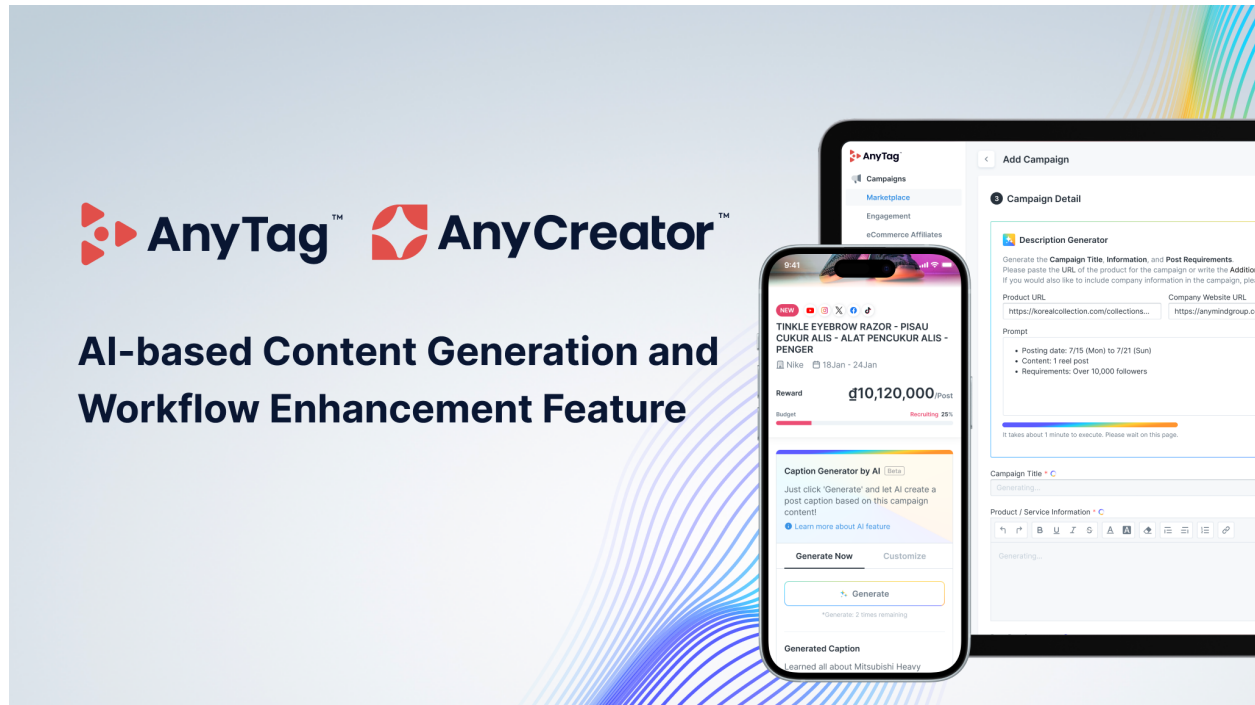


AnyMind Group adds GenAI content drafting capabilities to AnyTag and AnyCreator
Harnessing data from over 4,500 influencer campaigns, AnyMind's new GenAI feature enables automated creation of campaign briefs and social media posts, boosting efficiency and creativity for brands and influencers.



Singapore - September 12, 2024 - [AnyMind Group](#) [TSE:5027], a BPaaS company for marketing, e-commerce and digital transformation, has today announced the launch of a new feature on its influencer marketing platform, [AnyTag](#), and influencer web and app platform, [AnyCreator](#), that utilizes generative artificial intelligence (GenAI) to draft high-quality influencer marketing campaign briefs and optimized social media post drafts based on campaign requirements, reducing manual effort whilst driving creativity and engagement.

On AnyTag, users can create open-call campaigns and work with a pool of over 80,000 influencers across the region. With the new GenAI functionality, users can generate detailed influencer marketing campaign briefs for open-call campaigns delivered to influencers on AnyCreator.

Users only need to input the product page URL, campaign outlines such as the period where influencers should post, and any other necessary information that should be highlighted. The GenAI function will then tap into an incremental dataset of over 4,500 influencer marketing campaigns on AnyTag to create a campaign brief designed to attract influencer interest, enhancing operational efficiency.

For open-call campaigns on AnyTag, the entire process - from providing campaign briefs and posting instructions, to requesting revisions - can be managed and facilitated with influencers



through AnyCreator. However, there are certain cases where influencers create post copy that does not meet campaign requirements, leading to redundant back-and-forth communications between the marketer and influencer.

On AnyCreator, users can simply use the GenAI feature to create a draft that meets campaign requirements, minimizing the risk of missing key details. Additionally, users can copy and paste their usual content into AnyCreator, allowing the AI to generate drafts that reflect the influencer's unique style. By incorporating the influencer's unique style, the AI-generated content minimizes the need for revisions and enhances creativity, making it easier to create memorable, standout posts that resonate with their audiences.

On the launch of the GenAI content drafting features on AnyTag and AnyCreator, Ryuji Takemoto, Managing Director, Product Development, AnyMind Group, said: "We're looking to drive more accuracy and efficiency for marketers and influencers to collaborate on effective influencer marketing campaigns. By leveraging AI-driven insights from over 4,500 influencer marketing campaigns, we can effectively reduce time and effort for marketers and help influencers easily meet campaign requirements while maintaining their unique voice. This innovation fosters a more productive and engaging collaboration between marketers and influencers and sets the stage for continued growth and success in future campaigns."

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About AnyMind Group

Founded in April 2016, AnyMind Group [TSE:5027] is a Business-Process-as-a-Service company for marketing, e-commerce and digital transformation. The company provides two broad offerings to brands and businesses, publishers and influencers: Brand Commerce and Partner Growth. Brand Commerce provides businesses with the company's platforms for manufacturing, e-commerce enablement, marketing, logistics and AI utilization, whilst Partner Growth provides web and mobile app publishers along with influencers and content creators with platforms for monetization and optimization. AnyMind Group has over 1,800 staff across 23 offices in 15 markets, including Singapore, Thailand, Indonesia, Vietnam, Cambodia, Malaysia, the Philippines, Hong Kong, Taiwan, Mainland China, Japan, India, the United Arab Emirates, South Korea, and Saudi Arabia.

About BPaaS

Business-Process-as-a-Service (BPaaS) is a business model that merges and creates an additional layer of value on top of Software-as-a-Service or SaaS (software-centric) and Business Process Outsourcing or BPO (operations-centric), by providing greater flexibility and scalability to the entire business process lifecycle. Through BPaaS, enterprises can tap into agile and adaptive end-to-end process lifecycle management through a combination of technology and operations teams that leverage on local and regional best practices, for the designing, development, implementation, optimization, and automation across the business process.