



2023

1

PROBLEM/INSIGHT

Moms have to carry the weight of everyone's expectations on their shoulders - their partner, their children, their in-laws, other moms, and their friends.

They are under constant scrutiny and criticism for their parenting techniques, but the worst of it comes from the harsh comments made about the food they prepare. These remarks cut deep and can chip away at their self-esteem. It's no wonder that they are left feeling emotionally drained and discouraged from cooking.





It's time to put an end to the harmful habits and negativity with Philips 'Don't add fuel oil to the fire campaign!'

2

EXECUTION

On Philips' social media platforms, we initiate discussions on the challenging situations that moms are faced with. Our aim is to create a safe space where they can openly share their experiences and seek advice on how to handle the overwhelming pressure.

In our ongoing communication we can reassure moms that with the Airfryer XXL Smart the cooking anxiety and the compliance pressure decreases, and the success of creating divine dishes increases.



3

PODCAST

Additionally, we host a podcast series that features experts and renowned personalities. These episodes are available on various platforms such as Spotify, YouTube, Facebook, and Instagram.

The podcast series is centered around mental health topics for "momagers," and aims to provide uplifting messages and cooking tips that can help improve their day-to-day lives.



3

PODCAST

During the podcasts the hosts can even cook with the Philips Airfryer XXL Smart and highlight how the device's amazing features takes the burden off of moms' shoulders as they can prepare perfect dishes everytime they use the airfryer

Suggested hosts:



5

NUTRIU COMMUNITY

In the campaign we're incorporating the new community feature in our NutriU app, where users can connect and share their favorite recipes and experiences with one another. Also, they can create a platform, where they can ask from our podcast experts, whom they answer or feature their question in the nex podcast anonymously. Not only does this feature encourage a sense of community and provide positive reinforcement, but it also sends the powerful message that moms are not alone in facing the challenges of motherhood.



Let's cook something great together!



keyru CANNES LIONS

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