

USER STORY

Scaling Creative Production Without Scaling Headcount

How a high-growth consumer electronics company automated multi-channel content production — with compliance built in from day one.

The Situation

A fast-growing consumer electronics and home appliance company sells dozens of products across global markets through every major retail and digital channel — Amazon, paid social, brand websites, and retail partner product detail pages (PDPs). Growth has been explosive, but the content engine hasn't kept up.

The problems are compounding:

- **High-volume creative demands.** Every product needs hero images, lifestyle photography, video demos, social ads, Amazon A+ content, and PDP copy — in multiple formats, aspect ratios, and languages. Multiply that by dozens of SKUs and the content backlog is permanent.
- **Compliance is an afterthought.** Brand compliance and legal review happen downstream — after assets are produced. When an asset fails review, the rework cycle adds days. In regulated markets, a single compliance miss can pull an entire product listing.
- **Fragmented production workflows.** Creative conceptualing, asset production, localization, and channel formatting are handled by different teams using different tools. Handoffs between them are manual — email, shared drives, spreadsheets tracking versions.
- **No system of record.** Nobody can answer the question: which version of which asset is live in which market, and who approved it? Version control is a spreadsheet. Audit trail is email threads.
- **No performance feedback loop.** Once assets go live, there's no systematic way to know which creative variants are driving sales. The team produces more content, not better content.
- **Brand consistency breaks at scale.** With so many people producing so many assets so fast, brand guidelines get interpreted loosely. The brand looks different on Amazon than it does on Instagram than it does on the company website.

"We're hiring more producers, more designers, more coordinators — and we're still falling behind. The bottleneck isn't talent. It's the workflow."

What They Needed

A platform that could:

1. Serve as the system of record for every asset — creation, approval, version, and deployment status
2. Enforce brand and compliance rules at the point of creation — not in a review cycle downstream
3. Generate channel-ready content variants from a single master asset automatically
4. Localize content for global markets without manual translation workflows
5. Connect creative production directly to channel performance data
6. Scale output without proportionally scaling headcount

How AURA Solves This

Compliance at the Point of Creation

Every AURA agent is trained on the brand's visual identity, tone of voice, and compliance requirements. Whether an asset is destined for a paid social campaign in Germany or an Amazon listing in Japan, it meets brand and regulatory standards before it leaves the platform. No more "brand police" reviewing every asset manually. No more downstream rework cycles. The compliance engine is the foundation — not a checkpoint.

System of Record for Content Lifecycle

AURA tracks every asset from creation through deployment: who created it, which version, who approved it, where it's live, and when. For the first time, there's a single answer to "what's live where" — across every channel, every market, every SKU.

Master-to-Market Automation

A creative lead uploads a master asset — a hero image, a product video, a campaign concept. AURA's AI agents automatically generate channel-specific versions: square crops for Instagram, landscape for YouTube pre-roll, vertical for TikTok, optimized dimensions for Amazon PDPs. Copy is adapted per channel. Formatting is handled. What used to require a production coordinator and 3-5 days of back-and-forth happens in minutes.

Built-In Localization

AURA generates content natively in target languages rather than translating English copy. Product descriptions, social copy, and ad headlines are created with local market nuance — powered by TransPerfect's 30+ years of global language infrastructure. The result is content that converts — not content that merely communicates.

Direct Channel Deployment

From AURA, teams push content directly into Meta, Google, LinkedIn, TikTok, and Reddit. Amazon and PDP content is exported in channel-ready formats. The export-import-review cycle that used to eat two days per campaign is gone.

Performance-Driven Iteration

AURA tracks which creative variants perform across channels and surfaces insights back to the creative team using position-based attribution — measuring real performance, not platform-inflated metrics. Next quarter's hero image isn't a guess — it's informed by data on what drove clicks, conversions, and revenue this quarter.

The Impact

- **Compliance:** Automated enforcement at creation — zero downstream rework for brand/legal review
- **System of record:** Full audit trail for every asset across every market and channel
- **Production speed:** 15-20 versions from master asset in minutes, not weeks
- **Headcount efficiency:** 3x content output with the same team size
- **Brand consistency:** Automated enforcement across every channel and market
- **Localization quality:** Native-language content with 2x conversion lift vs. translated
- **Channel coverage:** Paid social, Amazon, PDPs, and retail partners — all from one workflow
- **Performance visibility:** Position-based attribution driving next-cycle creative decisions