



FROM FAILS TO FEASTS

THE ☆ TO ★★★★★ RECIPE REINCARNATION

PROBLEM

Smaller players leverage the strength of Philip's campaigns in the digital space, stealing conversions from Philips through recommendations in online groups, forums, and communities.

The challenge is to create awareness and drive growth in the category, regain most recommended brand position and make fresh moms to talk about the Philips Airfryer as the first option.

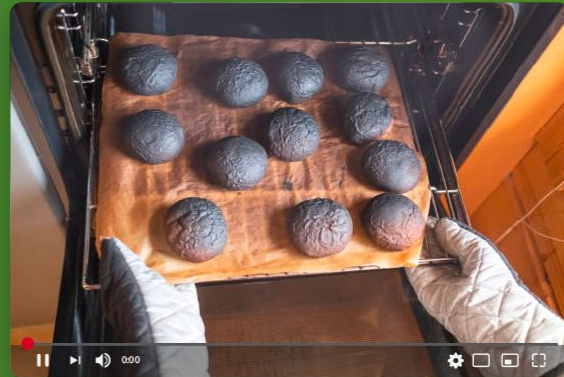
INSIGHT

We all fail at some point in our cooking career.

Most of these occasions are memorable and never forgotten.

One of life's great pleasures is laughter, especially if we can laugh at ourselves. Humor in social media brightens our days when we desperately crave distraction. In doing so, it inspires an impressive level of customer loyalty and generates buzz around the brand.

Can we challenge Philips to turn old spoiled meals into five-star dishes using Airfryer XXL Smart's unique technology?



PHASE 1

We are reliving our funny food disasters with Ai!

Users first share their experiences with us through an Instagram activation. Their stories are implemented into Midjourney to bring the one-star cooking experience to life.



PHASE 2

Philips is hosting a cooking event, where momagers can recreate the food once spoiled.

The session is recorded, showing how they make the same recipe - this time with Airfryer XXL Smart's RapidAir technology. Flawlessly, beautifully, much higher quality. More evenly, crispier and tender than ever before!



PHASE 3

We share Instagram reels before-after montage about the old vs. recreated meals.

Crossposting the shorts to Meta, TikTok & YouTube to get a wider reach and extend the awareness.





**The worst cooking of your life
becomes the best - with Philips
RapidAir technology!**

Thank you!