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CAMPAIGN CONCEPT

Make the Case

Meet the Team



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Research (Situational Analysis: Audience Insights)

Market

57%

Use AI weekly: awareness isn't the barrier

ChatGPT - most widely used AI tool; we're asking for a switch, not a new habit

5 minutes - how long a new tool gets before students go back

No major competitor - leads with verifiability, everyone sells speed

Target Audience

74%

of undergrads who avoid AI say it's because they see it as unethical/cheating

Pre-law – adopts only after seeing classmates and professors use it openly

Business – will always hand-check, but doesn't want to hand-find

Restraint wins – showing uncertainty raised trust for 58% of AI skeptics

Business

Only 1

major AI tool cites its sources by default

Product truth – citations are the default, not a mode you switch on

Distribution – GRC case competitions already run at Northwestern, Berkeley, UCLA and UVA

The gap – students know the name, not the difference

Awareness isn't the barrier – trust is. And trust is the one thing Perplexity is built to survive.

03 Why Pre-Law + Business?

One broad segment for scale. One high-intent segment for product fit.

PRE-LAW

75,000+

law-school applicants, 2025-26 cycle

▲ **+8.0%** year over year · +27.4% vs. two years ago

High-stakes workflow — case research and citation checking

Reachable — mock trial, pre-law societies, LSAT prep groups

BUSINESS

1.66M

undergraduates in business majors nationwide

▲ **+7.3%** in accounting, fall 2025 vs. +1.2% for all bachelor's programs

#1 bachelor's degree — 19% of all bachelor's degrees conferred

Reachable — business fraternities and case comp teams

04 Persona 1: Meet Mock Trial Cole

Meet Cole

- 21, Junior, Political Science major with a Journalism minor at a four-year public university
- Captain of mock trial, staff writer at the student paper, member of Pi Sigma Alpha
- Pre-law, studying for the September LSAT, applying fall 2027

A Day in His Life

- Morning class, two hours on his thesis lit review, mock trial practice at 6, LSAT drills until midnight
- Free Perplexity user who still opens the library database to double check every source

"If I can't link it, I can't use it."

Motivations

- Wants every claim in his thesis and his clips traceable to a real source
- Research speed separates a good writing sample from a great one
- Trusts tools that show their work

Barriers

- Burned before: a fake citation cost him an afternoon of fact checking
- Worries AI reads as dishonesty in a field graded on original analysis
- Assumes Perplexity is "just another chatbot" until he sees the sources panel

How to Reach Cole

- **Primary:** mock trial rosters, Phi Alpha Delta/Pi Sigma Alpha, LSAT prep signups
- **Secondary:** r/lawschooladmissions, r/LSAT, LSAT prep creators
- **Trigger:** Computer running a live source checked lit review he can click through



Image: <https://www.pexels.com/photo/young-student-outdoors-with-notebook-33265585/>

05 Persona 2: Meet Case Comp Chloe!

Meet Chloe

- 21, junior, Business Marketing major, active on her school's case competition team
- Education Pro subscriber via SheerID
- Applying for summer internships, building her resume actively

A Day in Her Life

- Balances coursework, case comp prep, internship applications, and a part-time research assistant role

"I'm not behind, I just don't want anyone else showing up more prepared than me."

Motivations

- Wants to walk into interviews already fluent in the AI tools employers expect
- Sees \$10/month as a career investment
- Motivated by advantage over peers, not crisis management

Barriers

- Her program doesn't formally teach AI skills, so she builds fluency herself
- Skeptical of tools that feel like "just a chatbot"

How to Reach Chloe

- **Primary:** business clubs, case competition teams, career centers
- **Secondary:** major-specific student creators showing real case-prep workflows
- **Trigger:** positioning Computer as her edge in interviews and case competitions, not homework help



Image:
<https://unsplash.com/photos/a-woman-standing-in-front-of-a-brick-wall-OHYRoRBnMf0>

06 Strategy & Campaign Concept

Strategic Statement

To meet our objective to increase activation of Perplexity Pro and Computer by 20% **among pre-law and business undergraduates** over ten weeks, we'll use a credibility-and-trust strategy that shows Perplexity in high-stakes academic settings through real students, campus organizations, and peer voices students already believe – proving the product rather than claiming it.

Tactics & Sub-Tactics Overview

Three recruitment pushes lead into one hands-on activation.

1

Sub-Tactic - Club & Org. Partnerships

Peer trust before the event, through respected students in each target organization.

2

Sub-Tactic - Guerrilla / On-Campus Awareness

Physical visibility during recruitment, where students already spend time.

3

Sub-Tactic - Landing Page + QR Code

The single sign-up point every other tactic funnels into.

4

Main Tactic - Make the Case: Campus Hackathon Series

Students build a real, source-verified solution live on Perplexity Computer.

08 Sub-Tactic 1: Club & Org. Partnerships

Peer trust before the event, through respected students in each target org.

5-POINT CLUB & ORG. ACTIVATION

Launches two weeks before Hackathon registration opens, runs through event day



Recruit the Face

1–2 trusted leaders per org, approached directly.



Equip Them

Pro seat + one-page talking points sheet.



They Make the Ask

Club/Org. invites their own group personally.



Track the Link

Unique referral link traces credit to them.



Show Up Together

Club/Org. attends and vouches in person.

Why it works: Pre-law students only adopt after seeing classmates use it openly, club and organization leaders provide that visible proof. The invite comes from inside the org, never from Perplexity directly.

DELIVERABLES

Club & Org. rosters: org, contact, referral link

Real + synthetic transcripts from recruiting convos

Club's & Org's = Phase 1 pilot group in rollout plan

09 Sub-Tactic 2: Guerrilla / On-Campus Awareness

Physical visibility during recruitment, where students already spend time.

4-STEP GUERRILLA ACTIVATION SEQUENCE

Lead with: "Can you make the case?"



Stop Them

Bold, discipline-specific prompt, a challenge, not an ad.



Challenge Them

Students scan the code, complete a 60-sec Computer task.



Show the Proof

Reveal the source trail, workflow and final output.



Drive the Next Step

End with "Build the full version at Make the Case."

Why it works: Awareness isn't the barrier – students need hands-on proof before changing behavior. This creates a quick, visible Computer experience in the places students already study, then funnels interest into the hackathon.

DELIVERABLES

Discipline-specific challenge prompts, signage, and QR assets

60-second Perplexity Computer task with a visible source-trail demo

Campus placement map, scan data, and hackathon sign-up tracking

10 Sub-Tactic 3: Landing Page + QR Code

The single sign-up point every other tactic funnels into.

5-STEP LANDING PAGE CONVERSION FLOW

Live from club and org launch through the Hackathon registration deadline.



The Hook

"See the source behind every answer."



The Proof

Live Computer demo with a visible source trail.



Pick Your Track

One click: Pre-Law or Business.



The Ask

Name, email, .edu verification via SheerID.



The Confirmation

Calendar invite + club/org. member's name as point of contact.

Why it works: Free tier and .edu pricing already remove cost as a barrier – the page's only job is building trust fast. The confirmation screen names the club/org. who invited them, so the trust chain never breaks.

DELIVERABLES

Landing page + QR print assets, reusable sign-up channel

Sign-up data by track, signals rollout phasing

Confirmation + attribution flow as a reusable template

11 Make the Case: Hackathon Series

PROOF BEFORE PROMISES

ONE EVENT. FOUR MOMENTS.

01

PARTNER

Pre-law societies and business clubs host separate, discipline-specific events.

02

BUILD

Event access provided by Perplexity, and a 90-minute challenge tied to real work.

03

DEFEND

Teams present the working app or workflow and explain the proof behind it.

04

KEEP

Top builds become reusable templates, giving students a reason to return.

TWO TRACKS. ONE PROMISE.

Pre-Law

PRE-LAW: BUILD A CASE ENGINE

Find Precedent • Map Arguments • Audit Citations

Example build: a case-brief workflow that connects every claim to its original source.

Business

BUSINESS: BUILD A DECISION ENGINE

Scan the market • Organize Evidence • Defend a Recommendation

Example build: a market-entry workflow that turns scattered research into a clear recommendation.

EVERY PARTICIPANT ACTIVATES COMPUTER. EVERY EVENT CREATES A PEER-PROOF STORY.

12 Hackathon: Client Deliverables

PROOF BEFORE PROMISES

What Perplexity receives:

A ready-to-run package from first outreach to repeatable campus rollout.

01

Campus + Organization Target List

Prioritized pilot schools, clubs, societies and outreach contacts.

02

Pilot Framework

Campus-selection criteria, staffing roles, 10-week launch calendar and checklist.

03

Two Challenge Kits

Pre-law and business briefs with prompts, source files, sample outputs and success criteria.

04

Event Operations Pack

90-minute run-of-show, facilitator script, judge roles, room setup and contingency plan.

05

Measurement + Scale Kit

Judging scorecard, activation tracker, template library and next-campus replication guide.

13 Deliverable: Perplexity Computer Use Cases

Segment	Persona/ Subsegment	Use case name	Workflow	Manual process it replaces	Research Insight and Source	Computer Capabilities used	Trigger moments and frequency	Client Metrics	Risk notes
Undergraduates	Pre-Law student	Case Research & Brief Builder	Find Cases, Mark Arguments, Build Brief	Manual Case Research, Organization	Trust requires traceable sources; Cole (Synthetic) interview	Multi-step research, Workflow building	Mock trial, Case assignment s	Activation, Repeat use	Requires source verification
Undergraduates	Pre-Law student	Citation Audit	Scan claims, Verify sources, Flag gaps	Manual citation checking	AI errors drive verification concerns; Bella (In-person) interview	Source Verification, Document Analysis	Before submitting work	Completion, Repeat use	Final review stays with student
Undergraduates	Business Student	Market-Entry Decision Engine	Scan market, compare competitors, organize evidence, defend a recommendation	Manual market research, competitor comparison	Students want AI fluency and career readiness but still hand-check results; Jackie (in-person)	Multi-step research, source synthesis, data organization and recommendation building	Business projects and Internship preparation	Activation, Repeat use	Market information may be outdated

14 Deliverable: Interview Transcripts

PROOF BEFORE PROMISES

Primary and synthetic interviews used to shape audience insights, personas and campaign strategy.

PRIMARY INTERVIEWS (REAL)

SYNTHETIC INTERVIEWS (BUILT)



BELLA

Pre-Law Student

In-person interview

- Law-school applicant
- Research + AI habits

Real Interview



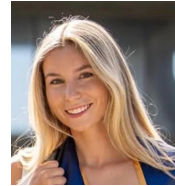
GAVIN

Pre-Law Student

In-person Interview

- Program / role
- AI adoption + building trust

Real Interview



JACKIE

Business Student

In-person Interview

- Business major
- AI proficiency, career readiness + ethical use

Real Interview



OLIVIA

Business Persona

Focus: case competitions and 12-application internship search

AI use - Daily for structure and exploration

Synthetic Interview



COLE

Mock Trial Cole

Synthetic interview

- Pre-law persona
- Mock trial focus

Synthetic Interview



CHLOE

Business Persona

Synthetic interview

- Business persona
- Seeking AI proficiency

Synthetic Interview

CLIENT HANDOFF

Full interview transcripts, synthesis notes and key takeaways organized by segment and insight theme.

- All real interview transcripts
- All synthetic interview transcripts
- Shared, organized client folder

Evaluation (Measurement & KPIs)

<i>Objectives</i>	<i>KPI's (Key Performance Indicators)</i>	<i>Measurement Method(s)</i>	<i>Evaluation</i>
<i>Campus Hackathon Series</i>	Track the percentage of hackathon participants who activate Perplexity Computer and return to use it again within 7–14 days.	Compare event registrations with verified Computer activations and post-event usage through event-specific links or access codes.	Determines whether the hackathon successfully converts hands-on exposure into actual adoption and continued use of Perplexity Computer.
<i>Club & Org. Partnerships</i>	Registrations generated through ambassador referral links	Track the number of students who use partnerships' unique links to determine how many sign-ups result from peer-to-peer promotion.	Aids in tracking how effectively partnerships' encourage their peers to register
<i>Guerrilla/ On-campus Awareness</i>	Scanning codes	Codes help track analytics and data, so it is possible to see whether this method is effective with	Assessing the effectiveness of placements also provides insights into student interest and engagement
<i>Landing Page + QR Code</i>	Selection Tracking	Track the selection of users who choose business or pre-law and view their completion of .edu verification through SheerID	Assess if the landing page is effective in guiding students through their registration process

16 Timeline (Milestones & Rollout)

PARTNER → RECRUIT → ACTIVATE → PROVE → AMPLIFY

Campaign duration: 10 Weeks

Weeks 1 & 2 - Recruit and prepare: Campus partners confirmed and hackathon toolkits finalized

Weeks 3 & 4 - Build Awareness: Participants in cohort recruited and Target in registration reached

Weeks 5 & 6 - Run Hackathons: Hackathons are completed and results are in

Weeks 7 & 8 - Share the Proof: reusable workflows are shared

Weeks 9 & 10 - Sustain Momentum: Use the results to reach more students

17 Budget Overview

High-level resources needed to run the campaign — full breakdown in the planning document.

1

Club & Org. incentives

Pro seats for club & org. members, referral tracking tool

2

Hackathon events

Venue/room booking, food, prizes for top builds, facilitator materials

3

Guerrilla activation

Printed QR materials, “try it now” station setup per location

4

Landing page & tracking

Landing page build, SheerID verification flow, analytics

5

Contingency

10-15% buffer across the 10-week rollout

18 Future Considerations & Next Steps

Where this campaign can grow after the pilot.

1

Scale beyond the pilot campuses

Use the Measurement + Scale Kit to replicate the hackathon format at more schools once Berkeley, UCLA, Northwestern and UVA data comes in.

2

Expand partnerships into alumni networks

Law-school and MBA alumni who already use Perplexity could extend the peer-trust mechanism past graduation.

3

Layer in program-of-study targeting

With pre-law + business validated, a phase-two segment could apply the same trust-first playbook to a third major cluster.

4

Track long-term retention

Current KPIs measure 7–14 day return use; a next phase could track semester-over-semester retention.

AI Usage Statement

Deep Research and Proofreading with Perplexity Computer

Used Perplexity Computer to gather credible, source-backed data, organizing data, helping better understand data and used to proofread our writing for grammar.

Proofreading and Secondary verification with ChatGPT

Used ChatGPT to proofread our writing for grammar and used as a secondary verification for a key source.

CONCLUSION

Key Takeaways

Proof, not promises, drives adoption

01

Trust is the barrier

Students already know AI exists; they need to see that Perplexity Computer produces work they can verify, defend, and use responsibly.

02

Peer proof makes activation credible

Trusted club and organization leaders, hands-on campus challenges, and discipline-specific workflows turn skepticism into a real, visible product experience.

03

One campaign, measurable growth

By funneling students from QR discovery and peer referral into the *Make the Case* hackathon, Perplexity can drive a 20% lift in Pro and Computer activation—and track return use afterward.

Make Perplexity Computer the tool students trust when the stakes are high.

Thank you!

