model Sarah female normal"*

*"Add scene: golden hour rooftop bar, Cape Town city skyline, warm amber light"*

## 11. Direct Social Publishing

Publish content directly to Instagram, TikTok, and Pinterest from WhatsApp — no app switching, no manual uploading.

*"Post image 2 to Instagram with the luxury caption"*

*"Schedule this for Tuesday 9am"*

*"Show me insights for that post"*

Supports: single images · carousels · Reels · TikTok videos · Pinterest pins

## 12. Content Calendar Planning

Plan a complete week-by-week content calendar across all platforms — specific dates, specific SKUs, caption drafts, and the strategic reasoning behind each post.

*"Plan my content for the next 4 weeks"*

*"Build a content calendar for March — we have a sale on the 15th"*

Returns a complete week-by-week plan ready to execute. Takes approximately 20–30 seconds.

## 13. Trend Research

Real-time intelligence on what's performing in your category right now — trends, competitor moves, platform insights, immediate content opportunities.

*"What are the fashion trends right now?"*

*"What's working on TikTok for fashion brands?"*

Halo searches the web in real time and returns structured insights. Takes approximately 45–60 seconds.

## 14. Multi-Founder Team Approvals

Send generated images to a team member for approval before publishing — all through WhatsApp.

*"Send image 2 and 3 to Kerry for approval"*

The recipient receives the images via WhatsApp and simply replies APPROVE or REJECT: [reason]. You are notified immediately either way.

## 15. Automated Task Rules

Configure standing automated behaviours — things Halo does automatically without you asking.

Rule	What It Does
notify_new_sku	WhatsApp message the moment a new product is added to Shopify
auto_generate_new_sku	Automatically generates images when a new SKU is synced
daily_brief	Morning summary of new SKUs and content coverage gaps
weekly_audit	Friday afternoon report on what needs content attention

## 16. Monday Morning Intelligence Briefing

Every Monday at 8:00 AM, Halo sends a proactive creative intelligence report:

- Visual and aesthetic trends relevant to your brand
- What competitors are doing on social media
- Fresh content ideas for the coming week
- Platform-specific opportunities
- A suggested generation command ready to copy-paste

This runs automatically every Monday. No setup required.

## 17. Performance Learning Engine

### YOUR LONG-TERM MOAT

Halo learns from every interaction and gets measurably better over time — for your specific brand, your specific audience, and your specific aesthetic.

### What it tracks automatically:

- Which images you approve vs reject, and why
- Which posts drive the most engagement on each platform
- What copy angles your audience responds to
- Which SKUs perform best
- When your audience is most active

Every Sunday night, Halo synthesises all accumulated data and updates its understanding of your brand. After a few weeks of use, Halo's first suggestion is better than a competitor's third revision.

### Access your insights:

*"What's working?" · "Show me what you've learned about our brand"*

*"Which SKUs are performing best?" · "What should I focus on this week?"*

M E M O R Y & P R E F E R E N C E S

# Halo Remembers Everything

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Halo remembers everything you tell it across all conversations:

- Your name and role
- Your preferred formats, models, and shot types
- Upcoming launches and campaigns
- Decisions you've made (approved directions, campaign sign-offs)
- Working style preferences

Once you've told Halo something, you should never have to repeat it.

## EXAMPLES

"I always want 4 images per generation" → it defaults to 4 from then on. "We're launching a golf range in April" → it references this in briefings and copy. "Sarah prefers 4:5 format for all Instagram content" → it uses 4:5 unless you say otherwise.

P R A C T I C A L T I P S

# Getting the Best from Halo

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**Be specific about what you want, but don't overthink the format.**

"4 wide shots of the floral bikini on Anna at the beach bar, 4:5 for Instagram" is perfect. So is "generate some content for the new swimsuit". Both work.

**Use image numbers to reference specific outputs.**

After a generation, images are numbered. "Upscale image 2", "make a video of image 3", "swap the background on image 1" all work exactly as expected.

**Let the brand bible do the heavy lifting.**

Once your brand bible is built, every image, video, and piece of copy is calibrated to your aesthetic and voice. Build it before your first generation run.

**Let the learning engine run for 2–4 weeks before checking insights.**

It needs enough data to give you meaningful patterns. The more you use it, the faster it gets useful.

**Say "reset" if anything goes wrong.**

If the conversation ever gets confused or stuck, send "reset" and it clears the session — fresh start, no data lost.

# Proactive Messages

Halo sends you messages automatically — without you needing to ask:

When	What You Receive
Every Monday 8:00 AM	Monday Morning Intelligence Briefing
Every day 7:00 AM	Morning brief: new SKUs and coverage gaps
Every Friday 5:00 PM	Weekly content audit
New Shopify product added	Instant SKU notification + generation offer
Every Sunday night	Brand intelligence updated notification
Approval decision made	Instant notification to the creator
Scheduled post goes live	Confirmation message

## R E F E R E N C E

# Quick Command Guide

What You Want	What to Say
Generate images	"4 images of SKU 2201 on Anna, wide, 3:4"
Upscale an image	"Upscale image 2"
Make a video	"Make a video of image 1, fabric motion"
Swap background	"Put her on a rooftop at sunset"
Export all formats	"Export image 3 in all formats"
Write captions	"Write 3 Instagram captions for SKU 2201"
Deep copy suite	"Write me 10 caption variations for SKU 1024"
Sync Shopify	"Sync our Shopify store — URL: X, API key: Y"
Build brand bible	"Build brand bible for www.yourbrand.com"
Add a model	Send photo + "Add model [name] [female/male]"
Add a scene	"Add scene: [description]"
Publish now	"Post image 2 to Instagram with the luxury caption"
Schedule post	"Schedule this for Tuesday 9am"
Post insights	"Show me insights for that post"
Plan content calendar	"Plan my content for the next 4 weeks"
Research trends	"Research summer 2026 swimwear trends"
Request approval	"Send image 2 to Kerry for approval"
View task rules	"Show me my task rules"
View insights	"What's working?" / "Show me insights"
Get recommendations	"What should I focus on this week?"
Clear conversation	"Reset"

P R I V A C Y

# Your Data

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Your data belongs to you. Everything stored — conversation history, SKU data, images, brand preferences — is associated with your brand and only accessible to your authorised team members.

To delete your data, send "delete my data" and confirm. Your conversation history, profile, and all memories are permanently deleted within seconds.

Conversation history is retained for 90 days by default and then automatically deleted. Generated images are stored for as long as your account is active.

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