

NewForm

New York | Palo Alto



PERPLEXITY AI POWERED

JOVIC CUDIA

HUMAN ENHANCED

CHOSEN BRAND:



With my background in startups to well established brands internationally and tech companies, I've always been drawn to products that prioritize engineering excellence and clean, functional UI. I personally use Perplexity because I value the accuracy of a multi-model consensus over the cluttered guesswork of old-school search engines.

Pre-production research

- **Brand Integrity**
 - Strictly aligned all visuals with the "Brand Bible" for a minimalist, utility-first aesthetic.
- **USP Focus**
 - Isolated the "Model Council" and "Ad-Free" benefits as our primary psychological triggers.
- **Library Audit**
 - Analyzed the Meta Ad Library to identify winning patterns and create a fresh, non-fatigued approach.



UNIQUE SELLING POINTS & BENEFITS

- **TASK DELEGATION**
 - Functions as a digital agent via "Perplexity Computer" to execute multi-step workflows and project management autonomously.
- **NO SPONSORED ADS**
 - Ensures a distraction-free, unbiased experience by prioritizing accurate citations over paid commercial placements.
- **MULTI-AI POWERED**
 - Provides unified access to orchestrate frontier models like GPT-5.2, Claude 4.6, and Gemini 3.1 Pro in one interface.

The "Agentic Lifestyle" Ad Concept

"Perplexity Computer" (Agentic) era of 2026.

Pain Points: The "Digital Chore" list—booking travel, managing emails, and shopping—stealing time from real-life experiences.

Click Trigger: The emotional appeal of "Start Your Real Life".



AGENTIC LIFESTYLE AD 1 (V01)

- The Hook: "Start Your Real Life".
- What I'm Testing: Visual density. Variation 1 & 2 are "Busy" with icons to show volume of tasks handled. Variation 4 is cleaner ("Vacation Made Easy") to test if a more focused travel angle performs better.
- Hierarchy: The "Real Life" imagery is the hero, while the vertical "Task Bar" on the right provides the rational proof that the AI is working in the background.
- Metric: CTR and Brand Affinity. This positions Perplexity as an essential lifestyle companion rather than just a search tool.

A/B TESTING AD VARIATION

AGENTIC
LIFESTYLE
AD 1
(V01)

MAIN KV FOR AD SET V01



REEL
VERSION

AGENTIC
LIFESTYLE
AD 1 (V02)

CHANGE IN CTA, TONE AND LAY-OUT



REEL
VERSION





VACATION MADE EASY

Travel assistant? Only at Perplexity.ai

WHILE YOU
WERE AWAY



TRY IT
TODAY!

AGENTIC LIFESTYLE AD 2 (V01)

- The Hook: "Vacation Made Easy".
- What I'm Testing: Visual density. Variation 1 & 2 are "Busy" with icons to show volume of tasks handled. Variation 4 is cleaner ("Vacation Made Easy") to test if a more focused travel angle performs better.
- Hierarchy: The "Real Life" imagery is the hero, while the vertical "Task Bar" on the right provides the rational proof that the AI is working in the background.
- Metric: CTR and Brand Affinity. This positions Perplexity as an essential lifestyle companion rather than just a search tool.

A/B TESTING AD VARIATION

AGENTIC
LIFESTYLE
AD 2
(V01)

MAIN KV FOR AD SET V01



AGENTIC
LIFESTYLE
AD 2
(V02)

CHANGE IN CTA, POSITIONING,
COLOR MODE



REEL
VERSION



REEL
VERSION

”Search Sanctuary” Ad Concept

Instant, ad-free consensus.

Rational Driver: Efficiency (Time saved) and Accuracy (Verified sources).

Emotional Driver: Relief from information overload and ”Ad Fatigue.”

🔍 **SEARCH WITHOUT BIASED ADS**



USER FRIENDLY AD 1 (V01)

- **Core Hook:** "Search Without Biased Ads"
- **Visual Strategy:** Leveraged the "Pain vs. Pleasure" framework.
- **The Contrast:** Positioned a clean handheld experience against a secondary device cluttered with disruptive ads.
- **Testing:** Comparing Lifestyle context (human connection) against UI Close-ups (direct utility).
- **Placement Awareness:** Developed a 9:16 Reel variation to test immersive, full-screen story placements.
- **Key Metric:** Thumb-Stop Rate — designed to trigger immediate visual relief in a cluttered feed.

The last corner of the internet that isn't for sale.

SEARCH NOW

A/B TESTING AD VARIATION

USER FRIENDLY AD 1 (V01)

MAIN KV FOR AD SET V01



REEL VERSION

USER AD FRIENDLY 1 (V01)

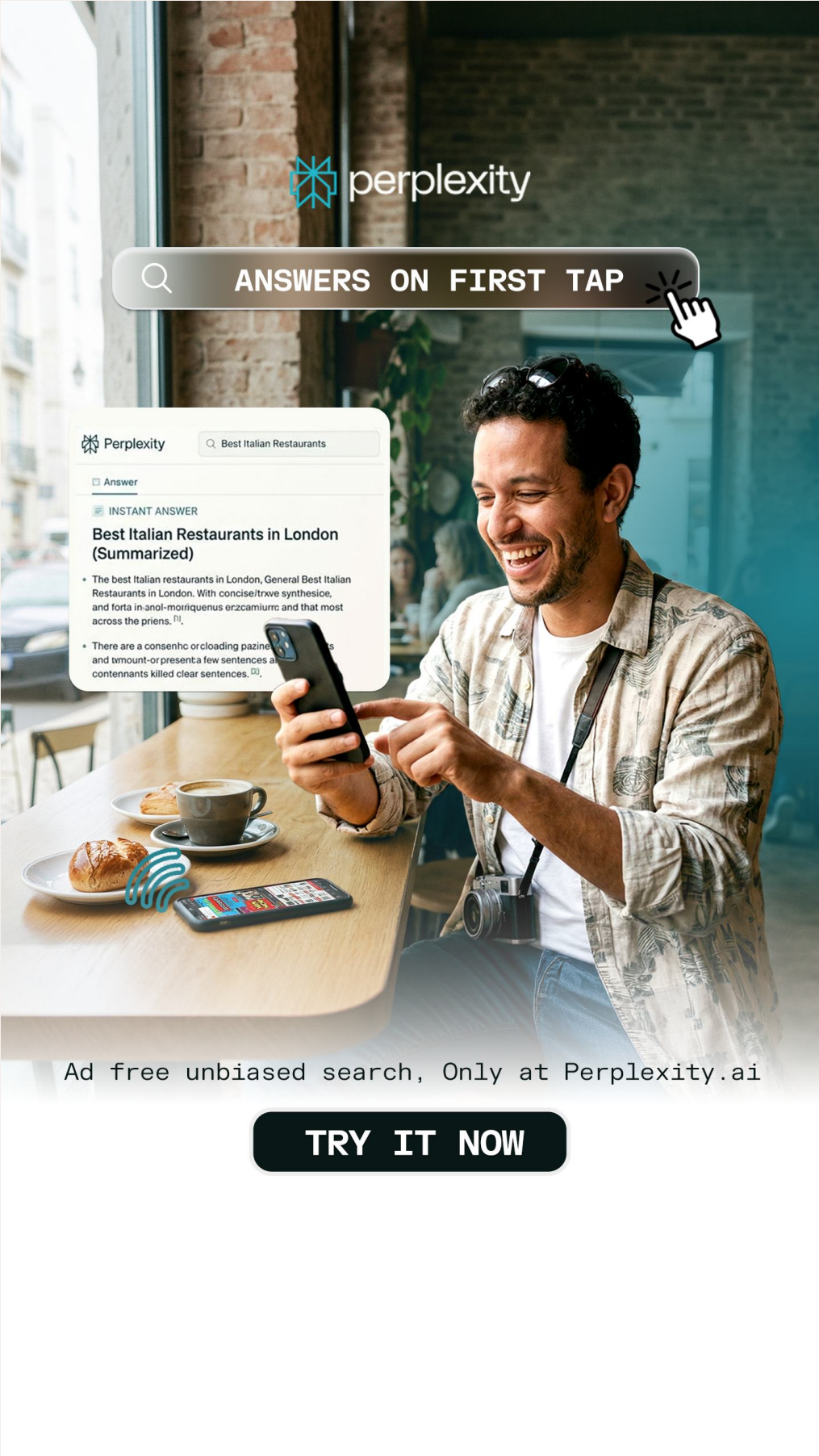
USER FRIENDLY AD 1 (V02)

CHANGE IN CTA AND WORDS



REEL VERSION

USER AD FRIENDLY 1 (V02)





ANSWERS ON FIRST TAP



Ad free unbiased search, Only at Perplexity.ai



TRY IT NOW

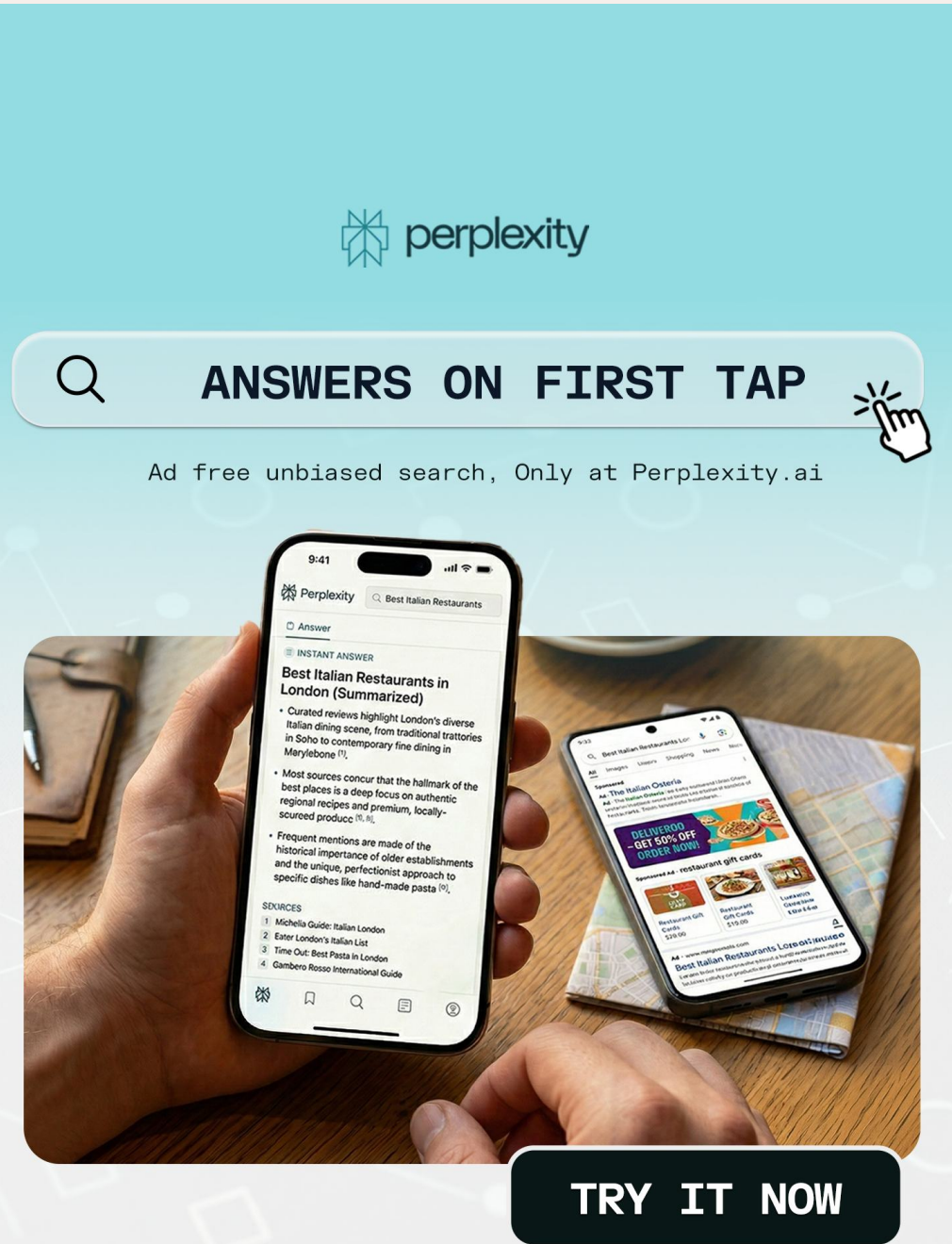
USER FRIENDLY AD 2 (V01)

- Core Hook: “Answers on first tap.”
- Value Proposition: A distraction-free, ad-free “Search Sanctuary.”
- Audience: Daily search users frustrated by 2026 search-engine clutter.
- Visual Strategy: Side-by-side comparison of “Ad-Clutter” vs. “Perplexity Clarity.”
- Hierarchy: Relatable cafe lifestyle vs. high-friction, ad-heavy UI on secondary devices.
- Key Metric: Thumb-Stop Rate — Triggering immediate relief through visceral visual contrast.

A/B TESTING AD VARIATION

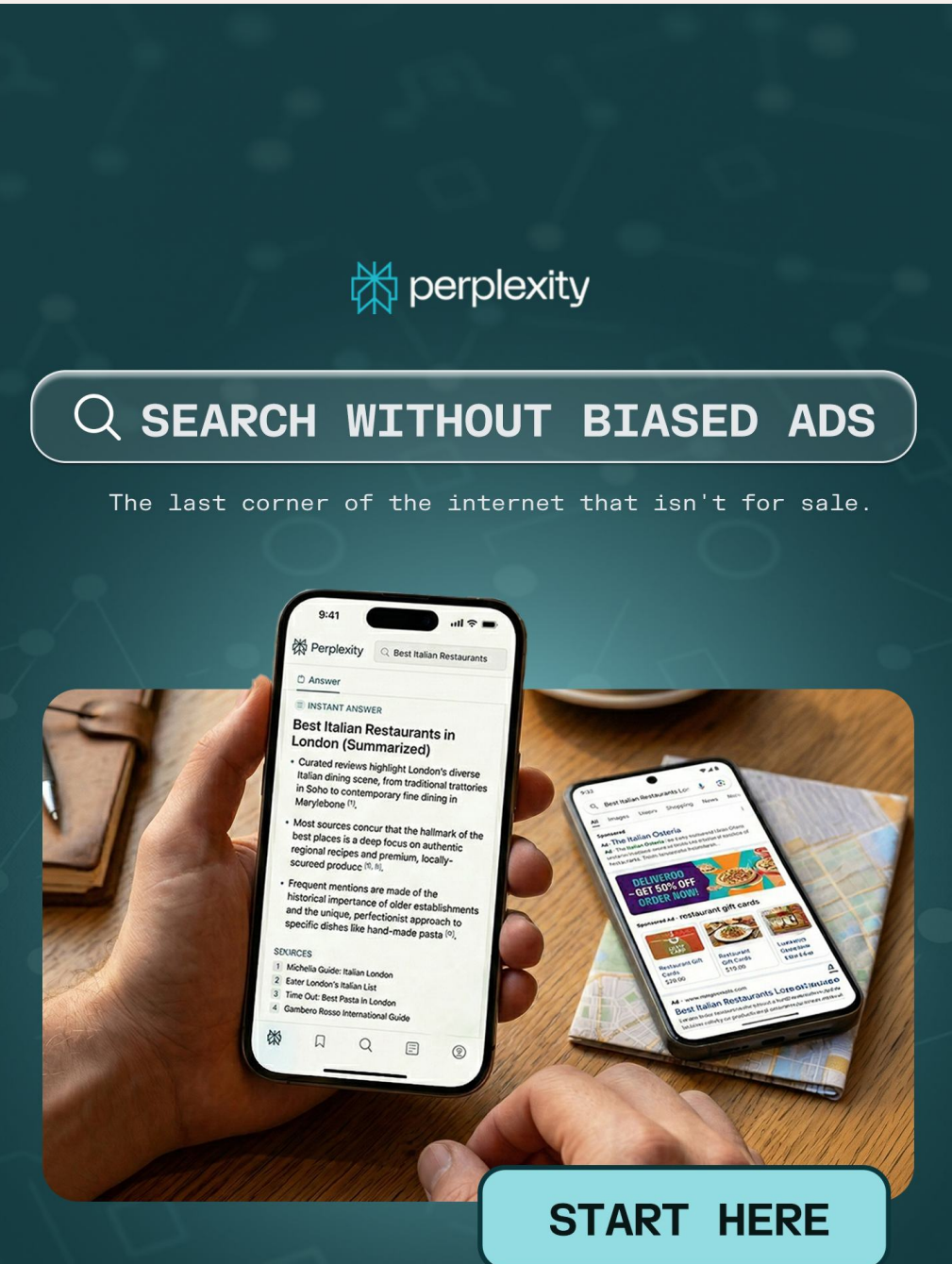
USER FRIENDLY AD 2 (V01)

MAIN KV FOR AD SET V01



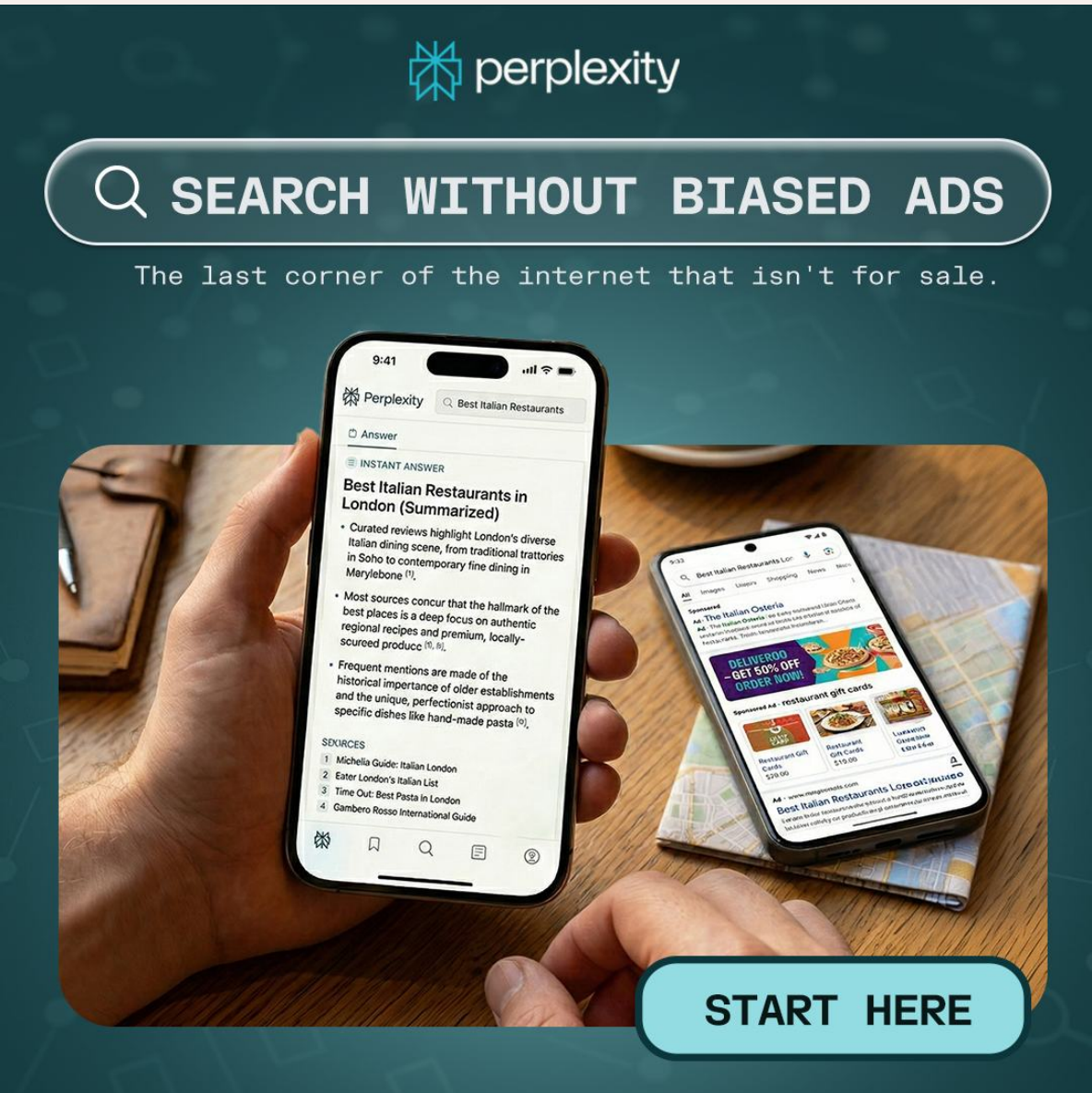
USER FRIENDLY AD 2 (V02)

CHANGE IN CTA, POSITIONING, COLOR MODE



REEL VERSION

USER AD FRIENDLY 2 (V01)



REEL VERSION

USER AD FRIENDLY 2 (V02)

”The Consensus Engine” Ad Concept

Accuracy through cross-model verification.

Primary Value Proposition: Accuracy through cross-model verification.

Rational Driver: Efficiency of accessing four top models in one search bar.



"DON'T JUST TAKE ONE AI'S WORD FOR IT."



CONSENSUS REACHED!



TRY USING THEM ALL, IN
ONE SIMPLE CLICK

CONSENSUS ENGINE AD 1 (V01)

- Core Hook: "Don't just take one AI's word for it."
- Rational Driver: Accuracy through the Model Council (aggregating 4 top models into 1 search bar).
- Visual Strategy: Uses a "Funnel" graphic to show four models converging into one verified answer.
- Testing: Abstract Graphic Icons (pattern interrupt) vs. Desktop UI (tangible product proof).
- Hierarchy: Bold typography leads the eye from the "Problem" (Bias/Uncertainty) to the "Solution" (Consensus).
- Key Metric: CVR (Conversion Rate) — targets high-intent skeptics who need audited information.

A/B TESTING AD VARIATION

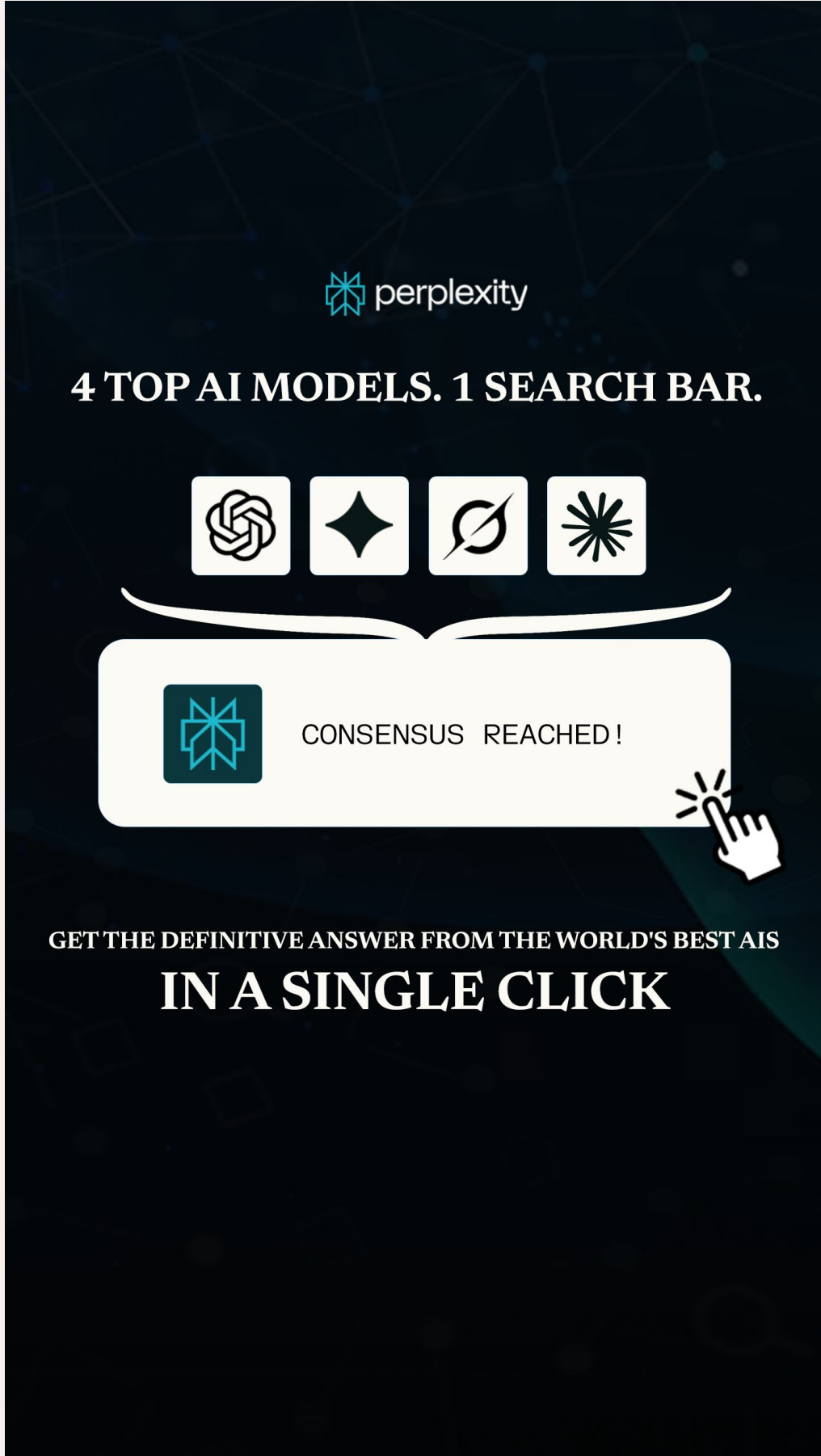
CONSENSUS ENGINE AD 1 (V01)

MAIN KV FOR AD SET V01

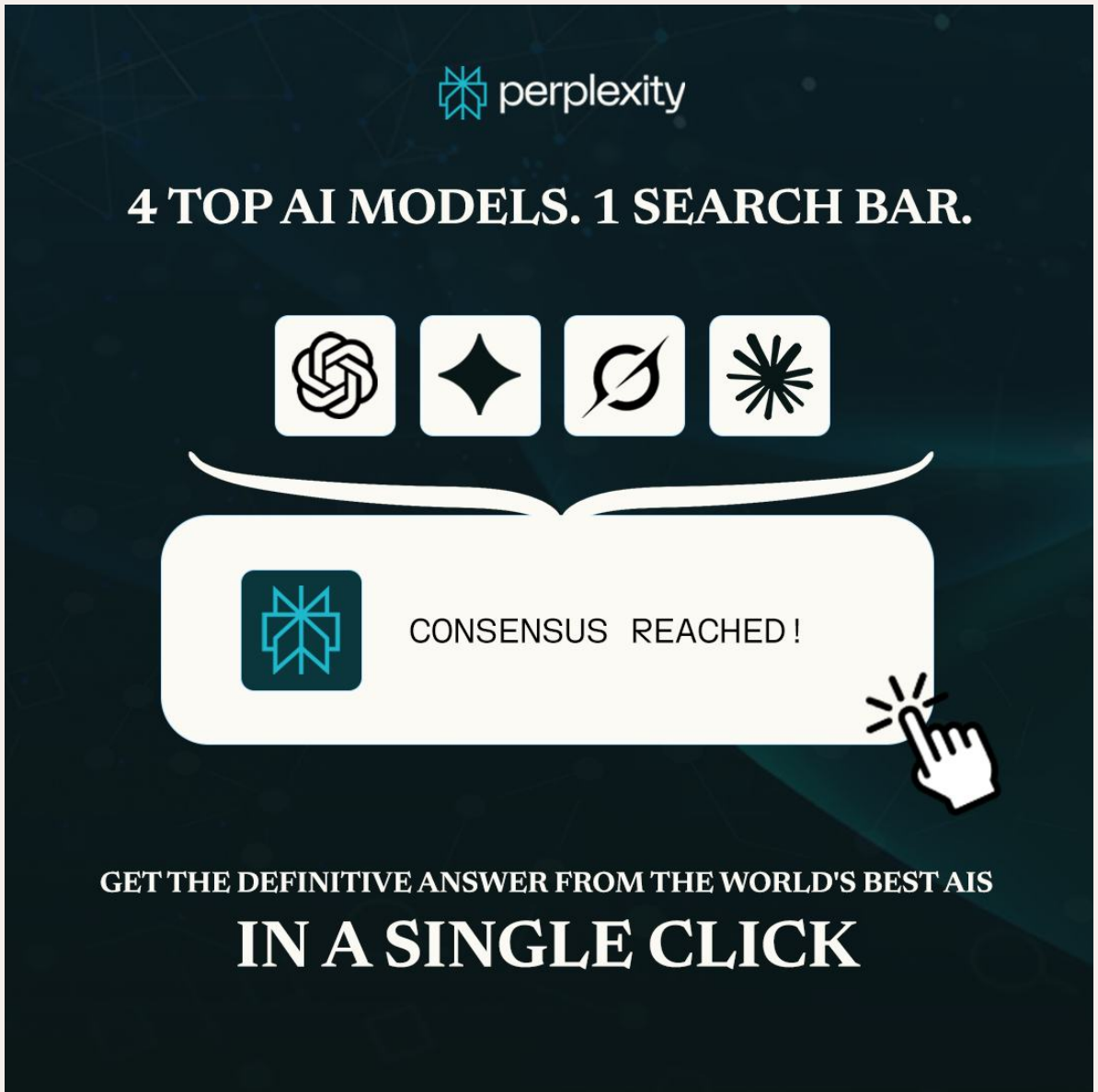


CONSENSUS ENGINE AD 1 (V02)

CHANGE IN CTA AND TONE

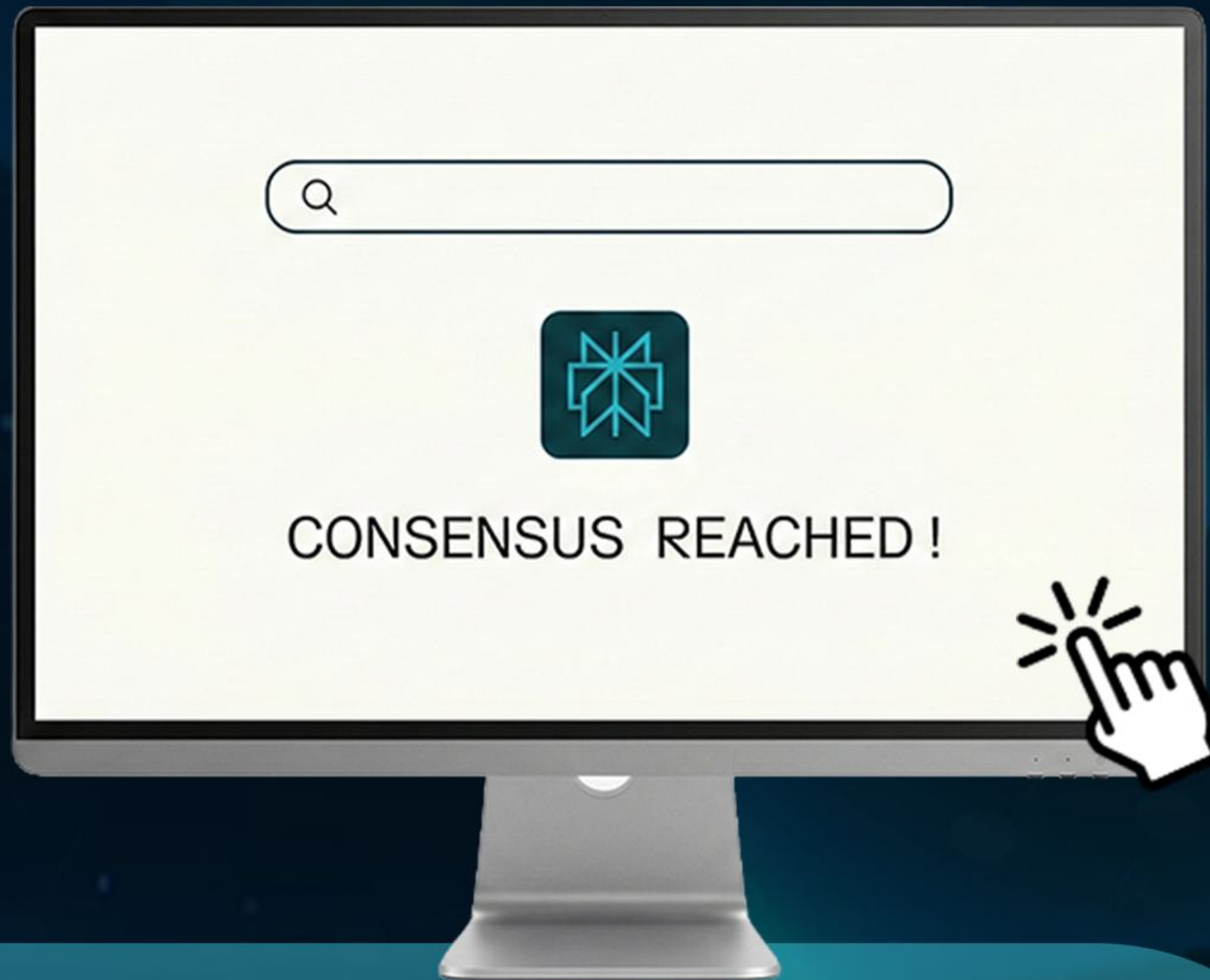


REEL VERSION



REEL VERSION

4 TOP AI MODELS. 1 SEARCH BAR.



GET THE DEFINITIVE ANSWER FROM THE WORLD'S BEST AIs IN A SINGLE CLICK

CONSENSUS ENGINE AD 2 (V01)

- Core Hook: "4 TOP AI MODEL. 1 SEARCH BAR"
- Rational Driver: Accuracy through the Model Council (aggregating 4 top models into 1 search bar).
- Visual Strategy: Uses a "Funnel" graphic to show four models converging into one verified answer.
- Testing: Abstract Graphic Icons (pattern interrupt) vs. Desktop UI (tangible product proof).
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A/B TESTING AD VARIATION

CONSENSUS ENGINE AD 2 (V01)

MAIN KV FOR AD SET V01



REEL VERSION

CONSENSUS ENGINE AD 2 (V02)

CHANGE IN CTA, POSITIONING,
COLOR MODE



REEL VERSION