



PHILIP

BY ZSEMLESZÍN

CHALLENGE

Potential customers don't understand the technological advantages of Philips' products therefore they opt for other, more affordable and socially boosted brands.





BUSY BEA

New or becoming mom, who needs to manage a lot of tasks simultaneously, therefore lack time and energy for recipe experimentation but find healthy nourishment important for her family.





MARKET RESEARCH

60%

of mothers with children 0-6 finds it important that their children consume healthy food

65%

of households with children in Hungary try to save energy

39%

of mothers in households try to avoid greasy foods



INSIGHT

Mothers want to nourish their children with healthy foods, but they also need to consider time constraint and energy-saving as a factor when it comes to cooking. They are longing for a partner who helps them.

GOAL

Make **Airfryer XXL Smart** to be the most desired and recommended brand in the air fryer category among Momagers.





X



Philips air fried chicken wings
by Philip x KFC



PHILIP(s) GOES TO KFC

Through a collaboration with KFC, we create a healthy KFC bucket, which is filled with french fries and fried chicken prepared in a Philips Airfryer.

Philips and KFC creates a cartoon advertisement to promote the new healthy air fried bucket featuring **PHILIP**, the star influencer of Philips.



EXECUTION

The character of **PHILIP** also appears in the real and online world, portrayed by an actor.

A young father actively helping his partner. He is health conscientious, and serves well-cooked food for his family. He uses the Airfryer XXL Smart, to prepare nutritious food quickly.

PHILIP

Philip is well aware of the technological advantages that Philips' airfryers have, and he's actively sharing cooking tips & tricks on social platforms.

He uploads recipes onto Instagram, YouTube and TikTok, but his recipes can also be found on the Philips NutriU app.





CAMPAIGN STRUCTURE

TIMING

SPRING

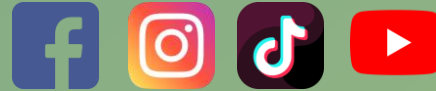
SUMMER

FALL

WINTER

MAIN CHANNEL

Philips' social platforms



KFC collaboration

KFC collaboration
New flavours!

Search campaign

SUPPORTING CHANNELS

Tasting stands

Philip is co-cooking with other food bloggers

Write a Philips Airfryer review for 15% off your next KFC bucket!



OUTLOOK ON THE FUTURE

By connecting KFC and Philips through the **healthy air fried bucket collaboration**, the brand will be more recognizable among people. Furthermore, Philip and his social presence will make Momagers be emotionally attached to the brand.

The campaign will generate **SOCIAL BUZZ** around the Airfryer XXL Smart product and Philips' other airfryers, and will ensure that Philips will be their **helping partner**.



A close-up photograph of a person's hands holding a large, golden-brown fried chicken drumstick. The person's mouth is open, showing their teeth, as if they are about to take a bite. The background is dark, making the chicken and the person's skin stand out.

THANK YOU