

Permission to Stop Researching

An evidence-controlled Perelel campaign concept



EMMANUEL

Creative strategy + lifecycle thinking

Respect the research. Remove the assembly burden.

Women planning for pregnancy may approach prenatal selection with care, yet scattered information and separate products can make the routine feel like another research project.

The campaign validates that diligence, then reframes the problem around organization - turning many decisions into one clearly structured daily format.

CAMPAIGN PLATFORM

You've done the research.
You shouldn't have to build
the routine bottle by bottle.

Recognition -> validation -> reframe -> clarity

One idea, six executions.

01

STATIC ADS

Recognition

02

CREATOR UGC

Understanding

03

ANIMATED STORY

Simplification

04

VSL

Persuasion

05

ADVERTORIAL

Consideration

06

LANDING PAGE

Campaign bridge

Recognition creative



JOB

Make the invisible labor
of research recognizable.

CHOICE

Lead with 17 tabs and
full-time job hooks.

BOUNDARY

No fear, testimonial,
medical, or outcome claim.

Hypotheses - not invented results.

A

RECOGNITION HOOK

17 tabs open versus full-time job.

B

CREATIVE FORMAT

Static recognition versus peer UGC
versus animated simplification.

C

JOURNEY DEPTH

Direct landing-page route versus
advertorial-assisted consideration.

A live campaign would measure attention, clicks, engaged page visits, progression to the official product page, and downstream conversion when valid account data is available.

Built to reduce the distance between the brief and usable work.

Early-career DTC customer-journey and conversion strategist with a Klaviyo lifecycle specialization and portfolio-proven execution across paid ads, video, advertorials, and landing pages.

CERTIFICATIONS

Klaviyo Practitioner

Klaviyo Deliverability

Independent portfolio spec work. Not commissioned by or affiliated with Perelel. No campaign performance or customer outcomes are claimed.