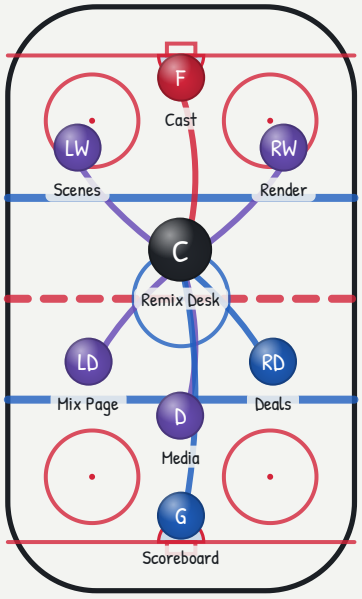
THE NO-AGENCY PLAYBOOK Coach's call: 2nd line: AI plus you

Uber Eats: Build Your Own Super Bowl Commercial

Uber Eats let fans mix their own Super Bowl ad (the big US football final) from over 1,000 combinations and unlock deals as they went. Back in our agency days, a thousand versions of one ad meant a thousand invoices. I'd build your ad as swappable parts, let AI make every mix, and give customers a simple page to build their own version and unlock a deal at each step. You swap the celebrities for your regulars and approve every part.

~ COACH LY

QUICK TIP You don't need all these tools to start. Claude writes the ad as swappable parts, and Higgsfield makes the AI scenes. You film your regulars (with their signed consent), cut them in with CapCut and set the deal codes 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

CAPTAIN · ORCHESTRATOR

C Remix Desk

AI DRAFTS, YOU APPROVE

Plans the parts, tracks every render and keeps the deals and the page in sync.

→ Your call: You approve the parts list, the deals and the launch date.

Claude Agent SDK · n8n

LEFT WING · AGENT 1

LW Scenes

AI DRAFTS, YOU APPROVE

Writes one ad as swappable parts: a few openings, middles and endings that all fit together.

→ Your call: You pick the parts that sound like you.

Claude

RIGHT WING · AGENT 2

RW Render

AI DRAFTS, YOU APPROVE

Generates and edits every combination, with captions and the right sizes for each app.

→ Your call: You spot-check a sample before launch.

Higgsfield · Kling AI · CapCut

FORWARD · AGENT 3

F Cast

YOU OR A FREELANCER

Films your regulars, staff or a local creator for the cameos.

→ Your call: You get signed consent from everyone on camera. Famous faces are the expensive part.

CapCut

LEFT D · AGENT 4

LD Mix Page

AI DRAFTS, YOU APPROVE

Runs the page where fans pick their parts and get a deal code along the way.

→ Your call: You test it on your phone. A freelancer may need a day to set it up.

Shopify · Make

RIGHT D · AGENT 5

RD Deals

AI RUNS IT

Sends each unlocked code in chat and a reminder before it runs out.

WhatsApp Business Platform · Zalo Official Account

DEFENCE · AGENT 6

D Media

AI DRAFTS, YOU APPROVE

Runs the most-made fan mixes as ads.

→ Your call: You set a daily cap the agent cannot go over.

Meta Advantage+ · TikTok Smart+

GOALIE · AGENT 7

G Scoreboard

AI RUNS IT

Tracks mixes made, codes used and sales against a normal week.

→ 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.

Brief for your AI

Uber Eats: Build Your Own Super Bowl Commercial

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

A week before the Super Bowl (American football's championship game), Uber Eats opened a library of alternate scenes from its Super Bowl ad inside its own app. Fans picked "ingredients" to mix their own version, with over 1,000 combinations and cameos from stars like Matthew McConaughey and Bradley Cooper and athletes like Jerry Rice. Making one unlocked Game Day food delivery deals.

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

AI writes the parts, cuts every mix and sends the codes. You film your regulars with their OK, and the stars and a custom app build are where the real money goes.

YOUR VERSION

A pizza shop. Shoot one 15-second video as swappable parts: three openings (the oven, the dough toss, a regular's first bite, with their OK) and three endings. Let AI cut every mix. In your WhatsApp chat (or Zalo in Vietnam), a customer picks an opening and an ending, gets their video, and gets a code for $5 off this weekend. This week's first step: film the three openings on your phone.

THE AI TEAM

Captain, Remix Desk: Plans the parts, tracks every render and keeps the deals and the page in sync. **Your call:** You approve the parts list, the deals and the launch date. **Tools:** Claude Agent SDK, n8n.

Agent, Scenes: Writes one ad as swappable parts: a few openings, middles and endings that all fit together. **Your call:** You pick the parts that sound like you. **Tools:** Claude.

Agent, Render: Generates and edits every combination, with captions and the right sizes for each app. **Your call:** You spot-check a sample before launch. **Tools:** Higgsfield, Kling AI, CapCut.

Agent, Cast: Films your regulars, staff or a local creator for the cameos. **Your call:** You get signed consent from everyone on camera. Famous faces are the expensive part. **Tools:** CapCut.

Agent, Mix Page: Runs the page where fans pick their parts and get a deal code along the way. **Your call:** You test it on your phone. A freelancer may need a day to set it up. **Tools:** Shopify, Make.

Agent, Deals: Sends each unlocked code in chat and a reminder before it runs out. **Tools:** WhatsApp Business Platform, Zalo Official Account.

Agent, Media: Runs the most-made fan mixes as ads. **Your call:** You set a daily cap the agent cannot go over. **Tools:** Meta Advantage+, TikTok Smart+.

Agent, Scoreboard: Tracks mixes made, codes used and sales against a normal week. **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 the ad as swappable parts, and Higgsfield makes the AI scenes. You film your regulars (with their signed consent), cut them in with CapCut and set the deal codes yourself.

PASTE THIS PROMPT

```
You are my marketing team. I've attached the Marketing Champion play card for Uber Eats: Build Your Own Super Bowl Commercial. 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.