

babarózsaszín





Insight

What do momagers do when they want to get information about a new electronic devices?
They browse social media, join groups and read community forums.
But can these be a trusted information source? Not always.

The user-provided content on social media platforms is a fruitful environment for massive misinformation and unverified rumors.



So users need help to decide what to believe on social media about convection ovens.
But who could they trust?

The most reliable expert in the market,
creator of the first Airfryer:
Philips.



Philips introduces

Reliability Rating

A browser plug-in for social media platforms that verifies if a fact is trustworthy or fake in a user's recommendation or reasoning, and gives a score to the given information on a scale of trustworthiness.

Erzsi Kovács

Cosori Dual Blaze airfryers are the best, because they have 2 heating elements so you get evenly browned food

Reliability Rating



Reasoning: 2 heating elements use twice as much energy. It is also worth taking energy efficiency into account when choosing a product.



How does it work?

1.

Install the extension to your default browser.

2.

Select a fact you want to double check the reliability of, click right and choose Reliability Rating from the drop-down menu.

3.

The extension then runs the entered fact through a database equipped with AI technology, and evaluates the information on a reliability scale from 1 to 5.

4.

Based on the rating, you can more easily decide to or not to believe in the recommendation.



Campaign extension

Online banner

A white rectangular window with a thin black border, containing a dark blue background. At the top left of the window are three small circles: a solid blue one, and two white ones with blue outlines. The text is centered in the lower half of the window.

2 heating elements are **not** always better.

Reliable facts.
Reliable results.
Use the **Reliability Rating**
by **Philips Airfryer**.



Campaign extension

Insta Story Poll

Is this true?
2 heating elements in an airfryer
are better than just one.

YES

NO

Reliable facts. Reliable results.
Use the Reliability Rating by Philips Airfryer.

THANKS!