YOUNG CANNES LIONS

Team Beigeszőke

On your average day how much time do you spend deciding what to cook/eat?

When you're taking care of a baby, every minute counts.

Let your baby tell you what to cook, and spend less time with thinking, more time with cuddling.

THE

BABY TRANSLATOR

BY PHILIPS AIRFRYER

IDEA

A fun branded TikTok effect that determines the recipe of the day based on your baby's movements and vocalization.

(Thanks for lending your voice, TikTok text to speech!)

HOW DOES IT WORK?

1. Take a video of your child.

2. AI will analyze it for “clues”.

3. Then your baby gives you a recipe that you can make in no time with your Philips Airfryer.

Potential match found for word: “chicken”

Drumstick-holding position detected

UNLEASH THE BABY TRANSLATOR ON #BABYTOK

& WATCH IT GO VIRAL

New moms flock to TikTok for advice and fun, so we find them right where they are with relevant and engaging content that tells them the main emotional benefit of the Philips Airfryer: you don't have to worry about cooking any more.

The platform allows for clear branding and the content itself is so product-related you can click right through to the NutriU app.

LET'S KICK IT OFF WITH SOME CONTENT CREATORS

...WHO HAVE NO BABIES

And watch them miss out
on all the fun.

Does it work on your dog? Nope.
Does it work on your partner? Nope.
Sorry, this is a moms-only club.

ARE YOU READY TO GO VIRAL?

CAUSE WE ARE.