



Philips Airfryer Concepts

PHILIPS
sense and simplicity

 **MY KITCHEN**
A helping hand

06 December 2010

 **Tribal DDB**
Amsterdam

Concept
“Healthy meets Tasty”

Keyvisual: "Healthy meets Tasty"



Healthy meets tasty.
Fry without oil with the Philips Airfryer.

PHILIPS
sense and simplicity

photo

Keyvisual: "Healthy meets Tasty"



Healthy meets tasty.
Fry without oil with the Philips Airfryer.

PHILIPS
sense and simplicity

photo





TVC: Healthy meets Tasty



Healthy meets Tasty



The Philips Airfryer

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur non nibh quis dolor semper ornare ac eu odio. Phasellus laoreet ante rutrum at: philips.com/kitchen



Script:

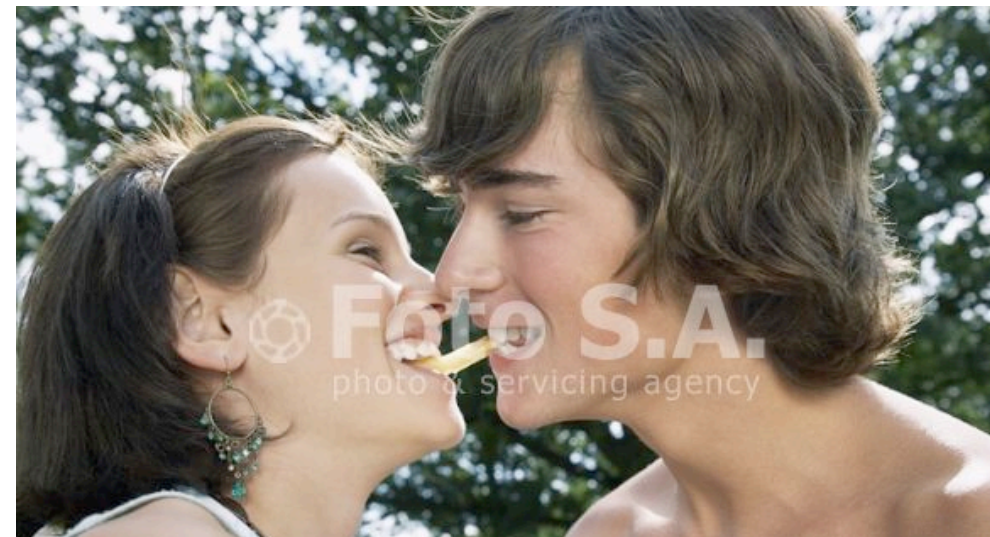
Scenes of families in their own kitchens. We see them preparing fries with the Philips Airfryer and sharing healthy, tasty and crunchy fries. With a lot of recognisable emotion in the scenes where they share a fry.

Voice over:

Healthy meets tasty. With the Philips Airfryer.
That's home made fries without the oil.

Online activation: Healthy meets tasty

- "Fry Chain" viral pass the fry chain. social friends
- Upload your French Fry Face
- Win a free Philips AirFryer or Try & Fry deal



Online activation: Healthy meets tasty Facecook Airfryer your profile picture



PR Event: Promotion team

- Mums can share a fry with the Airfryer promo team



Rational: Healthy meets Tasty

The idea

Own the fun and emotional moment of parent and child sharing a fry. A visual proof that caring and loving mums are convinced about the healthier fries. So they can eat and give the fries to their children without guilt.

Creative rational

Every parent recognises the moment of sharing a single fry with their child. It's fun, special and loving. Parents eat a fry and are confident that the fries are healthier. When children eat a fry, they are convinced that the fries are tasty and crispy.

When we bring the two together in an emotional moment, we show a lot of benefits in one visual:

- Real people
- Healthier fries
- Tasty and crispy fries
- Mums caring for their kids
- Fun and family

- The visual is easy to understand around the planet and easy to localize
- Conversation starter: What does your sharing moment look like?

Opportunities:

- Online activation to share your fry-sharing moments
- Offline opportunities to share a fry with someone special

Evaluation of a concept for an activation initiative

Will it appeal to our Guidance and Support (busy mums) target audience?

It will appeal to the affection and love for their kids.

What's the link to Homecooking made simple?

The Airfryer makes it simple to prepare the food your family loves in a healthier way

Why would "I" bother to share it with my friends?

Because it's fun to share a fry like this with my friends. And my pics of me and my kid are great

How would "I" share it?

Share a fry in real life. And share my fun pics and vids online

Why/how will it spark the "How Do You Do It?" conversation?

Need to think about this more.

What are the PR opportunities?

The promotion team could be.

Why would a blogger want to give attention to this initiative?

Because of the promotion team

To what dilemma of our target audience does the initiative tap into? Time, navigation, inspiration, confidence

Confidence: the product itself. And by sharing a fry with my kid I show love and affection

Is it feasible in both small and big markets?

Yes

Are there any cultures/countries/markets for which the concept is not suited?

Don't think so

Think of role woman, sex, humor and other cultural barriers

I think we are safe on this one

Not every concept needs to work in all countries

Concept “Healthier reflection”

Keyvisual: "Healthier reflection"



Tasty fries without the oil.
Fries made healthier with the Philips Airfryer.

PHILIPS
sense and simplicity

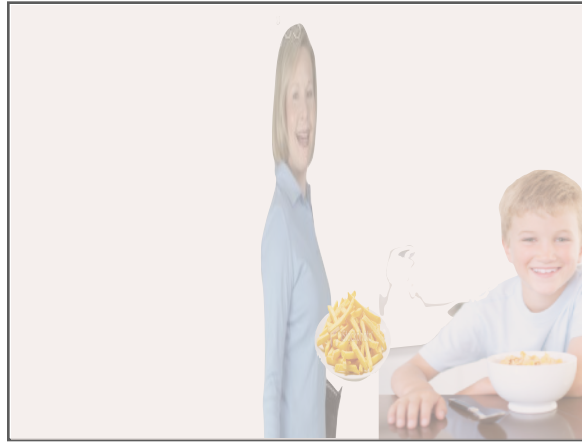
Keyvisual: "Healthier reflection"



Tasty fries without the oil.
Fries made healthier with the Philips Airfryer.

PHILIPS
sense and simplicity

TVC: Healthy meets Tasty



Tasty fries without the oil.
Fries made healthier with the Philips Airfryer.



The Philips Airfryer
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Curabitur non nibh quis dolor semper ornare ac eu odio.
Phasellus laoreet ante rutrum at: philips.com/kitchen



PHILIPS
sense and simplicity

Script:

A mother walks towards her kids with a plate of fresh, crunchy tasty fries. Like in a laughing mirror she suddenly becomes slimmer. She and her kids smile at her image. The camera zooms out and we now see that we were seeing her reflection in the Philips Airfryer. The camera zooms out even more to see the mother and her kids enjoying the healthy tasty fries.

Voice over:

Tasty home made fries... with 80% less fat.
That's home frying without oil with the Philips Airfryer.

Research: The reflection in the Airfryer really makes you slimmer!



PR Event

Experience your Healthier Reflection and try free fries



PR Event

Experience your Healthier Reflection and try free fries



Online activation viral: Healthier reflection

To turn yourself in a more slimmer version
Share with your friends



Rational: A healthier reflection

The idea

Using the slimmer reflection of people in the Philips Airfryer product as a proof for the healthier frying with 80% less fat.

Creative rational

The product is the hero. It fries with 80% less fat and therefore makes us healthier people. The design of the Philips Airfryer shows this. Because if you walk by an Airfryer your reflection suddenly becomes 80% less fat.

- The product is the hero in all communication
- It reminds us of laughing mirrors. A fun place for both adults and kids.
- Your reflection effect is simple. Just like Philips makes home cooking simple.
- The visual is strong and easy to understand and works in all global markets

Opportunities:

- Share an image of your slimmer self online
- Create a laughing mirror palace for pr

Evaluation of a concept for an activation initiative

Will it appeal to our Guidance and Support (busy mums) target audience?

Yes. We give them visible proof of the healthier fries.

What's the link to Homecooking made simple?

The Airfryer makes it simple to prepare the food your family loves in a healthier way

Why would "I" bother to share it with my friends?

Photobooth tool to make yourself see slim in the Airfryer. Share it with your friends

How would "I" share it?

Online. On social media

Why/how will it spark the "How Do You Do It?" conversation?

Need to think about this one.

What are the PR opportunities?

Perhaps the mirror house

Why would a blogger want to give attention to this initiative?

Perhaps of the mirror house.

To what dilemma of our target audience does the initiative tap into? Time, navigation, inspiration, confidence

Confidence: the product itself. The visual effect underlines this.

Is it feasible in both small and big markets?

Yes

Are there any cultures/countries/markets for which the concept is not suited?

Don't think so

Think of role woman, sex, humor and other cultural barriers

I think we are safe on this one

Not every concept needs to work in all countries



Philips Airfryer Concepts

PHILIPS
sense and simplicity

 **MY KITCHEN**
A helping hand

06 December 2010

 **Tribal DDB**
Amsterdam