

**Who's Got
Time For
That?**

INSIGHT

Moms **lack time and energy** for experimentation in the kitchen and elsewhere. When caring for babies or small children they are left with many tasks to deal with themselves. They have to **deal with various tasks on their own**, while their partner is away.

Dilemma: How can they ensure the best for their family's well-being, while also not putting too much pressure on themselves.

IDEA

Momagers can learn from and inspire each other. More experienced moms can show “best practises” to others.

Philips will help connect these momagers by introducing the **“Who’s Got Time For That?”** campaign where moms will upload a video where they show how many chores they can manage in 60 minutes.

The campaign is meant to be a possibility for momagers, to teach and educate one another. To guide the less experienced, secure moms. It is not meant as a race in any way.

Philips can participate in this exchange in an authentic way thanks to their premium quality products and technology.



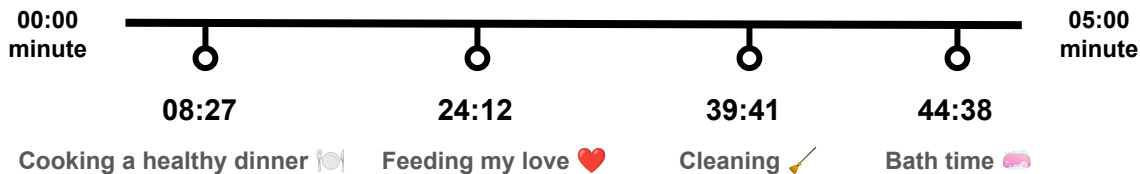
MECHANISM

In the “Who’s Got Time For That?” challenge moms need to create a video where they show, how many tasks they can do in a 60 minute time range. The length of the uploaded video must be maximum 5 minutes.

The goal is to give a sneak peek into their everyday life. Also, **to share tips and tricks** with other momagers and help them to save a little time during an everyday task.

Philips Airfryer can be one of the key solutions that helps moms achieve their goals.

“My Monday afternoon routine” by Lilla



Microsite

MECHANISM

Participants need to upload their videos to a **microsite**. They receive stars based on how many tasks they have completed.

Uploaded **videos will be categorized** based on the completed chores. By categorizing the videos other users can easily navigate among the videos and search for tips and tricks in a certain category.

Users can help each other by **marking videos helpful**.

Philips and users can **share these contents** on any social media channel, generating further discussion.

The TOP 5 creators will win a **Philips Airfryer XXL Smart**.



ONLINE TOUCHPOINTS

INFLUENCERS

Paid influencers will also take part in the “Who’s Got Time For That?” challenge, but their focus will be on **highlighting the USP-s of the hero product**.

The goal is **to educate customers** by explaining what are the exact benefits they and their family can enjoy by using Philips brands.



Smart Chef Program



NutriU Application



Automatic temperature and time settings



1.5x faster cooking time

PODCAST

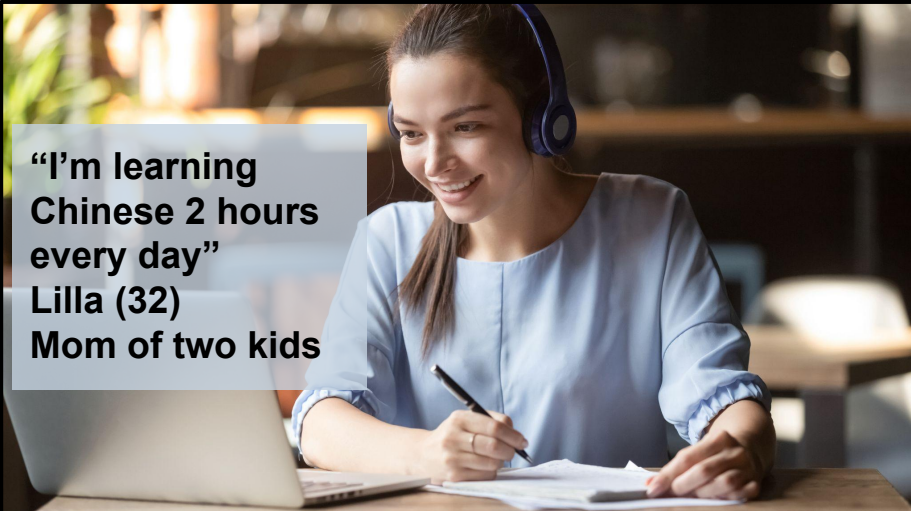
We also draw upon relevant podcasts that discuss the joys and difficulties of motherhood.

These discussions can authentically connect to the main message of the “Who’s Got Time For That?” campaign.





DISPLAY BANNER

We build awareness through an attention grabbing display campaign. We display moms on the creatives in time consuming situations to intrigue the target audience.



**“I’m learning
Chinese 2 hours
every day”
Lilla (32)
Mom of two kids**

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Thanks!