

5-star cravings

Philips Airfryer XXL Smart



döglégyzöld

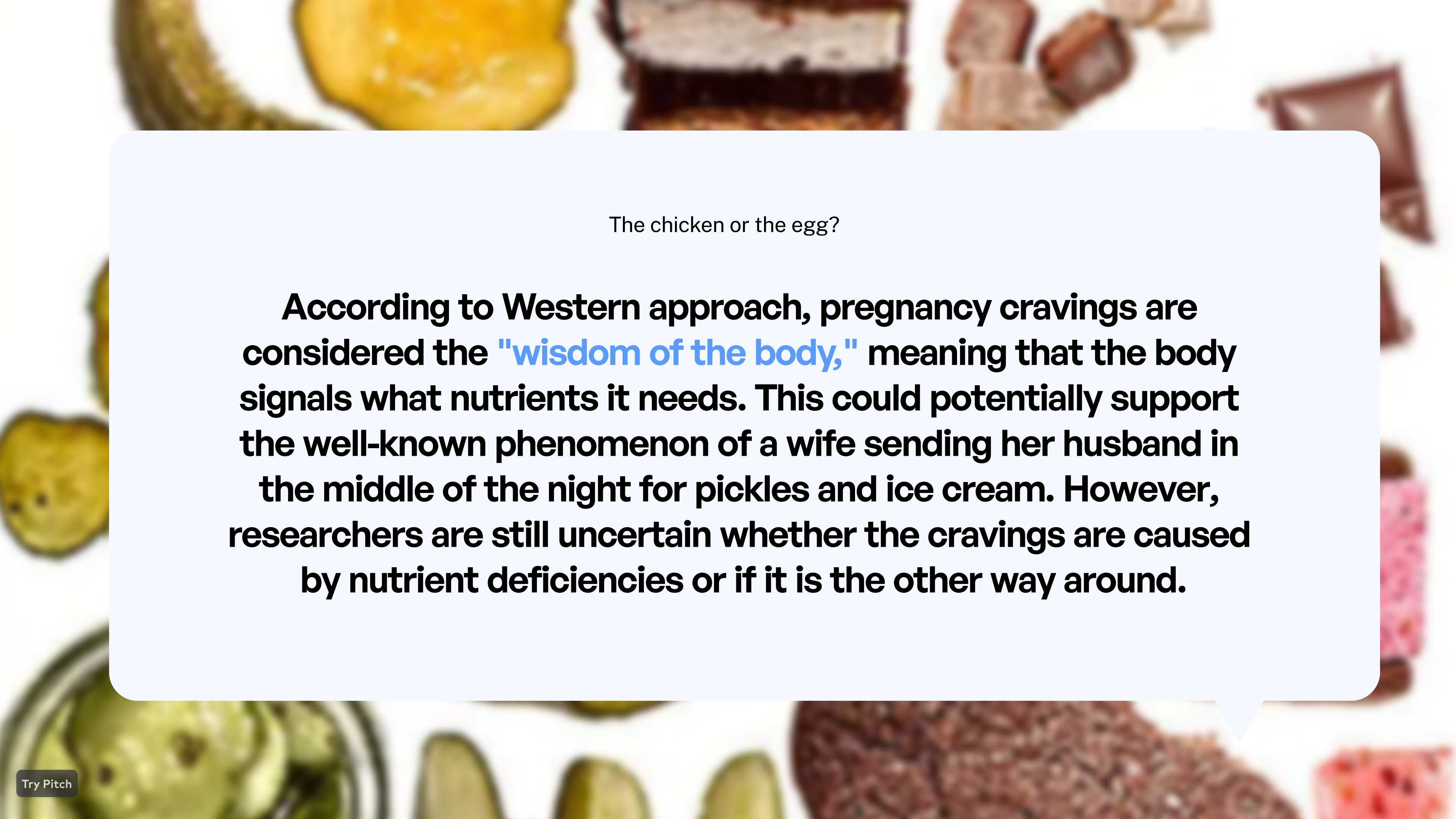
Try Pitch



A painting depicting a scene with a pregnant woman on the left, looking weary with her hand to her face, and a man on the right, focused on writing at a desk. The background is dark and textured.

★ Story old as time

Pregnant women have **one thing in common with Jane Seymour: cravings**. During her gravidity, the wife of King Henry VIII craved a French quail so much that the king - like any good husband - **spared no money or effort to obtain** the desired food for her.



The chicken or the egg?

According to Western approach, pregnancy cravings are considered the "wisdom of the body," meaning that the body signals what nutrients it needs. This could potentially support the well-known phenomenon of a wife sending her husband in the middle of the night for pickles and ice cream. However, researchers are still uncertain whether the cravings are caused by nutrient deficiencies or if it is the other way around.

However, eating junk results in another source of stress for pregnant women: [food guilt](#).



Our goal

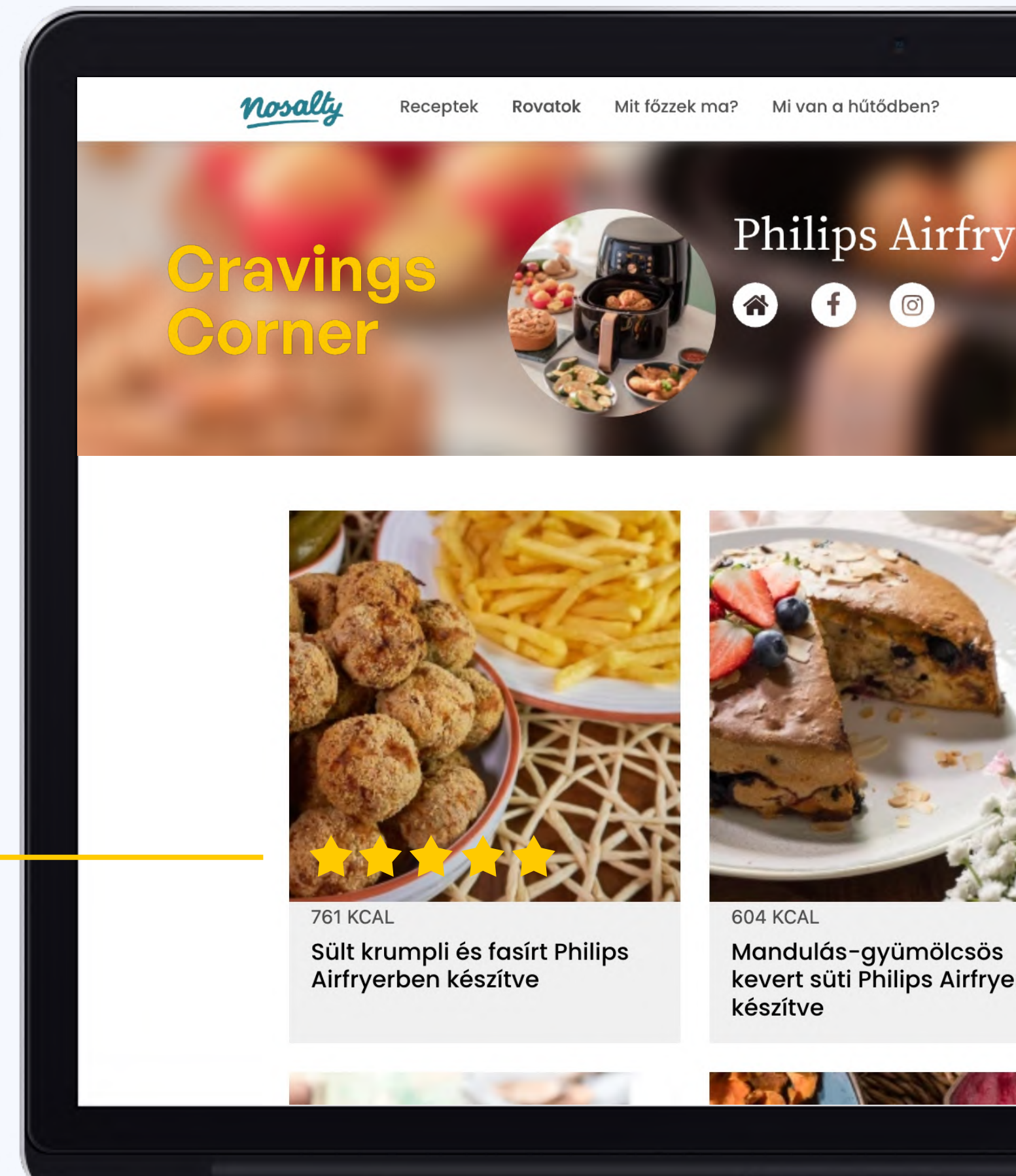


Let's change how we look at pregnancy cravings and provide a healthy foundation for the developing baby and the hard-working maternal body! Say goodbye to late-night snack runs and hello to homemade, healthier options with the help of the Philips Airfryer XXL Smart!

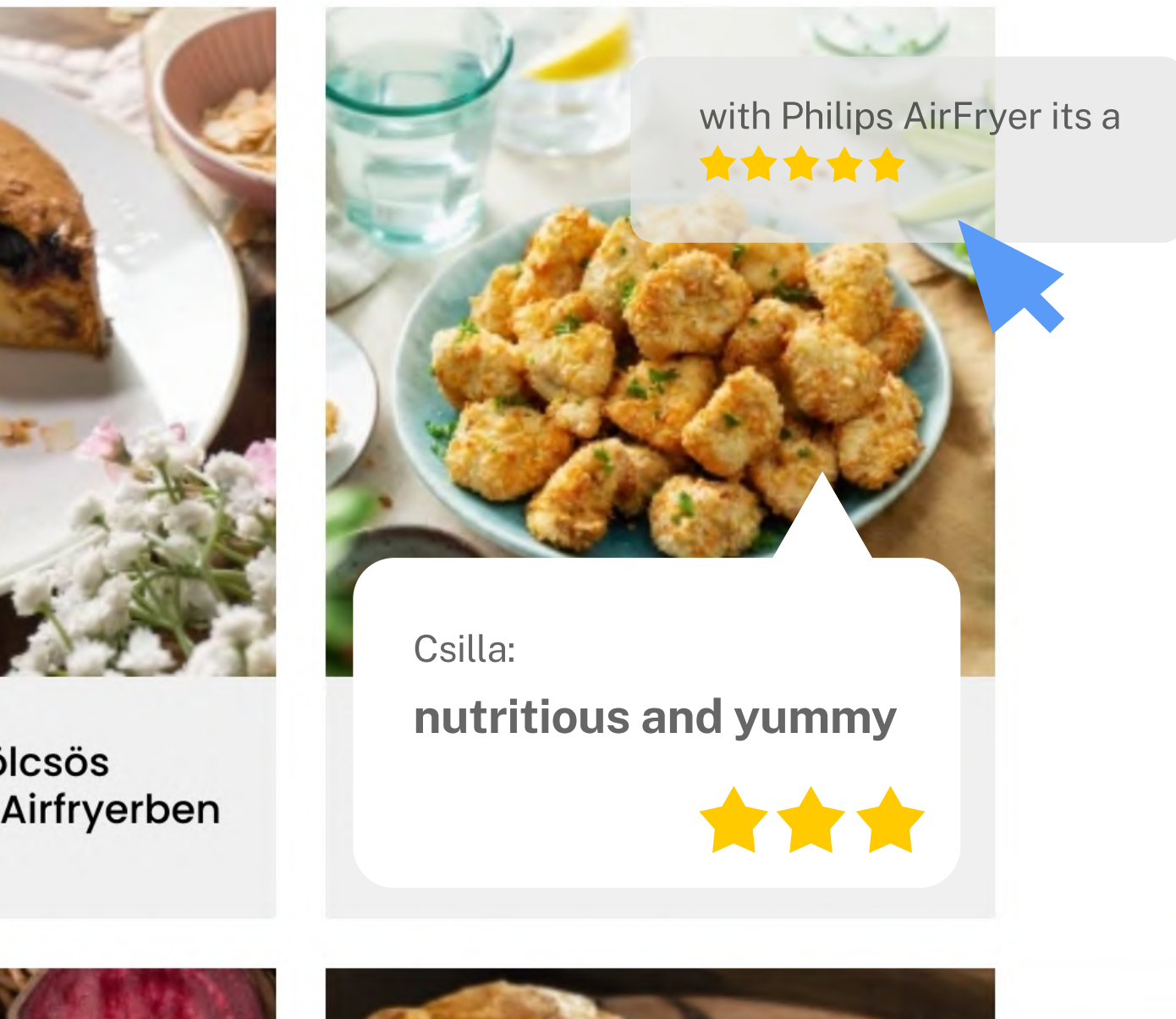
Idea: 5-star cravings

Although online motherhood communities can be more hostile than a Christmas dinner with relatives, they agree on one thing:

90% of women have experienced cravings during pregnancy. To uplift this common ground, we are creating an online campaign where mothers can share their own recipes with each other upgraded with a graded system and retargeting social leg.



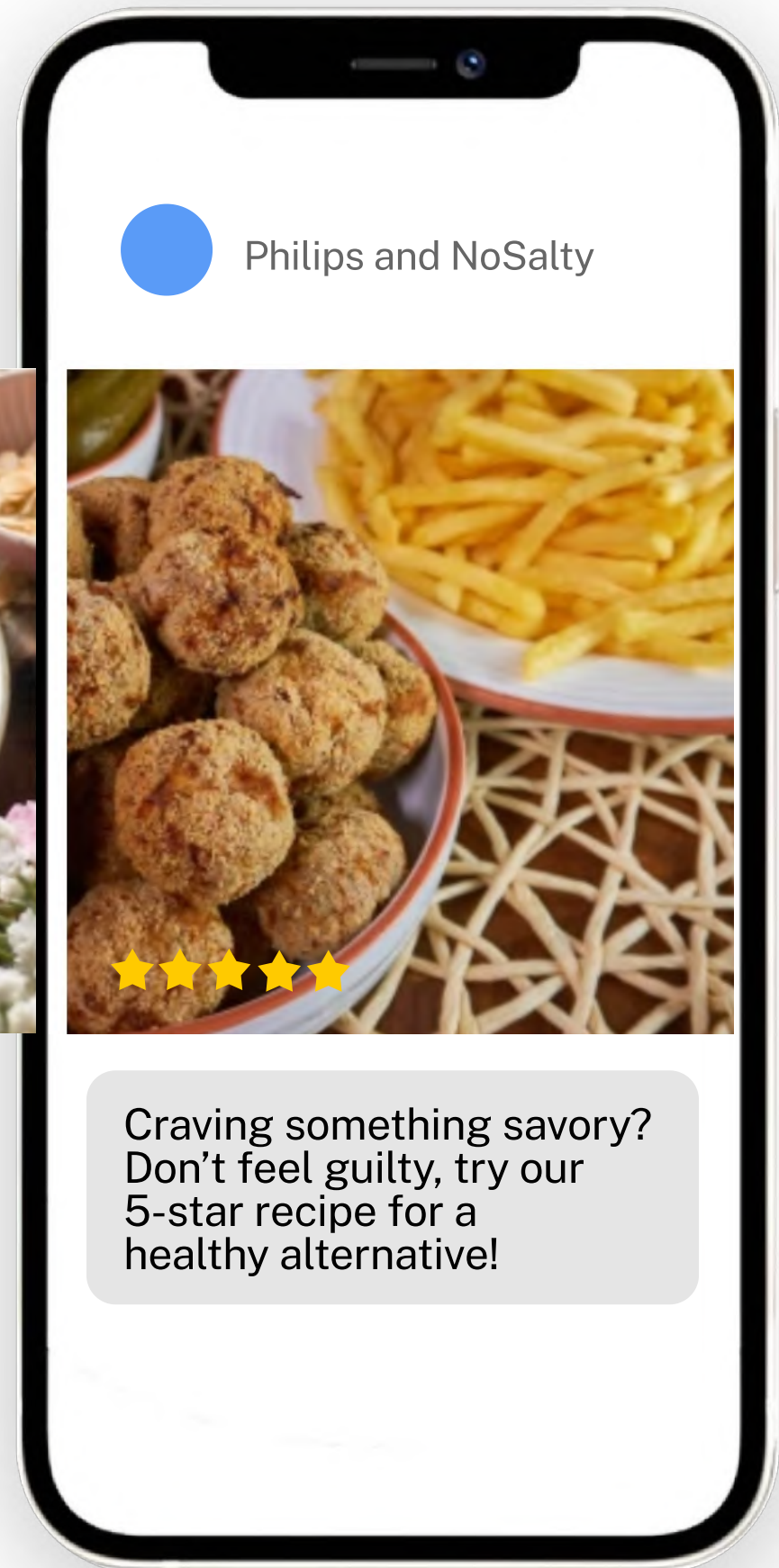
Cravings Corner



Mechanism: Gathering information

In online micro-communities, we ask experienced mothers to share their pregnancy cravings and upload their recipes to the newly created "Cravings Corner" on Nosalty (sponsored by Philips).

They can rate the dishes based on satisfaction for themselves or their baby. Recipes using a Philips AirFryer will receive a five-star rating, while alternative methods will be indicated with a small star (*) for achieving desired quality.



Matching the (bio)rhythm of moms

Social media is the ultimate foe of pregnant women; a glimpse of a mouthwatering dish triggers immediate cravings.

Through monitoring their online activities and utilizing Nosalty's best star-rated recipes on social platforms, we can cater to expectant mothers' cravings with relevant, nutritious options. Their interactions with scheduled ads (6-7 times a day) and posts contribute to shaping their personal algorithms, setting healthier eating habits in the future.

