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BEING A 5-STAR MOM

by team Hirtelenszőke



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PROBLEM

Each and every mother is inherently driven to provide their child with the best possible circumstances. However, for those who have not yet experienced the wonders of parenthood, they may turn to online forums or social media for guidance, unknowingly exposing themselves to the subjective views and flawless portrayals of others.



Jane

I have 3 children, but I always managed to find time to cook. Sometimes I had to get up at 6 a.m., even on weekends, but that is what being a mother is all about.



Anna

My mother taught me how to cook when I was a child. Now that I'm a young mother, I'm happy to be able to take care of my child in this way even while working full time. I advise you to change your routine, being a mother is not easy!



BRAND TRUTH

Philips is the innovator of the category, developing solutions never sacrificing frying results.

INSIGHT

Most women are searching for information about what it takes to be a good mom. We decided to empower their biggest advocates - their children.

AUDIENCE TRUTH

Pre- and expectant mothers, as well as new mothers, are often unsure about how to provide the best possible conditions for their children.

CULTURAL TRUTH

Although there have been radical changes in family models and gender roles in more developed countries, mothers are still under pressure when it comes to cooking.



THE IDEA

Through a two-phased campaign, we aim to draw attention to the crucial issue of refraining from measuring a mother's success against external standards.

Our primary objective is to initiate a constructive dialogue surrounding this topic, with the introduction of our product being a secondary focus in the latter half of the campaign. Our ultimate goal is to help mothers recognize that the key to achieving genuine fulfillment lies behind the technicalities of achieving a perfectly cooked potato: in cultivating a happy child and becoming the best possible mother they can be.

THE VOICE OF CHILDREN

To combat the negative impact of social media platforms, the first phase of the campaign seeks to provide a new perspective to the topic: the opinion of **children**. And what better way for young people to express themselves than through the power of art? Specifically, through their imaginative and creative **drawings**!





A WISH FROM A SHOOTING STAR



By utilizing the creative outlet of children's drawings, we can foster a meaningful conversation around the core values that define a great mother. These may include engaging in playtime together after a long day of work, or preparing nourishing meals that instill a sense of strength and vitality in the child, that matches his father's. All what these kids would wish from a shooting star.

Because the true measure of a mother's success lies solely in the eyes of her child.



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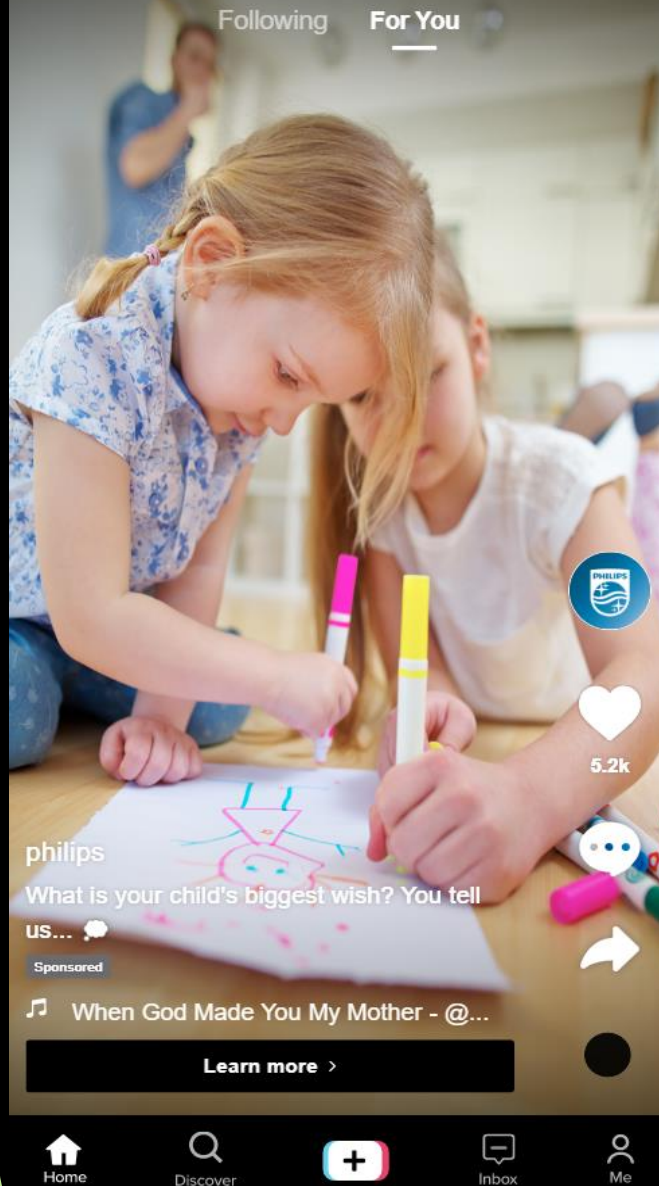
Today at 6:13 am · 🌐

- 👦 What is your child's biggest wish? You tell us...
- 👦 Sometimes nothing more than to be as strong as his daddy.
- 👦 Do you think you can help him make it a reality?



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6,934 likes

philips 👦 What is your child's biggest wish? You tell us...
👦 Sometimes nothing more than making memories under the big blue sky.

👦 Do you think you can help him make it a reality?

#philips #childrenvoice #drawing #biggestwish #fivestarmom ... more

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MAGIC IN THE (RAPID) AIR



Talking about shooting stars... We are happy to introduce the solution, the product itself. While the Philips AirFryer XXL may appear as a simple air fryer, it holds the power to unlock a more fulfilling experience of motherhood with its innovative functions, like the Rapid Air technology.

By providing additional free time, promoting healthy eating habits, and facilitating the creation of delectable meals, the AirFryer enables families to enjoy quality time together, celebrate the triumph of winning a running competition and indulge in delicious dinners - all thanks to the hard work and dedication of Mom!



WHY WE BELIEVE IN THIS IDEA?

UNIQUE PERSPECTIVE

Aligning the features of our product with the desires expressed by children enables mothers to easily comprehend how the product's features can enhance their daily lives and fulfill the desires of their children.

THE TOPIC THAT HAS BEEN SWEEPED UNDER THE CARPET

The issue of concern, which has been overlooked for far too long, is one that deeply impacts mothers. Our approach to raising brand awareness involves mobilizing the community and fostering a sense of shared understanding around this topic using the tools of social media.

ENCOURAGING FIRST-HAND EXPERIENCE

As personal experiences hold the most weight in terms of recommendation, our primary objective is to showcase the appeal of our product and encourage moms to involve it in their lives.

WE BELIEVE IN THE POWER OF CHILDREN'S ART

There's a certain beauty and authenticity that can only be captured through the creativity of a child's hands. As a result, these delightful drawings are beloved on social media, garnering admiration and adoration from all who encounter them.

THANK YOU!

