

mohazold ✦



**FryTime**  
is FreeTime



Every mom would like to give the very best to her family,  
**especially when it comes to food.**

But sometimes these efforts backfire,  
and **cooking takes time away from their loved ones.**

They have a choice to make:

# FOMO

**FOOD  
OR  
MISSING OUT?**

The Problem



The**Solution**

**The Philips Airfryer is a companion, who takes over all the long hours spent in the kitchen and gives you some #FryTime to spend quality time with your family.**

You don't have to make compromises between quality food and quality time, just take care to make the most out of your #FryTime, while the Philips Airfryer makes you delicious meals.



Moms are looking for inspiration, community and **real experience**, and if a question pops up, **they trust each other's opinion.**

**So let's ask moms, who have Philips Airfryer how do they spend their #FryTime?**

The content is not just food, but also activities you can do while the Philips Airfryer prepares a tasty meal for you.



## Instagram page for #FryTime stories



These posts show how much time you can save with a single meal, and give you cute ideas to spend that #FryTime with your loved ones.

Curated inspirations – IG carousels



During today's FryTime, we planted tomatoes in the garden because they are Janka's favorite. She kept asking me what would happen to the plant, we had a great time. By the time I answered everything, the meat was already finished in the Philips Airfryer. You can find the recipe in NutriU.

UGC-based stories



How does the app's future play into our idea?



**Do you know the NutriU app? It is a place for delicious food, smart tips and a community for people like you!**

Expanding the platform to a **social connecting-point for moms** is a good way to make people talk about their experiences with the product, while they are sharing prepared food pics and fun activity ideas.

If you really like something, feel free to support it with a star!



We are targeting sites with our banners, where everybody is looking for inspiration for food.

Rántott csirkecomb sült édesburgonyakrémmel Philips ...

### Rántott csirkecomb sült édesburgonyakrémmel Philips Airfryerben készítve

cukormentes · laktózt tartalmaz · glutént tartalmaz · tejet tartalmaz · tojást tartalmaz

közepes · gyors · hozzászólások

0 csillag · 0 értékelés

**Nosalty**

**Hey!**  
I'd love to make this dish for you.

Enjoy your 40 mins of #FryTime with a game of hide and seek!

Philips AirFryer XXL

Neked ajánljuk



Platform hack on Foodora

# The FryTime Restaurant



TrialGeneration



You heard about the amazing Philips Airfryer, but still not sure?

Try out the newest restaurant in the city! **Order high quality food – entirely prepared in Philips Airfryers.**

The rating of the restaurant shows user satisfaction with the product and it's an easy way to generate buzz online and importantly: trial.

This could mean a collaboration with Foodora or a similar food delivery platform and a ghost-kitchen.





THANK YOU FOR YOUR  
**#FryTime!**

**DID YOU KNOW?**

This presentation takes as long as making crispy asparagus in a Philips Airfryer XXL.