

**Mom *is* the word**

Hóka team

# THE PROBLEM

Fresh moms or mom-to-bes have so much on their plate. Their whole world is taken up by their little one.

They barely have energy to throw something together for dinner, let alone to scour social media or the Internet for hours in their very limited free time. ✨

So, for many months of their new lives, **fresh moms are much less active on social media.**

# SO HOW CAN WE REACH THEM?



Simple: **through other moms with older children**, more experience and a less hectic life. These women have already gone through the challenges of early motherhood.

**They are the gatekeepers between Philips and new moms** whose opinion on, for example, healthy eating has not yet solidified because they haven't had enough time or energy to do the research during the pregnancy or the first few months of motherhood.



# THE IDEA

**Let's use the knowledge and experience of moms with older children to help new moms get a jumpstart to their new life with their loved one** by creating a social tool that helps them eat more healthily with Philips Airfryers, while it also gives them access to a range of invaluable tips, tricks and advice on motherhood collected at one place.

**After all, what better recommendation is there than a fellow mom's?**





## INTRODUCING: The Motherhood Mentor



Philips creates a **human-powered 'AI'** with a **whole community of real (i.e. not influencer), helpful moms behind it**. They conduct a series interviews with moms who have been using **Philips Airfryers**, asking them to **tell their experience with the product *honestly*** and talk about the challenges of early motherhood in general. Philips then generates a **chatbot** designed for Facebook Messenger based on the data shared in the interviews.

# THE SOLUTION

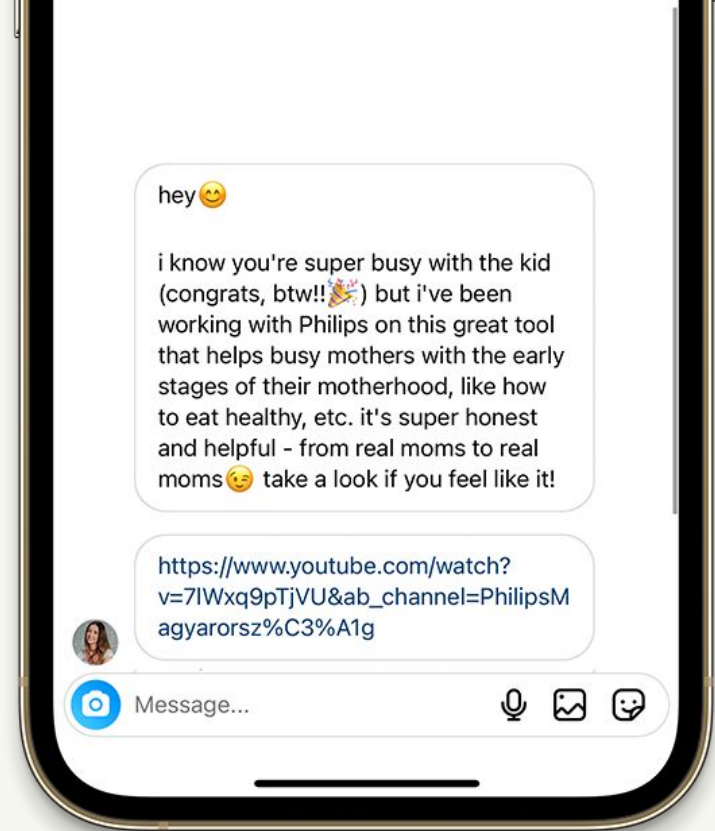
**The chatbot can answer questions about healthy eating and early motherhood based on the answers the interviewees gave,** while it also allows mothers to join Philips' Community of Mothers on Facebook, a group where they can get even more information from other mothers.

**In fact, it refers moms to the community if it can't answer the question due to its limited data.**

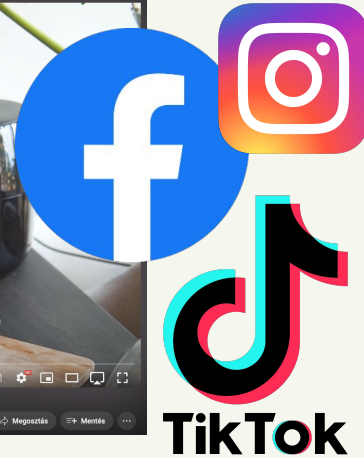
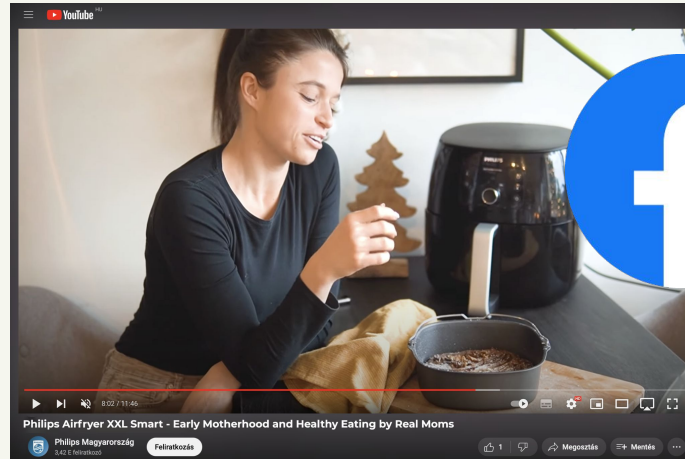


# SO HOW DO WE GET THE MESSAGE ACROSS TO NEW MOMS?

Philips uses the power of **word of mouth** to get their message to new moms by asking all moms to share the chatbot with others. Naturally, this whole process starts with the mothers in the interviews.



Additionally, we also share the interviews on **YouTube** and a shortened version on **Facebook, Instagram Reels** and even **TikTok**.



**TikTok**



# Thanks!

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