onnai.

Services As Software

Transforming Creative Research

AI-Powered Consumer Insights for Ad Agencies

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The Problem: Research That Can't Keep Up

Traditional Research

▶ Focus groups take **4–6 weeks**
▶ $15,000–50,000 per study
▶ Limited demographic coverage
▶ Stale by launch time
▶ No iteration possible

Market Reality

▶ Campaigns launch in **days**
▶ Platforms change weekly
▶ Audiences fragment constantly
▶ Competitors move fast
▶ Budgets are scrutinized

"We need consumer insights faster than we can get them."
— Every strategy team, 2025

Onnai: Consumer Personas On Demand

Simulate **any** consumer segment in **seconds**.

```
$ echo "New eco-friendly sneaker campaign" | MillennialMom "React
honestly"
```

"I love the sustainability angle, but $180? Show me it lasts 3x longer than my current shoes and maybe. Also, does it come in wide? My feet are wrecked from pregnancy."

★
Any Persona
Demographics,
psychographics, behaviors

↻
Instant
Responses in milliseconds

↻
Iterate
Test variations endlessly

Use Case: AI Consumer Personas

Build Segment-Specific Personas

- ▶ Gen Z TikTok native
- ▶ Suburban mom, 35–45
- ▶ Luxury buyer, HNWI
- ▶ Budget-conscious senior
- ▶ Tech early adopter
- ▶ Skeptical Gen X dad

Each Persona Includes:

- ▶ Media consumption habits
- ▶ Brand preferences & history
- ▶ Purchase decision factors
- ▶ Communication style

```
# millennial.persona

- Age 28, urban, educated
- Values: sustainability,
authenticity, experiences
- Skeptical of ads
- Heavy IG/TikTok user
- Researches before buying
- Influenced by peers
```

Use Case: Rapid Campaign Testing

Test Before You Spend

```
$ cat campaign_concepts.txt | FocusGroup "Rate each 1-10, explain
reactions"
```

Concept A (Fear-based): 4/10 — "Feels manipulative. I'd scroll past."
Concept B (Aspirational): 8/10 — "This gets me. I want that lifestyle."
Concept C (Humorous): 6/10 — "Funny but I forgot the brand."

A/B Copy Testing
Headline variations, CTA
optimization, tone calibration

Platform Simulation
How it plays on Instagram vs
TikTok vs LinkedIn

Cultural Sensitivity
Flag issues before they
become PR crises

Use Case: AI-Assisted Creative

Generate Platform-Native Content at Scale

```
$       cat brand_brief.txt | CreativeDirector "5 variations: IG,
TikTok, Twitter, LinkedIn, print"

Instagram: Visual-first carousel, lifestyle imagery, minimal text overlay...
TikTok: 15s hook, trending sound suggestion, UGC-style...
Twitter: Punchy headline, thread strategy, hashtag recs...
LinkedIn: Thought leadership angle, industry stats...
Print: Hero image specs, headline hierarchy...
```

- ▶ **Brand Voice Consistency** — Train on your style guide
- ▶ **Tagline Generation** — Hundreds of options in seconds
- ▶ **Social Content Pipelines** — Week of content in an hour

How It Works: The Mimic System

Names, not prompts. Contracts, not configurations.

Pre-built, continuously improved:

```
onnai --add FocusGroup
onnai --add
CreativeDirector
onnai --add MarketAnalyst
onnai --add Copywriter
```

Your proprietary segments:

```
TargetMom_Midwest.persona
LuxuryBuyer_APAC.persona
GenZ_Gamer.persona
YourBrand_Voice.persona
```

Seamless Integration

Works With Your Stack

Command Line

Pipe in, pipe out.
Unix philosophy.

```
cat brief.txt |
Copywriter "taglines" |
FocusGroup "rate each"
```

REST API

JSON in, JSON out.
Any language.

```
POST /api/chat
{"model": "FocusGroup",
 "message": "..."}
```

Chat Mode

Interactive sessions.
Stored locally.

```
> FocusGroup
> What do you think of
  this concept?
```

- ▶ **BYOK:** Use your own API keys (OpenAI, Anthropic, etc.)
- ▶ **Local:** Run entirely on-premise with MLX/Ollama
- ▶ **Hybrid:** Mix cloud and local as needed

Results That Matter

80%
Faster
concept testing

Weeks → Hours

35%
Higher
approval rates

Pre-validated concepts

10x
More
variations tested

Same budget

> *"Onnai has revolutionized our concept testing. We can simulate hundreds of consumer reactions in minutes, not weeks. Our creative teams iterate faster, and our campaigns perform better."*
>
> — Chief Strategy Officer, 200-person global agency

Enterprise Services

Implementation
- ▶ Workflow design for your processes
- ▶ Custom persona development
- ▶ Brand voice training
- ▶ Team workshops
- ▶ Forward-deployed engineers

Security & Compliance
- ▶ SOC2, GDPR compliant
- ▶ On-premise deployment option
- ▶ Full data control
- ▶ Audit capabilities

Support
- ▶ Dedicated success manager
- ▶ Priority response SLA
- ▶ Quarterly business reviews
- ▶ Custom feature development

Training
- ▶ Hands-on workshops
- ▶ Best practices playbooks
- ▶ Train-the-trainer program
- ▶ Ongoing enablement

Simple, Transparent Pricing

Starter
$9/mo

Individual creatives
Standard Mimics
CLI + Chat
Community support

Perfect for freelancers

MOST POPULAR
Team
$49/seat/mo

Up to 25 seats
Custom personas
API access
Priority support

For creative teams

Enterprise
Custom

Unlimited seats
On-premise option
Custom development
Dedicated support
SLA guarantees

For agencies at scale

30-day trial: $10 for $50 in credits

Ready to Transform Your Creative Process?

Schedule a free discovery session

30 minutes. No commitment. See it in action.

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