

Project Peggy Olson

DATA DRIVEN CREATIVITY



Our Vision

Creativity is a moonshot for AI

The vision for Project Peggy Olson is to “solve” AI Creativity whilst continuously releasing high value milestones to people working with creativity in the advertising industry



Why “Peggy Olson”?

Peggy symbolizes disruption of a 1960'ies male dominated advertising industry by bringing new perspectives into the creative process

What Peggy was for the past, AI will be for the future



PROJECT

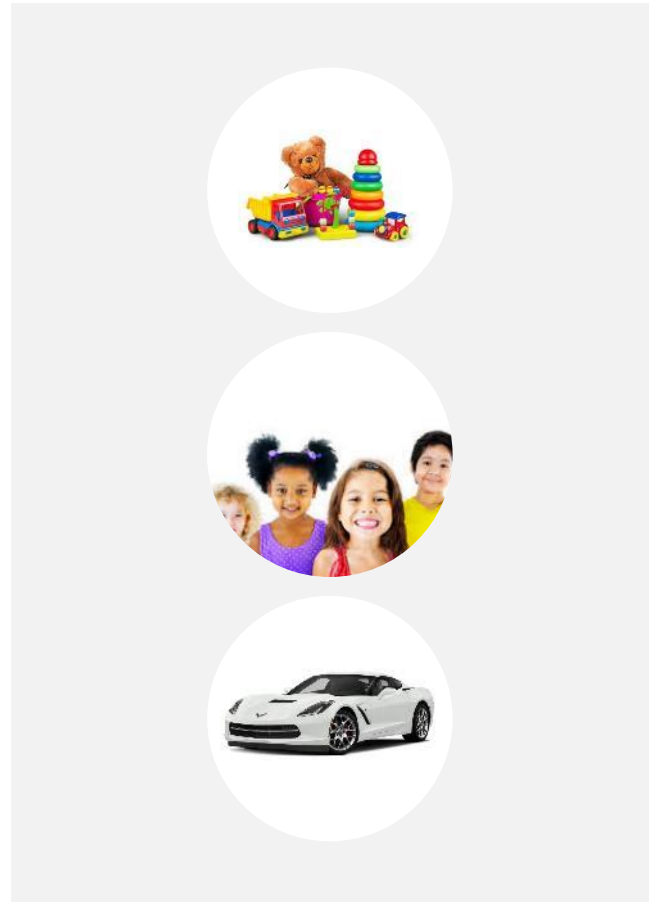
It's very costly to produce video ads

Peggy Olson bridges creativity and technology by finding similar concepts and predicting emotional responses to advertising, early in the creative process.

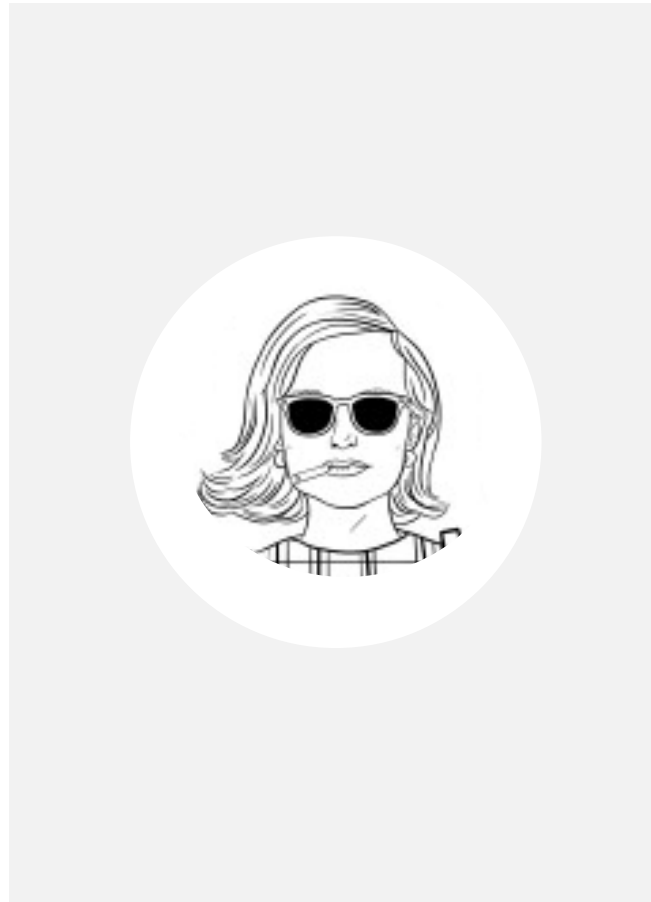


What does Peggy Olson do?

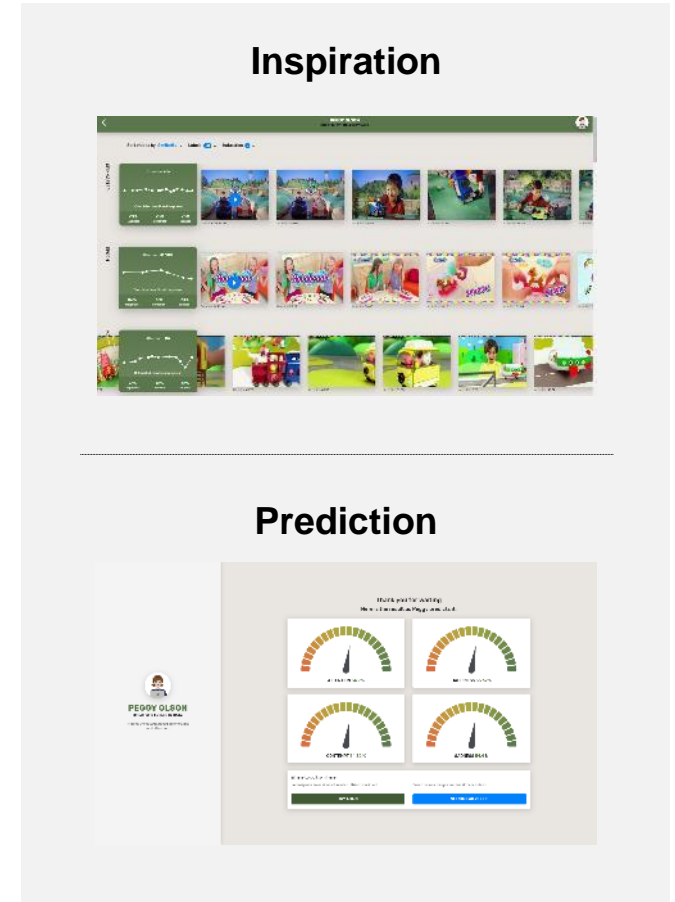
Creativity / Input / Moodboards



Data / Peggy



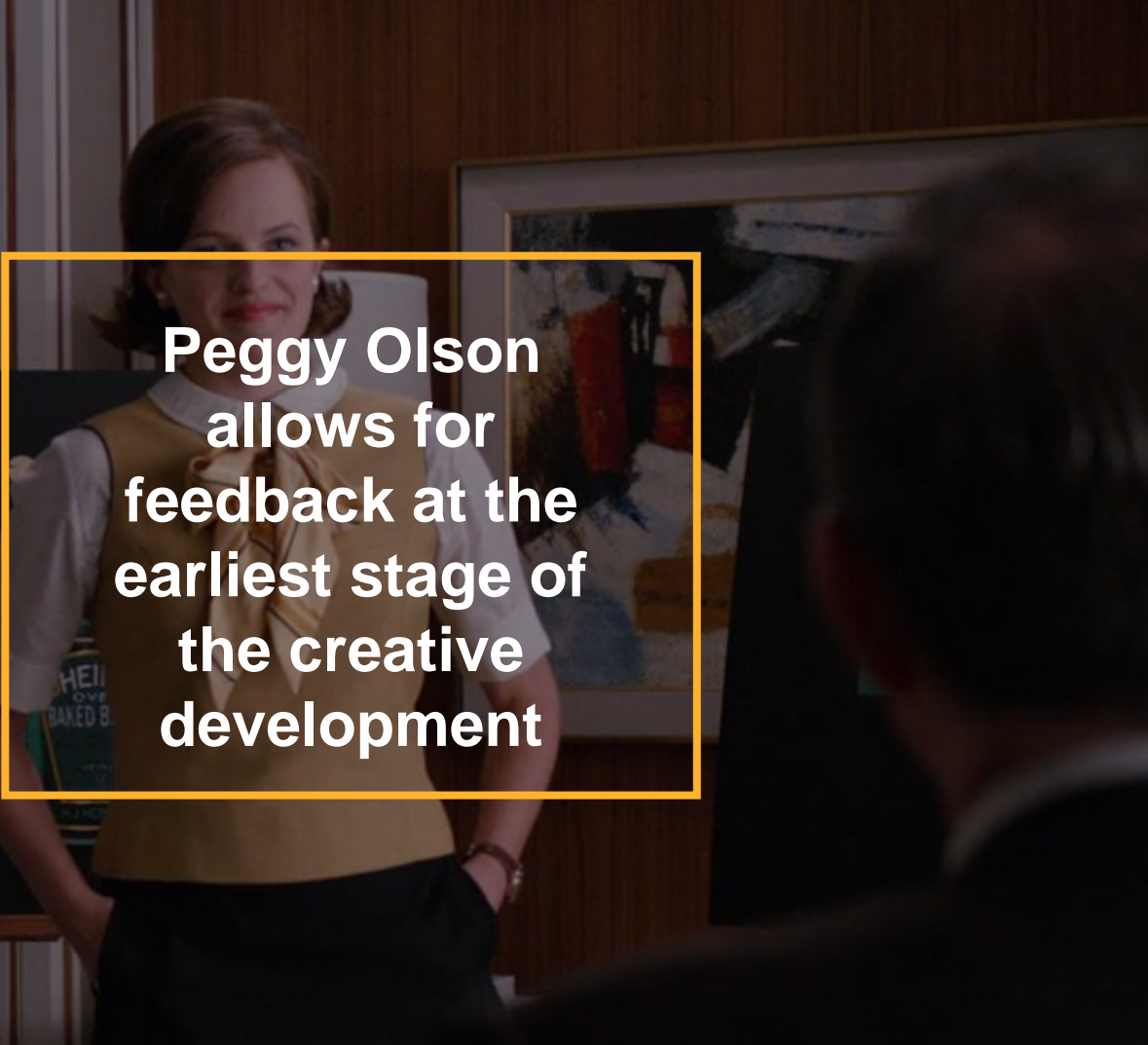
Output: Data Driven Creativity



Summary



**Video Production
is expensive
It's hard to know if
you're right**



**Peggy Olson
allows for
feedback at the
earliest stage of
the creative
development**

Please make sure to watch our two short videos and visit our website

Promo: <https://www.youtube.com/watch?v=Y4NpK4wYcm4>

Demo: <https://www.youtube.com/watch?v=kqq38Pnn7UY>

Website: www.createwithpeggy.com

