

**PHILIPS**

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# The AI-fryer chef

**TEAM FLAMINGÓRÓZSZASZÍN**

innovation ✨ you





# PROBLEM

Being a momager comes with a lot of pressure. **Caring for a family is no easy job** and the associated stress factors are leading to **46% of moms reporting that they are likely to seek therapy due to their reportedly poor mental health.**

# INSIGHT

Engaging in cooking or baking enhances emotional well-being, providing a sense of fulfilment. Spending even a short amount of time **being creative in the kitchen can make individuals feel like they are truly *"shining like a star."***

**However, sometime we all need a little bit of help to be creative.**







# IDEA

Rediscover and reinvent beloved family recipes with the Philips Airfryer XXL for healthy, five-star dishes that effectively blend family nostalgia and healthy modernity.

# CONCEPT

**A branded, generative, AI powered platform brought to life by Philips that helps momagers to reimagine their beloved – yet relatively unhealthy – recipes that their mothers and grandmothers used to make, and turn those into healthy and trendy dishes they would be happy to serve for their families and loved ones.**





# THE WAY IT WOULD WORK

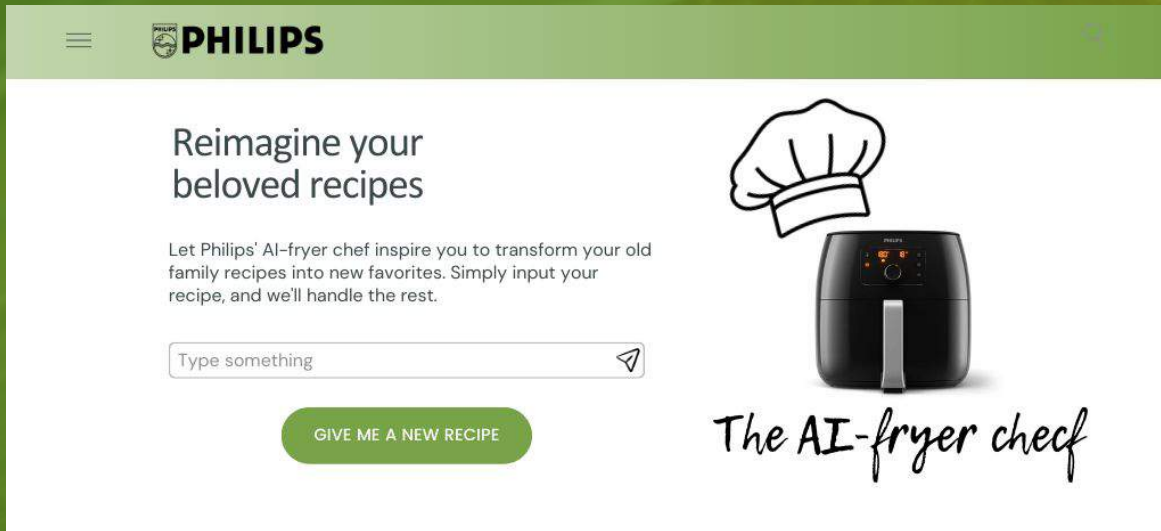
Step 1: Find your favorite, yet unhealthy family recipe.

Step 2: Feed your selected recipe to the Philips AI-Fryer Chef (with additional prompts if you have a special request)

Step 3: Wait for the Philips AI-Fryer Chef to cook up a healthier version by reimagining some of the ingredients and applying healthier cooking techniques.

Step 4: Review the AI generated recipe to see if you would like to change something. If you want changes, ask the AI to take another crack at it, but be specific in terms of what you would like to be different. Repeat this step until you get the recipe you like.

Step 5: Start cooking, the best part is yet to come.





# ACTIVATION

The platform is activated through a paid hashtag challenge on TikTok. The challenge will be used to spread the word and engage momagers in Hungary in a fun and engaging way that gets them to participate, showcasing the way they prepare their fresh favorites.

When participating, they get a chance not only to be featured on Philips' social profiles and to have their recipes featured on the recipe site.

This way, instead of simple reviews, we are getting them to essentially create a pool of UGC we can tap into and they even become micro-influencers for Philips.

In order to make the busy momagers' job easier, the challenge is paired with a sponsored CapCut template and song that helps them to create their videos in an easy and effortless way.

# WHY WOULD IT WORK?



Because we get Philips much better things than a few hundred 5 star reviews:

1. We get Philips a lot of social buzz, this way increasing the brand awareness and WOM share of voice.
2. We get Philips to be the brand, moms in Hungary associate with healthy and joyful cooking.
3. We get Philips a bunch of authentic UGC the brand can use to promote its products and offering.