CAD Marketing Studio

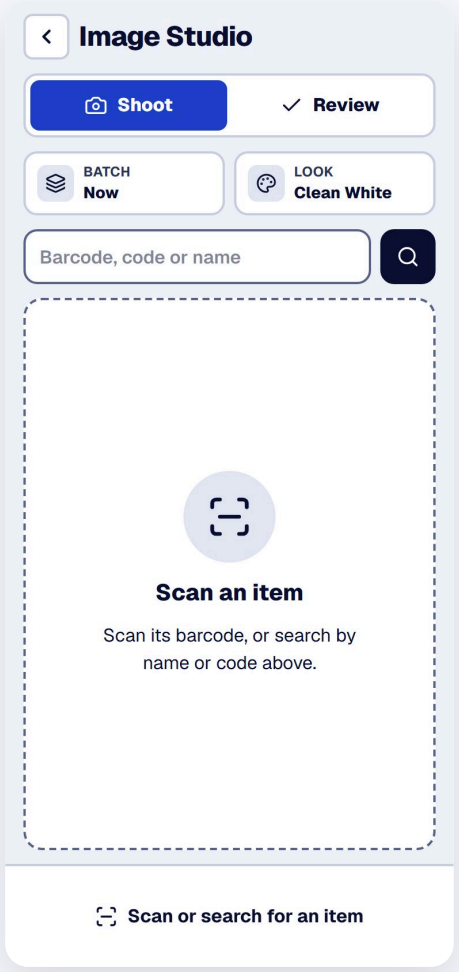
From a phone photo to finished posters and pamphlets

29 October 2026 · Screens shown use demo data; the store, products and people are fictitious

CAD Retail Systems

01 New stock

It starts on the shop floor, with new stock and a phone. Scan the barcode, and the product comes up.

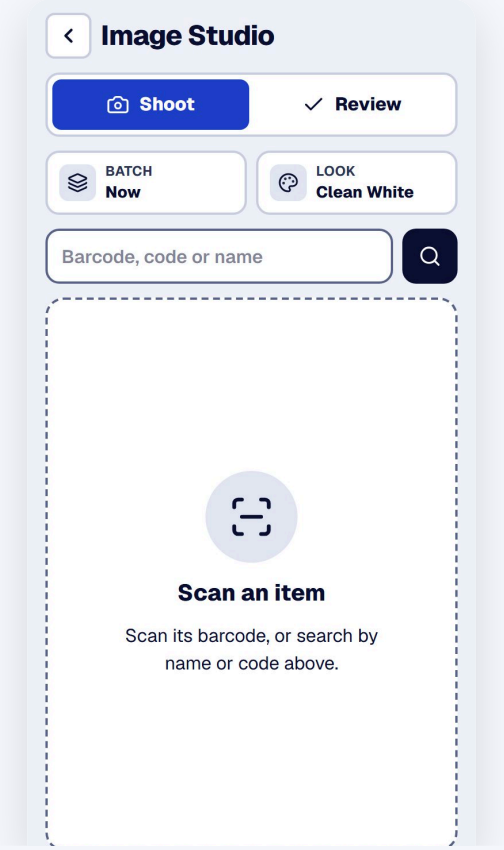


02 Cleaned

Moments later, each photo is cleaned up by AI: the clutter gone, the item centred on white. One tap puts them on the products.

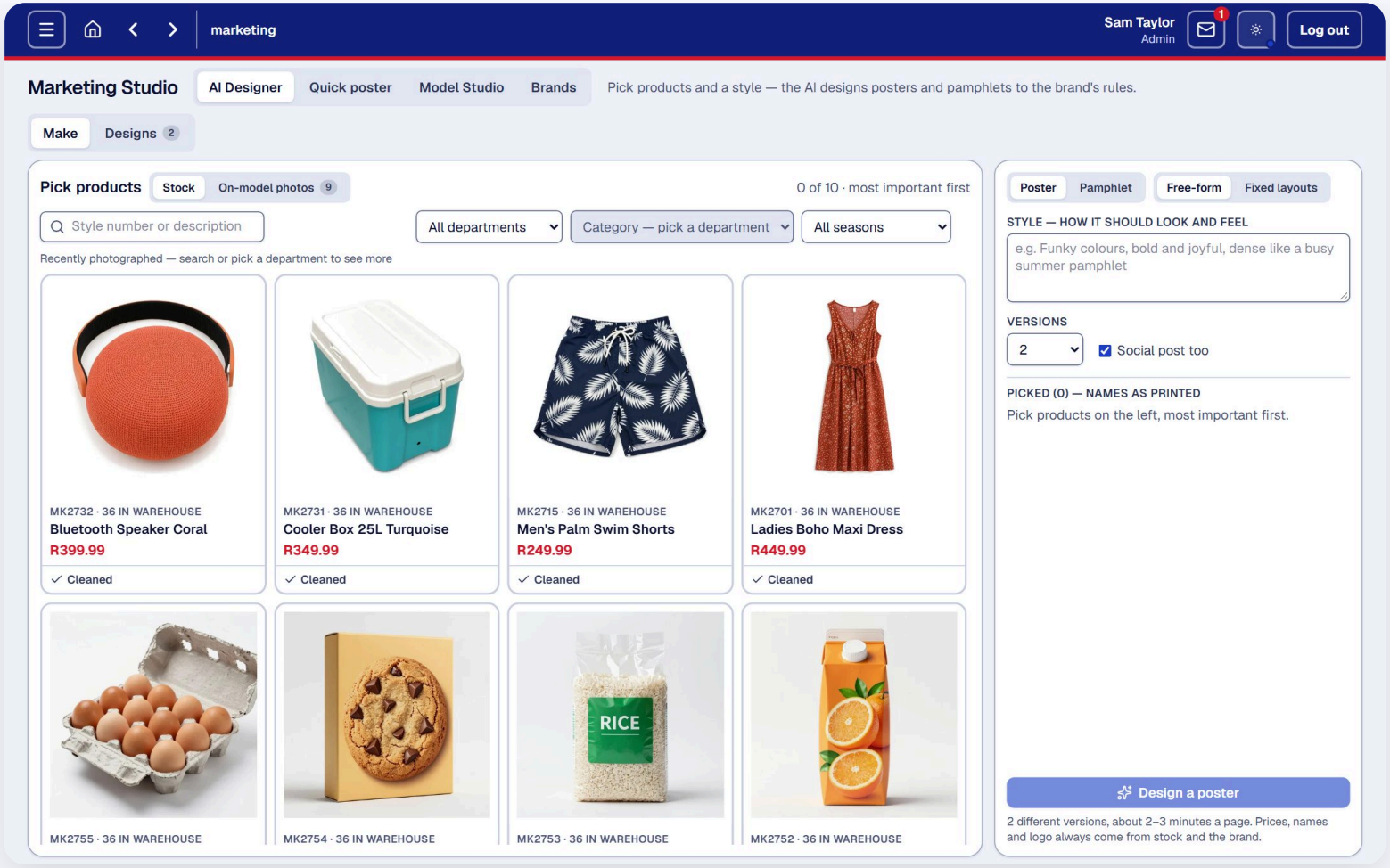
One photo. Take one photo, wherever it hangs. No backdrop, no studio, no photographer.

Anything. Then the next item, clothing or homeware. Photos go off in the background while you carry on.



03 Marketing Studio

Back at the desk, Marketing Studio already has them. Model Studio puts clothing on a model, straight from those photos.

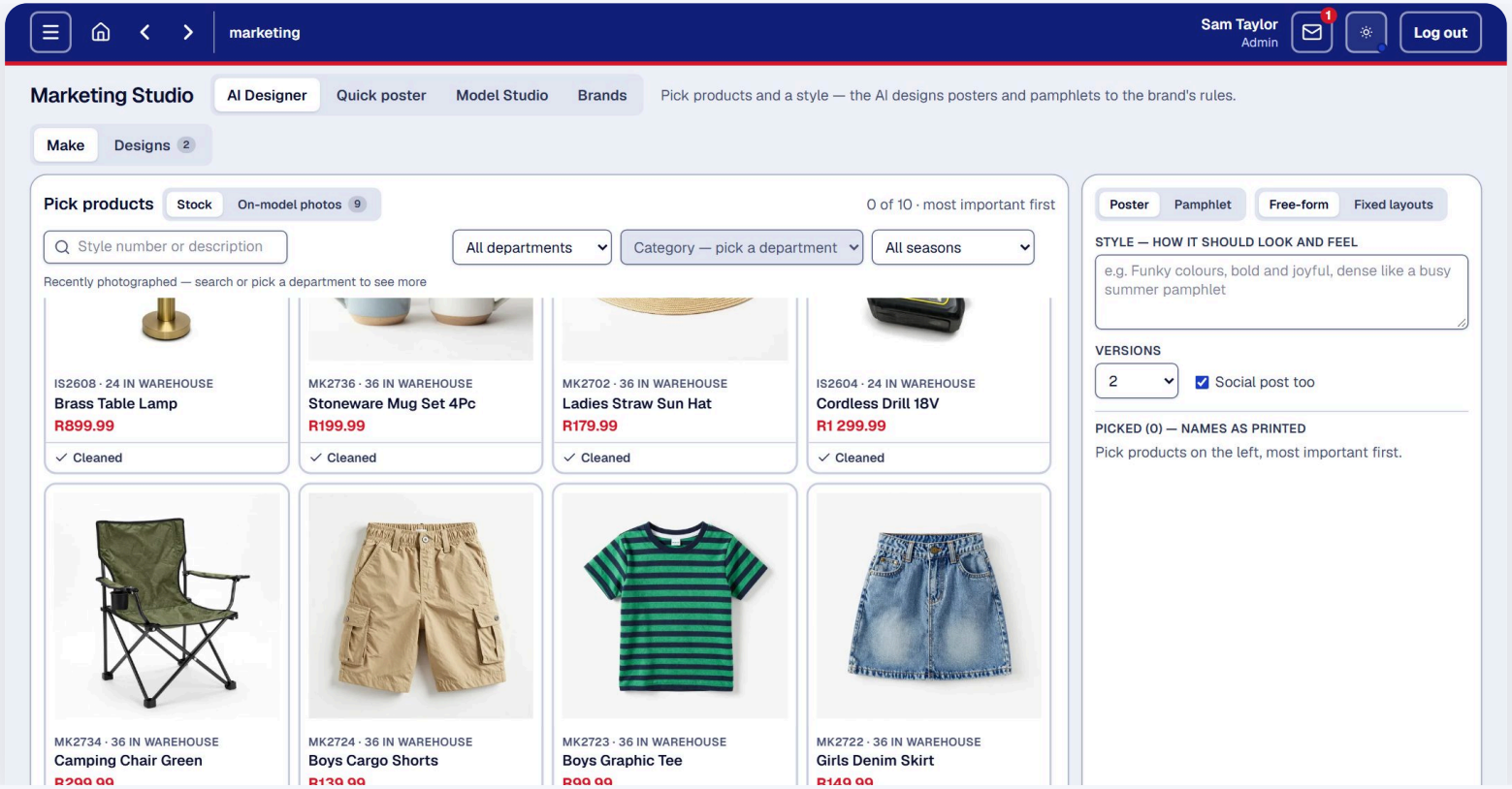


04 On a model

The same model, the same dress, every print and colour kept. Every shoot the team has done is here too: men, ladies and kids.

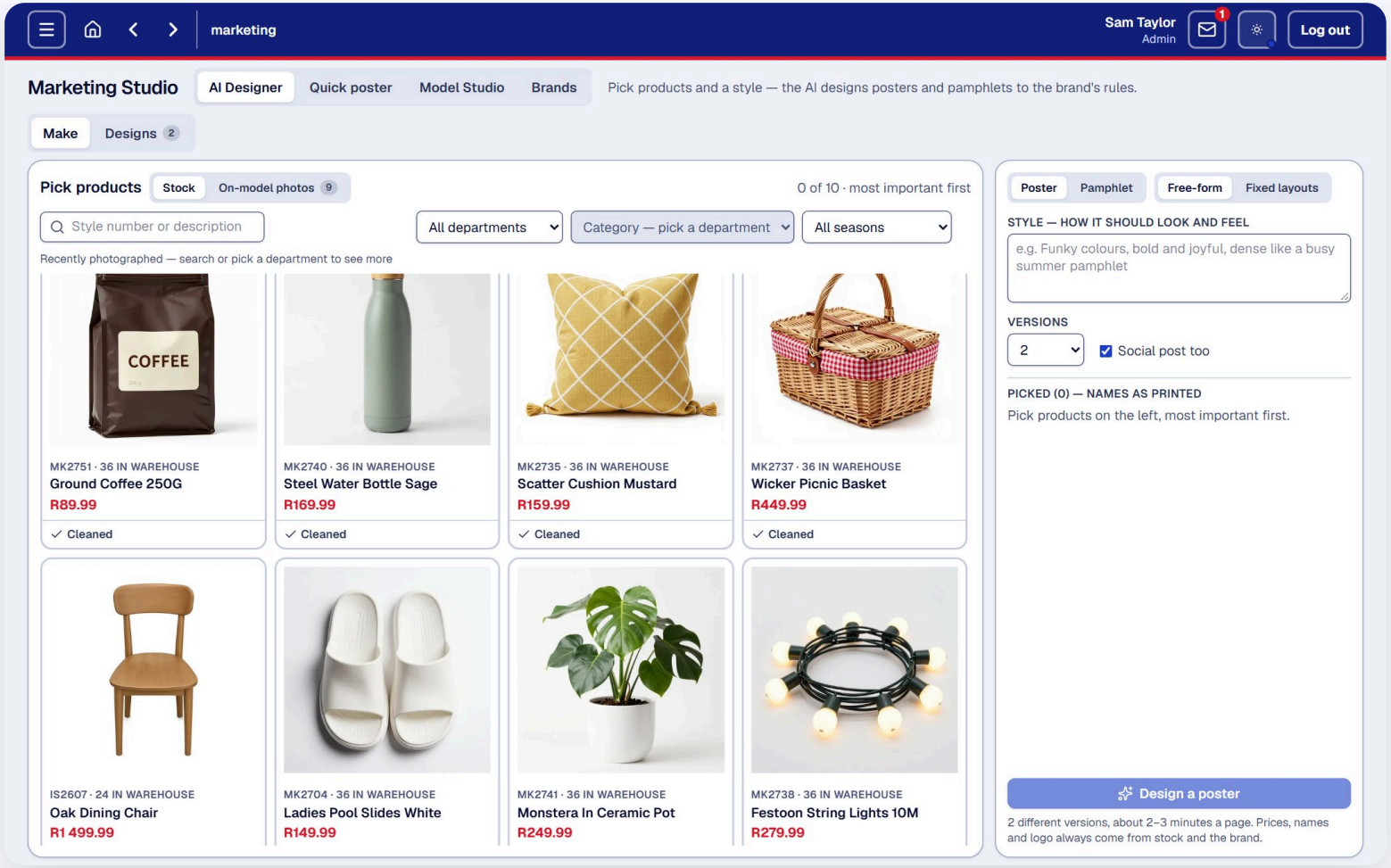
Dress her. Pick a model, and dress her head to toe: tap an item, then where it goes. The first time, it asks what the item is. After that, it knows.

Poses and a setting. Choose the poses and a setting, a beach, a city street or a café, and photograph the outfit.



05 AI Designer

Now the AI Designer. Pick what to promote: photos on models, and products from any department, together.

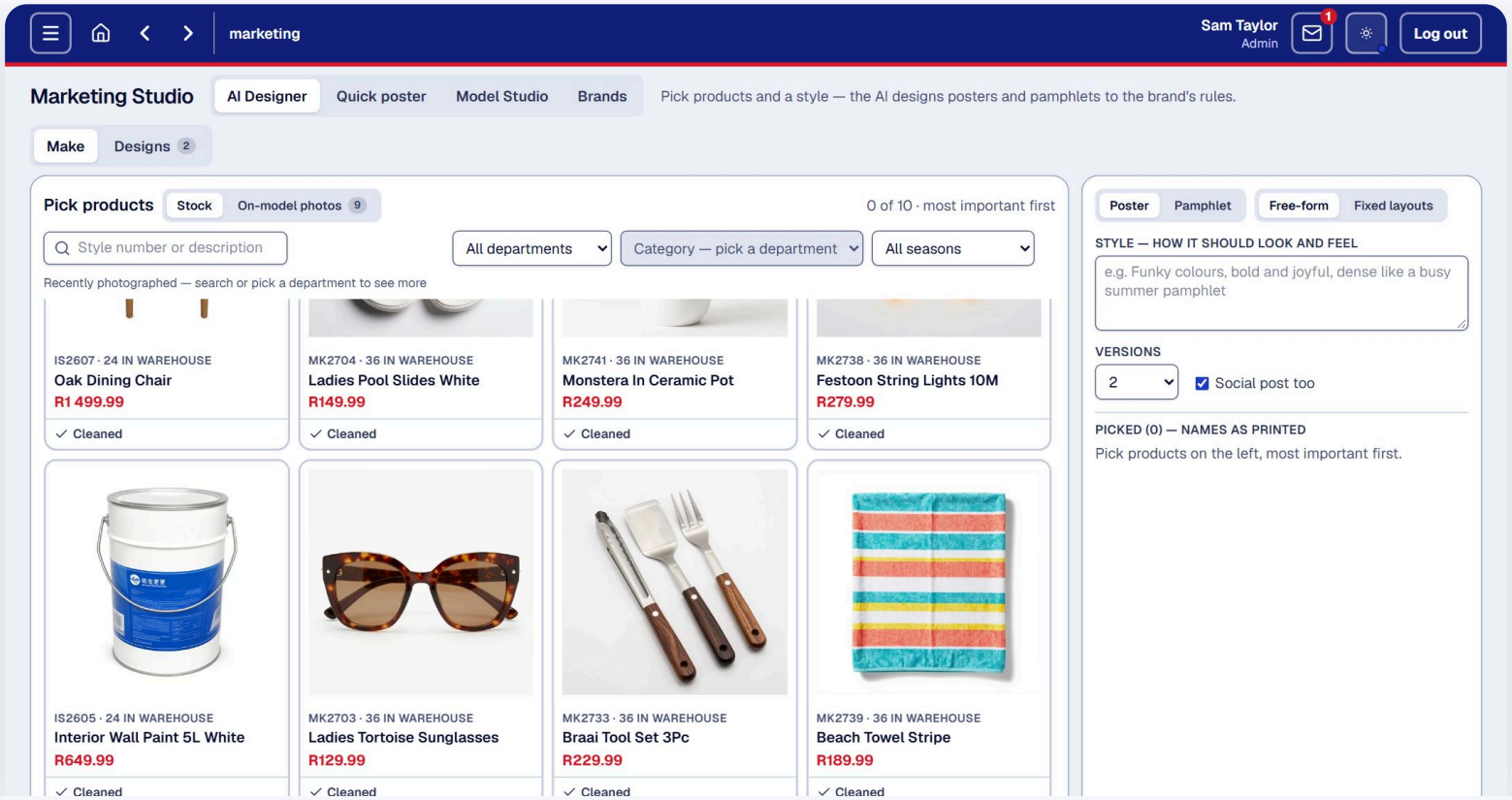


06 Print and social

Every version comes as an A4 page for print and a post for social media.

Say how it should look. Say how it should look, in your own words, and how many versions you'd like. Names and prices come from stock, never typed.

It designs, and checks. The designer lays out the page, then checks its own work: every product and price there, nothing cut off, the brand's colours, logo and footer.



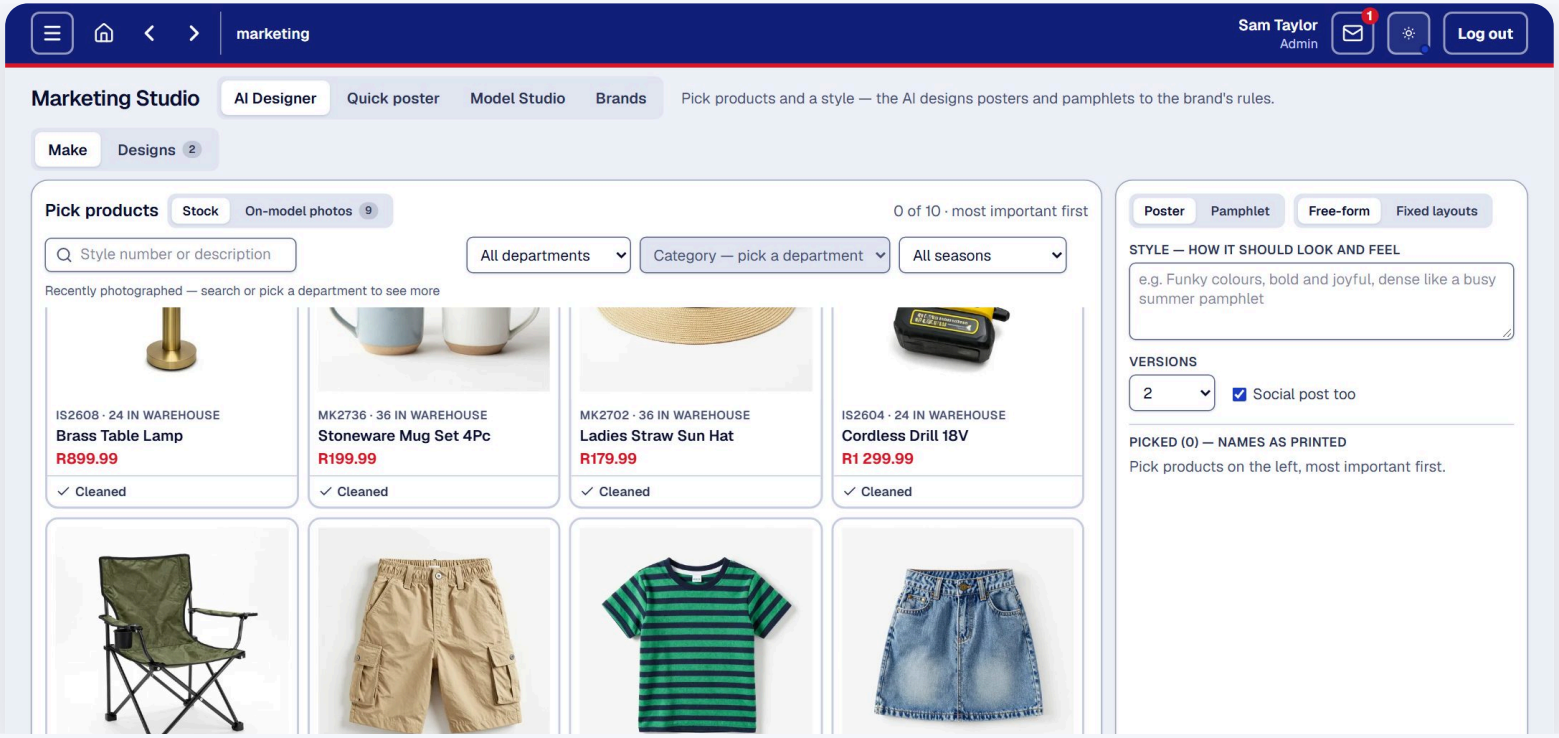
07 Carry on

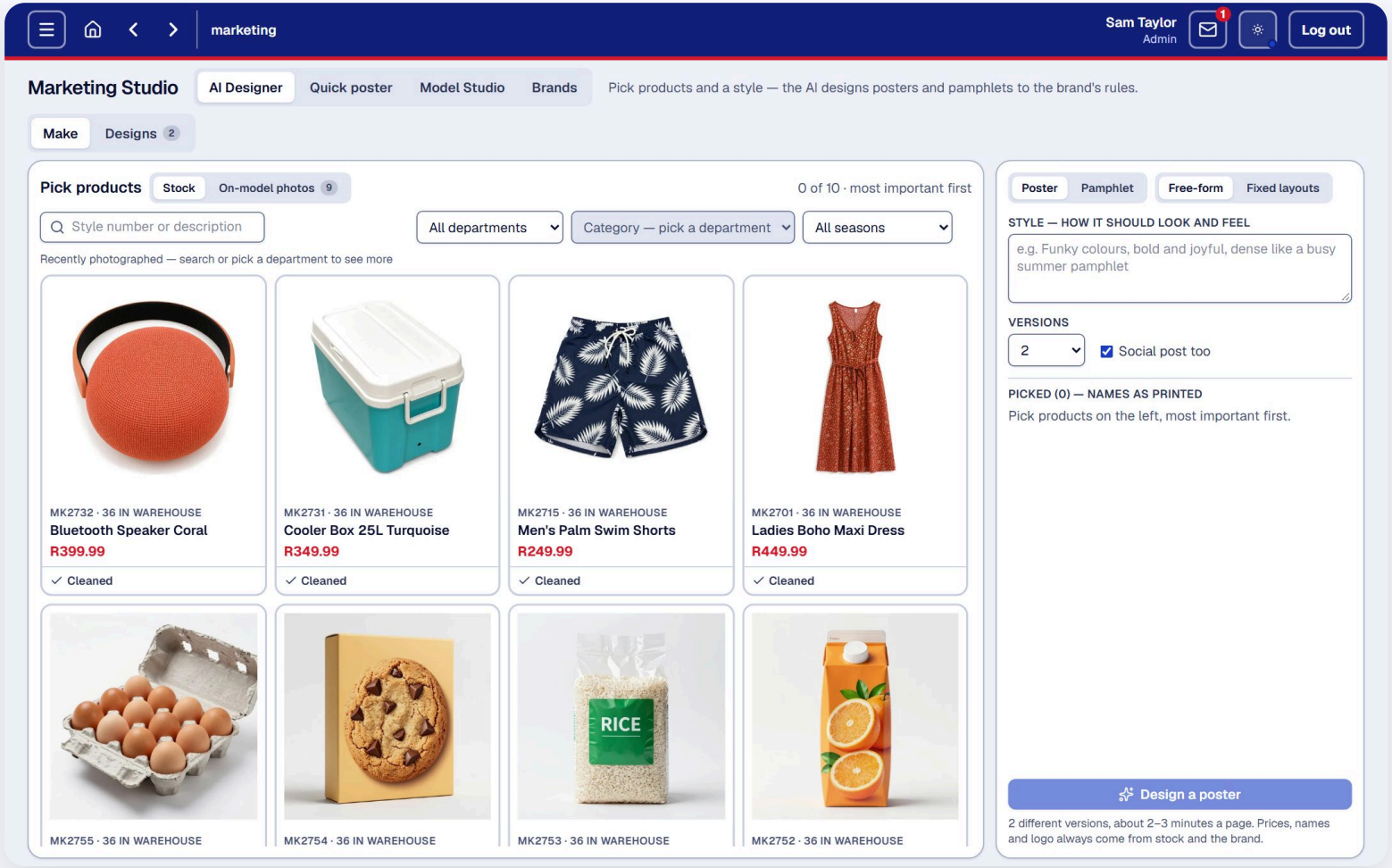
Pick the one you like, and the rest follows its look: products grouped by type, and a back page listing every store.

Change it. Want something different? Ask in plain words, and the page is changed. Undo is always there.

A pamphlet. A whole pamphlet works the same way. Pick the products, braai, garden and do it yourself, and describe the feel.

Covers first. It samples two covers first, so the direction is right before the rest is made.



08 Your brand

Every design follows the store's brand profile: its colours, logos, fonts and footer lines, set up once.