



# Team Ribancvörös Digital Category

# Problem

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Many (future) moms have a huge spike especially those who have been left alone with their children... and their disappointment in men, and their disappointment in love.

Yet even if they have firmed up on the outside, they still have juice on the inside - just like the food you make in the AirFryer.

**How can we break through this barrier - with AirFryer?**

# Insight

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## Audience truth

Single mom's afraid of being fooled while dating.

## Insight

There are very few better first dates than a great first cookout - especially when it's the man who has to prove his cooking skills.

## Cultural truth

The way to a man's heart is through his stomach

## Product truth

Next level cooking (& living) without compromises.



# Strategy

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We're creating a digital and offline safe place for those who join the campaign: a process to ensure that you have a truly matching date.

A safe environment where people can (speed)date each other online and then, if they want, **have a real date with the AirFryer joining as a third wheel.**

Idea

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Philips AirFryer

presents

AirFrydays

the day you get the chance to find  
the one. With our help ;)

# Execution

1

**Use Tinder on Friday**

But they're probably already there.

2

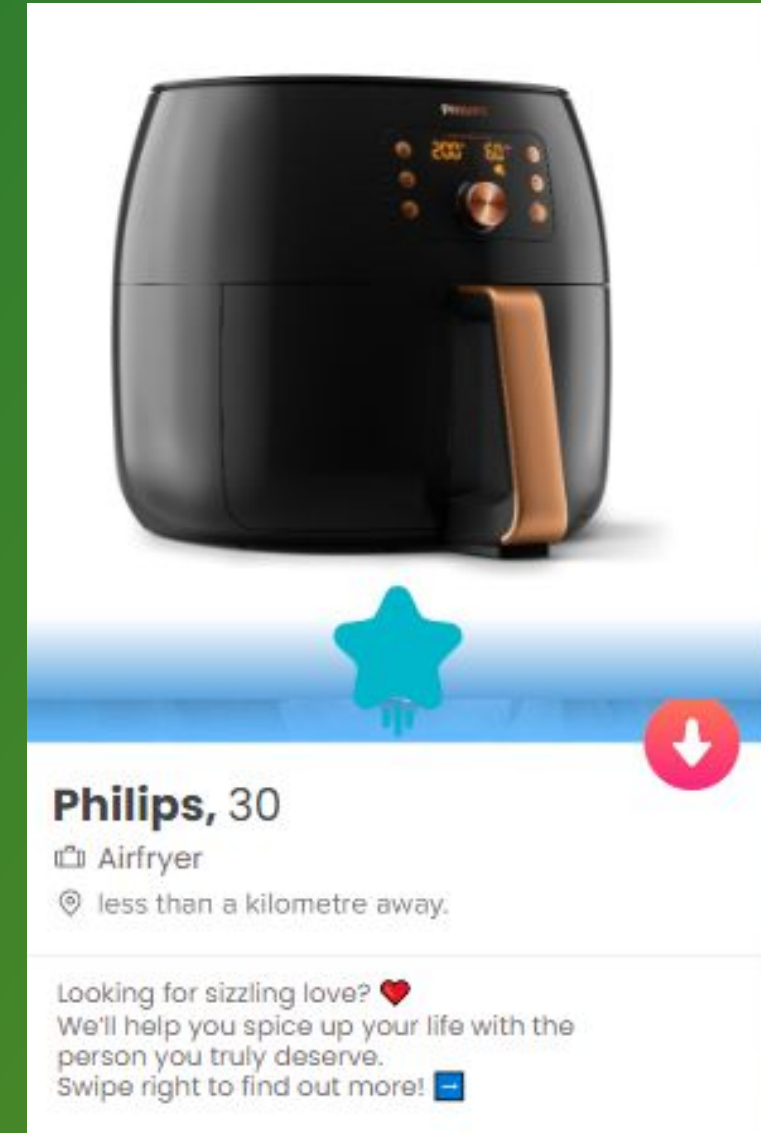
**Swipe right Philips the AirFryer**

We will be the ones to Super Like first, so it won't be hard for them to notice us.

3

**Come over to the landing page and let's find you a partner**

If they complete a quick test, we'll find the real deal. We swear.



# How?

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- 1** We register a profile on Tinder: Philips, with whom we subscribe to the premium.
- 2** We narrow down the target group using Tinder's filtering to momagers and start giving everyone Super Likes.
- 3** Anyone who matches our profile will be redirected to a landing in the first message (so we don't get a huge fine from the GDPR judging board).
- 4** On landing, they can fill in an (AirFryer)-quick test about what kind of couple they are looking for. People who match the test will be put in a chatroom within the landing where they can get to know each other.
- 5** If they both want to meet, we'll create the perfect AirFryer cooking date for them. In exchange for arranging the date, we ask them whether they enjoyed the food or would recommend the AirFryer on the spot with a short video, text, or pictures.

# AirFrydays

1

## The shining star near me

We are launching a digital advertising media campaign (performance&programmatic) at the start of AirFrydays with texts which are very similar to Tinder's notifications - to create the needed awareness and first contact with the potential target group.

2

## Not a blind date

We will create a campaign product page where the discount will depend on how much information you want to know about AirFryer in advance. If being fast and providing you crunchy meals is enough information for you to place an order you get 20% off, but if you're curious and request more info then your discount decreases to only 15% and so on...

3

## Reheated connections

Those people, who we could attract to the landing page on our site, will be targeted with a remarketing banner campaign about how warming up is only good in the AirFryer, not in relationships - so come to AirFrydays and find the real one!



# Why it works?

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(Future) mothers are reached through their hearts (and men through their stomachs.)



We will get the best recommendations, frankly. Since the AirFryer will make their date an instant success. 🔥



We'll use one of Philips' key brand assets, the star (which is very similar to the Tinder Super Like star)



Since you can't cook digitally, we are creating a 360-degree integrated campaign from the digital space.