



MediaMagic®

Creative Compliance Made Simple

**How MediaMagic® helps you launch smarter,
safer, faster campaigns – with built-in AI
validation for legal and brand standards.**

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Intro to MediaMagic®

01

AI-powered marketing collaboration, compliance, and intelligence

MediaMagic® helps global teams validate content, streamline reviews, and move faster – with confidence. So advanced, it feels like magic.



The Compliance Challenge

02

Content velocity meets rising brand risk

Marketing asset production is exploding – driven by automation and hyper-personalisation. But the old ways of working haven't kept up:

- Manual reviews are too slow and error-prone
- Legacy workflows are rigid and disconnected
- Insights are locked in DAMs and data silos
- Missed claims or unsafe associations can cost millions in lawsuits and lost trust.



What goes wrong?

03

Slower cycles. Risky outputs. Stretched teams and risk

Dispersed teams, inconsistent agency quality, and shrinking review capacity make it hard to ensure compliance at scale.

The result? Rework, delays, and reputational risk.



AI-Powered Compliance Validation

04

**Built-in governance.
Automated checks.
Real-time speed.**

MediaMagic® uses AI agents to:

- Validate scripts, videos, and layouts against brand and legal standards
- Flag missing disclaimers, embedded claims, or risky brand associations
- Suggest context-aware fixes with supporting references
- Track every action in a full audit trail.

Throughput: measure in seconds not days





How It Works

05

From upload to audit-ready in minutes

- Upload creative content
- AI agents apply semantic chunking to analyze content in context
- Violations are flagged and scored in real-time
- Collaborate with human reviewers to resolve issues within the platform.



Connected Workflows, Unified Data

06

From siloed tools to smart orchestration

MediaMagic® integrates across your DAM, CMS, and project systems to:

- Break down data silos with semantic layers
- Route content through custom workflows
- Link campaign assets to performance data for smarter decisions.



Designed for Regulated Industries

07

Campaign compliance in Pharma, CPG & beyond

- Product information and packaging claims
- Multi-market localisation management
- Claim detection and creative consistency
- Supporting document comparison.





Human + AI: The New Standard

08

Your virtual marketing team, working 24/7

AI agents handle the heavy lifting – tagging assets, running checks, organising content. Human teams focus on strategy, brand voice, and creative judgment.

Role-based comments, live flagging, and script boards bring humans and machines into harmony.





Smarter, Safer, Faster

09

Why teams choose MediaMagic®

- Smarter collaboration with AI agents
- Built-in validation for global regulations
- Faster content cycles with fewer errors
- Reduced rework, duplication, and production waste
- Full audit trails for trust and transparency



Ready to transform your compliance workflow?

Let us show you how MediaMagic® helps
you activate campaigns faster, with full
confidence in every claim and asset.

www.northell.com

