



AI-Powered Proof Review

Automated compliance, brand, and channel analysis for **Barclays** marketing materials

Built by OLIVER Agency

Agenda

01	The Challenge	Why manual proof review doesn't scale
02	Introducing Mod Comms	AI-powered proof review at a glance
03	Multi-Agent AI System	Four specialist agents + Lead Agent
04	Campaign Management	Organising and tracking marketing proofs
05	Real-Time Analysis	Live WebSocket-powered review
06	Feedback & Reporting	Structured results and PDF export
07	Knowledge Base & Admin	Managing guidelines, analytics, and access
08	Technical Architecture	How it all fits together

01

The Challenge

Why manual proof review doesn't scale

The Manual Review Bottleneck

Slow Turnaround

Manual review of each proof takes hours.
Campaign launches are delayed
waiting for feedback.

Inconsistent Quality

Different reviewers apply guidelines
differently. Critical compliance
issues are sometimes missed.

Scaling Challenges

Hundreds of proofs across Social,
Display, Email, and Print channels
overwhelm review teams.

Knowledge Silos

Brand guidelines, legal requirements,
and channel specs live in separate
documents — hard to cross-reference.

02

Introducing Mod Comms

AI-powered proof review at a glance

How Mod Comms Solves This

Instant Analysis

Four AI agents review every proof in parallel — results in seconds, not days.

Consistent Standards

Every proof is checked against the same guidelines. No more human inconsistency.

Full Coverage

Legal, Brand, Channel Best Practices, and Tech Specs — all checked simultaneously.

Actionable Feedback

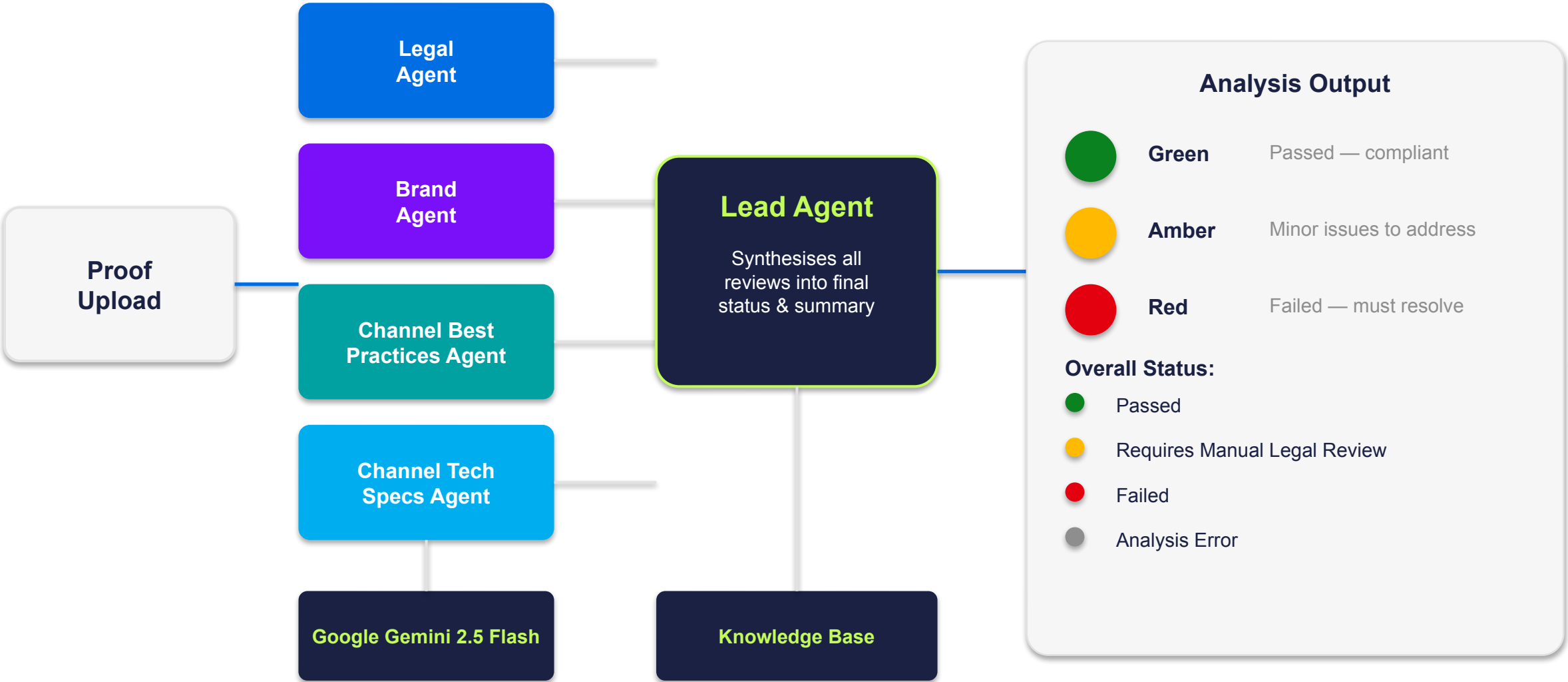
Clear RAG status with specific, constructive recommendations for every issue found.

03

Multi-Agent AI System

Four specialist agents working in parallel

Multi-Agent Architecture



Legal Agent

Compliance specialist ensuring all marketing materials meet legal and regulatory requirements

- Detects financial promotions — interest rates, APR, credit products, savings rates
- Checks advertising standards compliance against ASA/CAP code
- Verifies required disclaimers are present, legible, and properly placed
- Assesses FCA regulatory compliance for financial services marketing
- Reviews terms and conditions — referenced where necessary, qualifying text clear
- Checks third-party content — permissions, attributions, influencer disclosures
- Financial promotion detected → overall status becomes 'Requires Manual Legal Review'
- Uses British English and constructive language throughout all feedback

Brand Agent

Barclays Brand Checks

- Logo usage — correct version, minimum size, clear space, placement
- Colour palette — approved masterbrand colours, WCAG-compliant pairings
- Typography — Barclays Effra (Arial fallback), correct weights and scale
- Design principles — overall design reflects brand expression
- Sacred assets — present and unaltered
- Accessibility — legible font sizes, proper contrast ratios

Barclaycard Specifics

- Card Portal — stroke weight, corner radius, border colour, rotation limits
- Barclaycard-specific core principles and guidelines
- Experiential and email-specific guidelines applied
- Social media guidelines for Barclaycard-branded content
- Brand selection is per-campaign — agents load the correct spec dynamically
- 15+ brand guideline documents in the Knowledge Base

Channel Agents

Best Practices Agent





- Content strategy — messaging clarity, CTA effectiveness
- Creative best practices — visual hierarchy, engagement patterns
- Platform optimisation — algorithm tips, safe zones, text-to-image ratios
- Engagement — hashtags, mentions, tone suitability
- Mobile-first design — legibility, touch targets, thumb-zone navigation

Tech Specs Agent

- Dimensions & resolution — platform-specific sizes, DPI/PPI, aspect ratios
- File format — type, size limits, compression quality
- Typography specs — minimum font sizes, character counts
- Digital grid system — 12-col desktop, 6-col mobile, 8px baseline
- WCAG accessibility — colour contrast, documented pairings
- Platform-specific specs — safe zones, video formats, frame rates

RAG Status & Decision Logic

Per-Agent RAG Status

	Green	Fully compliant — no issues found
	Amber	Minor issues that should be addressed
	Red	Significant issues that must be resolved
	Error	Agent could not analyse with confidence

Lead Agent Decision Logic

1 Financial promotion detected?
→ [Requires Manual Legal Review](#)

2 Any agent returned Error?
→ [Analysis Error](#)

3 Any agent returned Red?
→ [Failed](#)

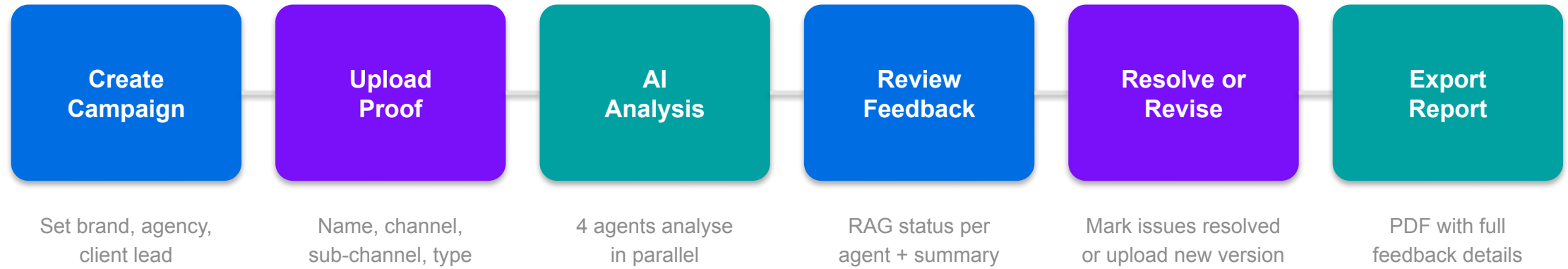
4 Otherwise
→ [Passed](#)

04

Campaign Management

Organising and tracking marketing proofs

Campaign & Proof Lifecycle



Campaign Table Features

- Sortable, filterable columns — name, status, proof count, agency
- "My Campaigns Only" toggle for personal workspace
- Show/Hide Completed toggle
- Quick-create modal with brand guideline selection

Proof Management

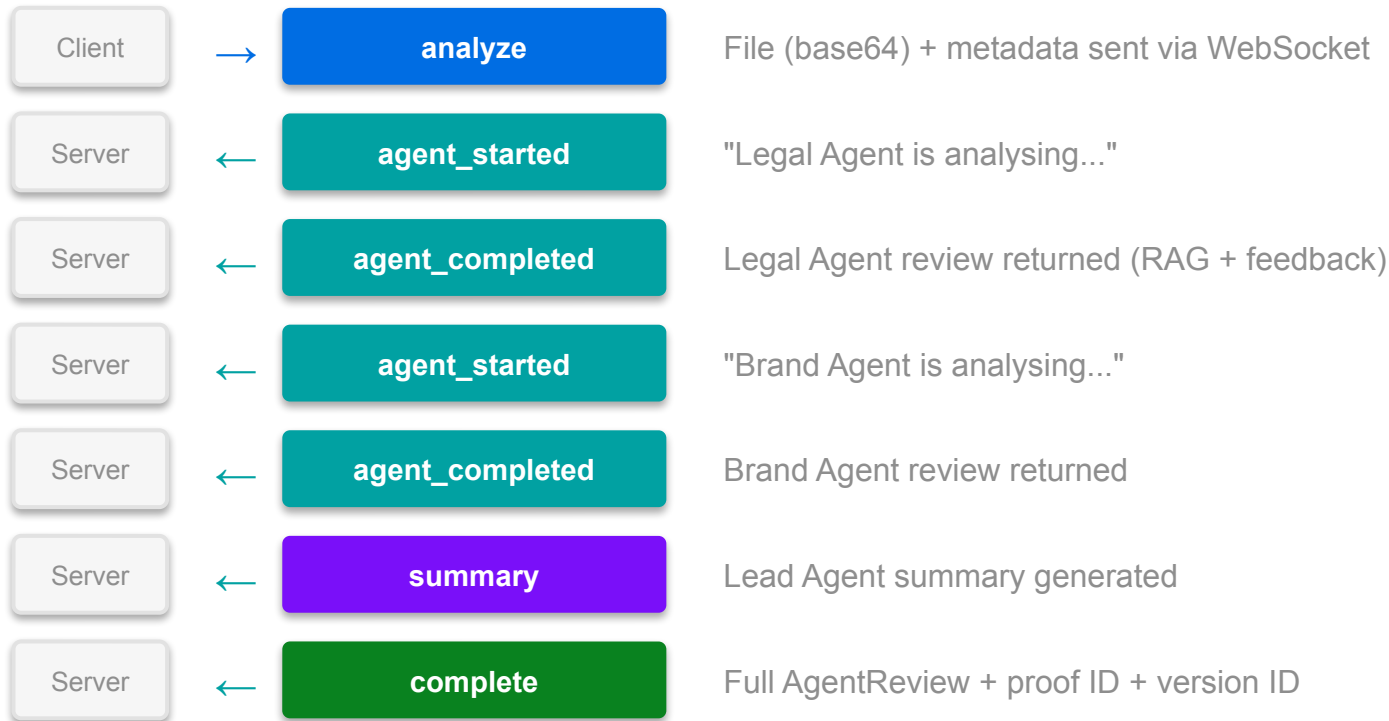
- Dependent dropdowns: Channel → Sub-Channel → Proof Type
- Version history with download and comparison
- Duplicate file detection via MD5 hash
- Supported: Social, Display, Copy channels (22+ formats)

05

Real-Time Analysis

Live WebSocket-powered proof review

Real-Time WebSocket Analysis



Key Capabilities

- Parallel agent execution via `asyncio.gather()`
- Real-time progress — agents report as they finish
- PDF rasterisation (up to 10 pages)
- Revision-aware analysis with previous review context
- Authenticated via MSAL bearer token
- Automatic proof persistence to database

06

Feedback & Reporting

Structured results and PDF export

Feedback Reports & PDF Export

Asset Detail View

- Two-column layout: proof preview (left) + agent feedback (right)
- RAG status badge per agent with colour-coded indicators
- Detailed text feedback with constructive recommendations
- Actionable issues listed with 'Mark as Resolved' capability
- Resolution notes recorded for audit trail
- Flag incorrect feedback — sent to Auditing dashboard
- Version history with one-click navigation between versions

PDF Export

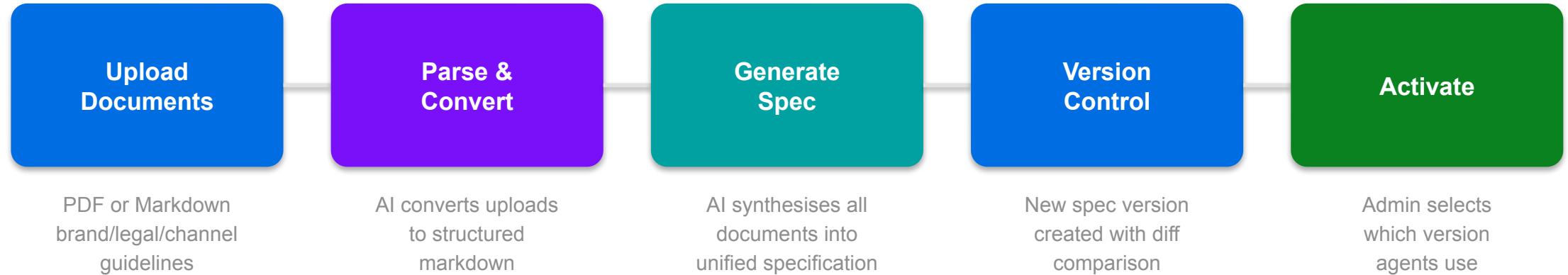
- Single Proof Report — detailed feedback for one proof
- Campaign Report — consolidated report for all proofs
- Cover page with Barclays branding, campaign name, date
- Proof preview with metadata (name, version, channel)
- Lead Agent summary with overall status
- Per-agent sections: RAG status, full feedback, issues list
- Professional formatting ready for stakeholder review

07

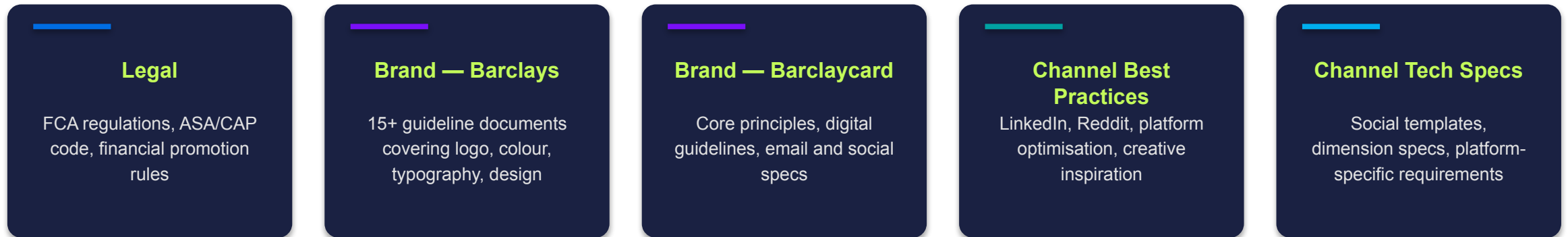
Knowledge Base & Admin

Managing guidelines, analytics, and access control

Knowledge Base Management



Five Knowledge Bases



Analytics, Auditing & Settings

Analytics

- Proofs Uploaded — total count
- Pass Rate — % of proofs that passed
- Issues Found — total across agents
- Time Saved — hours estimated
- AI Performance Summary — weekly trends
- Agent Performance Table — per-agent stats

Auditing

- Flags Tab — user-reported incorrect feedback
- Resolutions Tab — user-resolved issues
- Errors Tab — analysis failures
- Links to specific proof and version
- Full audit trail with timestamps
- Agency-filterable for oversight admins

Settings

- Manage Channels — add/remove options
- Sub-Channels — dependent on parent
- Proof Types — dependent on sub-channel
- Changes propagate immediately
- Admin-only access for editing
- Oversight admins get read-only view

User Roles & Access Control

Role	Write	Analytics	Auditing	Knowledge Base	Settings	User Mgmt	Agency Filter
Super Admin	✓	✓	✓	✓	Full	✓	✓
Oversight Admin	✗	✓	✓	✗	Read	✗	✓
Agency Admin	✓	✓	✗	✗	Full	✗	✗
Basic User	✓	✗	✗	✗	✗	✗	✗

Authentication & Security

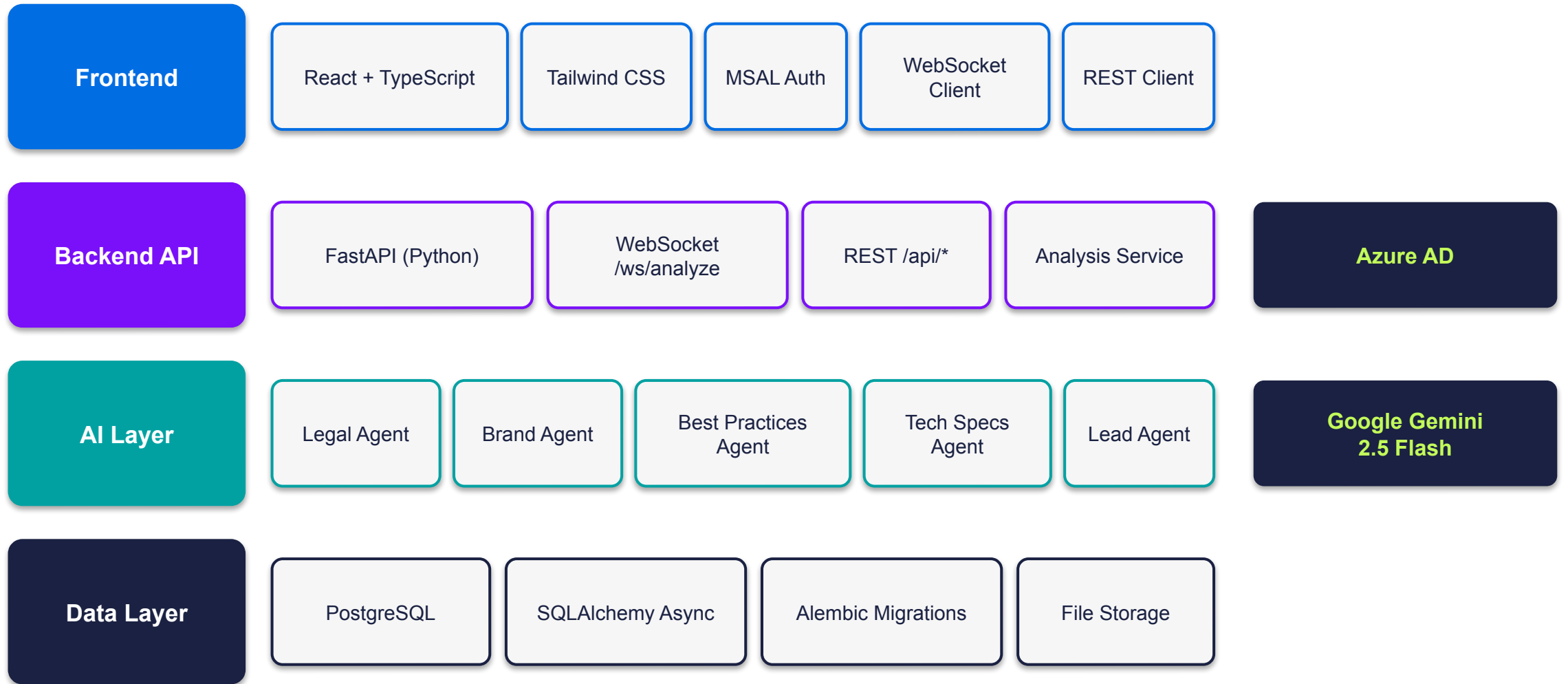
- Azure AD / O365 SSO integration via MSAL — shared with CopyGenAI application
- Bearer token authentication on all API requests and WebSocket connections
- Agency-scoped data access — basic users only see their own agency's campaigns
- User Management screen (Super Admin only) — assign roles, agencies, view change history

08

Technical Architecture

How it all fits together

Technical Architecture



All communication secured via MSAL bearer tokens. Agents run in parallel via asyncio. Database uses async SQLAlchemy + asyncpg for non-blocking I/O.



Intelligent Review. Confident Delivery.

AI-powered proof review for Barclays marketing materials

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