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

Inspiration

Prediction
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](https://www.youtube.com/watch?v=Y4NpK4wYcm4)

Demo: [https://www.youtube.com/watch?v=kqq38Pnn7UY](https://www.youtube.com/watch?v=kqq38Pnn7UY)

Website: [www.createwithpeggy.com](http://www.createwithpeggy.com)