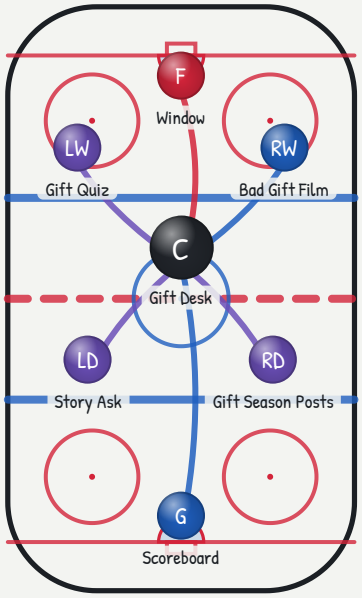
THE NO-AGENCY PLAYBOOK

Coach's call: 1st line: AI can run it

ASUS: End Bad Gifts

In 2015 our team in Saigon made ASUS's holiday film, End Bad Gifts: a woman smiling through a terrible gift, four endings where the right gift wins, a gift quiz and real people's bad-gift stories. As I remember it, the film cost about USD 90,000 to make, with real actors, real sets and a real crew. Today a small shop can make its own version with Claude, Higgsfield and Magnific for under USD 1,000 (my estimate), and put it in the window for Bad Gift Week. You pick the gifts, ask for the real stories and keep it kind.

~ COACH LY



You on the bench: the owner, or your one-person marketing team. You make the calls.

- AI runs it
- AI drafts, you approve
- You or a freelancer

CAPTAIN · ORCHESTRATOR

C Gift Desk

AI DRAFTS, YOU APPROVE

Runs the gift season: connects the film, the quiz, the story asks and the window offer, and keeps the calendar to the last shipping day.

→ Your call: You approve the offer, the end date and every post.

Claude · Zapier

LEFT WING · AGENT 2

LW Gift Quiz

AI DRAFTS, YOU APPROVE

Writes a three-question quiz (who's it for, what do they love, what's the budget) and matches every answer to a gift on your shelf.

→ Your call: You pick the 12 gifts it can recommend and keep stock up to date.

Claude · Shopify

FORWARD · AGENT 4

F Window

YOU OR A FREELANCER

Turns the brought-in bad gifts into a window display around the film, with a tag on each (the gift and the year, never the giver). AI writes the tags.

→ Your call: You build the window, keep it kind and hand every gift back at the end.

Canva

GOALIE · AGENT 6

G Scoreboard

AI RUNS IT

Tracks quiz starts, finishes, clicks to buy and Bad Gift Week codes used in store.

→ Your call: Check it every Monday.

Google Analytics 4 · Data Studio

RIGHT WING · AGENT 1

RW Bad Gift Film

AI RUNS IT

Makes a 20-second film in the 2015 style: someone smiles through a terrible gift while their inner voice says what they really think, then the right gift saves the day. Claude writes it, Higgsfield makes every scene, Magnific adds the music and the voice.

→ Your call: You approve the final cut.

Higgsfield · Claude · Magnific

LEFT D · AGENT 3

LD Story Ask

AI DRAFTS, YOU APPROVE

Drafts friendly asks to regulars and local creators for their worst-gift story and photo, and tracks who said yes.

→ Your call: You send the asks and get each person's OK before anything is shown. Never invent a story.

WhatsApp Business Platform · Zalo Official Account · Claude

RIGHT D · AGENT 5

RD Gift Season Posts

AI DRAFTS, YOU APPROVE

Posts the film, the quiz link and the best stories through the season, in 'gift season' words that fit Christmas, Hanukkah, Tet and birthdays, and boosts the best post to people near your shop.

→ Your call: You approve every post and set a daily ad cap it can't go over.

CapCut · Meta Advantage+

A draft of how I'd run a small-business version of my own 2015 campaign today. The 2015 cost is my own recollection and the 'under USD 1,000' is my estimate. It describes an approach, not results. Tools checked on their official sites. Names and logos belong to their owners. I am not paid to recommend any of them. A free agent is a tool whose logo I am still asking permission to show. Tap any player for the scouting report.

COACH'S STAMP

I MADE THE REEL ON THIS ONE

COACH LY · 24 OCT 2026

Brief for your AI

ASUS: End Bad Gifts

HOW TO USE THIS CARD

1. Upload this PDF to your AI (ChatGPT, Claude, Gemini or Grok).
2. Paste the prompt at the bottom of this page.
3. Answer its questions. Approve every draft before anything goes out.

THE PLAY

In 2015 our team in Saigon made ASUS's holiday film: a woman fakes a smile in front of guests over a bad gift from her husband, while a voice says what she really thinks. Four clickable endings show her delighted by four different ASUS gifts, and the campaign added a gift quiz and local creators telling their own bad-gift stories. Real actors, real sets, a real crew: about USD 90,000 to make, as I remember it.

COACH'S CALL: 1ST LINE: AI CAN RUN IT

AI makes the film, the quiz and the posts. You pick the gifts, ask real customers for real stories and approve every post.

YOUR VERSION

A gift shop before the holidays. Make a 20-second bad-gift film for your window, then run Bad Gift Week: customers bring in the worst gift they ever got, and get USD 10 off a gift the quiz picks for them. Tags never name the giver. Say "gift season", so it works for Christmas, Hanukkah, Tet (the Lunar New Year) and birthdays. An electronics repair shop runs it as "bring in the gadget gift nobody uses: I'll fix it, set it up or take it in trade". This week's first step: write three quiz questions and pick the 12 gifts it can recommend.

THE AI TEAM

Captain, Gift Desk: Runs the gift season: connects the film, the quiz, the story asks and the window offer, and keeps the calendar to the last shipping day. **Your call:** You approve the offer, the end date and every post. **Tools:** Claude, Zapier.

Agent, Bad Gift Film: Makes a 20-second film in the 2015 style: someone smiles through a terrible gift while their inner voice says what they really think, then the right gift saves the day. Claude writes it, Higgsfield makes every scene, Magnific adds the music and the voice. **Your call:** You approve the final cut. **Tools:** Higgsfield, Claude, Magnific.

Agent, Gift Quiz: Writes a three-question quiz (who's it for, what do they love, what's the budget) and matches every answer to a gift on your shelf. **Your call:** You pick the 12 gifts it can recommend and keep stock up to date. **Tools:** Claude, Shopify.

Agent, Story Ask: Drafts friendly asks to regulars and local creators for their worst-gift story and photo, and tracks who said yes. **Your call:** You send the asks and get each person's OK before anything is shown. Never invent a story. **Tools:** WhatsApp Business Platform, Zalo Official Account, Claude.

Agent, Window: Turns the brought-in bad gifts into a window display around the film, with a tag on each (the gift and the year, never the giver). AI writes the tags. **Your call:** You build the window, keep it kind and hand every gift back at the end. **Tools:** Canva.

Agent, Gift Season Posts: Posts the film, the quiz link and the best stories through the season, in 'gift season' words that fit Christmas, Hanukkah, Tet and birthdays, and boosts the best post to people near your shop. **Your call:** You approve every post and set a daily ad cap it can't go over. **Tools:** CapCut, Meta Advantage+.

Agent, Scoreboard: Tracks quiz starts, finishes, clicks to buy and Bad Gift Week codes used in store. **Your call:** Check it every Monday. **Tools:** Google Analytics 4, Data Studio.

PASTE THIS PROMPT

```
You are my marketing team. I've attached the Marketing Champion play card for ASUS: End Bad Gifts. First, ask me 5 short questions about my business, my customers, my budget and my timing. Then turn this play into a 2-week plan for my business, with every post, message and asset drafted, in order. Follow the AI team on the card. Mark clearly what I must decide, approve or do myself, and anything that needs a professional. Draft only: do not post, send or spend anything. Never make up reviews, quotes or results.
```

Stuck? Email me: letstalk@lyvietvu.com. I read every email myself.