THE NO-AGENCY PLAYBOOK

Coach's call: 2nd line: AI plus you

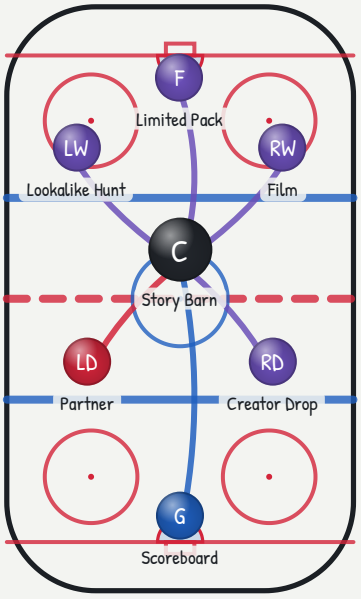
OREO (Mondelez): The OREO Cows

OREO found real cows that look like the cookie and used them to bring back a habit. I'd send AI hunting for your version: a true, odd lookalike or story that ties your product to a habit worth reviving, then make the film and a limited pack. You check the facts and go shake hands with a local partner.

~ COACH LY

QUICK TIP

You don't need all these tools to start. Claude writes your story and the partner pitch, and Higgsfield makes the film and the limited-pack label. You check every fact and pitch the partner yourself.



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

C

CAPTAIN · ORCHESTRATOR

Story Barn

AI DRAFTS, YOU APPROVE

Keeps the story, the facts and the partner timeline in one place, and briefs every agent.

→ Your call: You approve the story and the partner before anything is made.

n8n · Claude

LW

LEFT WING · AGENT 1

Lookalike Hunt

AI DRAFTS, YOU APPROVE

Searches for real things that look like your product or tie it to an old habit, and checks each one.

→ Your call: You pick the one that is true and fun.

Perplexity · Gemini

RW

RIGHT WING · AGENT 2

Film

AI DRAFTS, YOU APPROVE

Writes and makes a short film that tells your odd, true story, with a voiceover.

→ Your call: You approve the script and the final cut.

Claude · Higgsfield · Kling AI · ElevenLabs

F

FORWARD · AGENT 3

Limited Pack

AI DRAFTS, YOU APPROVE

Designs a limited-edition label or pack that tells the story at a glance.

→ Your call: You approve the design and order a small run.

Ideogram · Canva

LD

LEFT D · AGENT 4

Partner

YOU OR A FREELANCER

Drafts a short pitch for a local partner to co-brand the limited pack.

→ Your call: You shake hands. AI only drafts the pitch.

Claude

RD

RIGHT D · AGENT 5

Creator Drop

AI DRAFTS, YOU APPROVE

Sends limited packs to local creators and shops and tracks who posts.

→ Your call: You pick which creators get a pack.

WhatsApp Business Platform · TikTok Shop · Zalo Official Account

G

GOALIE · AGENT 6

Scoreboard

AI RUNS IT

Tracks how many people saw it, creator posts and limited-pack sales, and says which part of the story people share.

→ Your call: Read it Monday with your coffee.

Google Analytics 4 · Data Studio

A draft of how I'd run a small-business version of this play today. 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 · 25 OCT 2026

Brief for your AI

OREO (Mondelez): The OREO Cows

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 Mexico, dunking cookies in milk is called "chopeo", and only about 25 percent of Mexican consumers still do it regularly. OREO built a film around Belted Galloway cattle, a real breed with black and white bands that look like the cookie: a farmer the locals call loco has to prove his cows are real. Limited-edition milk bottles went to influencers, bottles with each cow's pattern hit store shelves, and a co-branded product launched nationwide with a popular Mexican milk brand.

COACH'S CALL: 2ND LINE: AI PLUS YOU

AI can make the film and design the limited pack. You check the odd fact is true and shake hands on the partner deal.

YOUR VERSION

A farm shop. Bring back a habit people miss: milk and cookies after school. Let AI write and cut a 30-second film about it, and design a limited milk bottle for one week only. Then walk next door to the bakery and ask them to bake the cookie with you. This week's first step: ask ten regulars on WhatsApp (or Zalo in Vietnam) what they ate as kids that nobody eats anymore.

THE AI TEAM

Captain, Story Barn: Keeps the story, the facts and the partner timeline in one place, and briefs every agent. **Your call:** You approve the story and the partner before anything is made. **Tools:** n8n, Claude.

Agent, Lookalike Hunt: Searches for real things that look like your product or tie it to an old habit, and checks each one. **Your call:** You pick the one that is true and fun. **Tools:** Perplexity, Gemini.

Agent, Film: Writes and makes a short film that tells your odd, true story, with a voiceover. **Your call:** You approve the script and the final cut. **Tools:** Claude, Higgsfield, Kling AI, ElevenLabs.

Agent, Limited Pack: Designs a limited-edition label or pack that tells the story at a glance. **Your call:** You approve the design and order a small run. **Tools:** Ideogram, Canva.

Agent, Partner: Drafts a short pitch for a local partner to co-brand the limited pack. **Your call:** You shake hands. AI only drafts the pitch. **Tools:** Claude.

Agent, Creator Drop: Sends limited packs to local creators and shops and tracks who posts. **Your call:** You pick which creators get a pack. **Tools:** WhatsApp Business Platform, TikTok Shop, Zalo Official Account.

Agent, Scoreboard: Tracks how many people saw it, creator posts and limited-pack sales, and says which part of the story people share. **Your call:** Read it Monday with your coffee. **Tools:** Google Analytics 4, Data Studio.

QUICK TIP

You don't need all these tools to start. Claude writes your story and the partner pitch, and Higgsfield makes the film and the limited-pack label. You check every fact and pitch the partner yourself.

PASTE THIS PROMPT

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You are my marketing team. I've attached the Marketing Champion play card for OREO (Mondelez): The OREO Cows. 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.