



Crowdiate x Philips

August 2020

THE IDEA

TAKE CARE OF YOU

At Philips, we understand that you isn't just you. It's your family, friends and everyone else around you. From medical equipment, essentials for new mothers to premium quality sound accessories - Philips innovates for your world. We take care of you, so you can take care of yours.

CONCEPT

The concept of "you" is not individualistic. It's not solitary. "You" are not just made up of your own molecules, thoughts and beliefs. A large part of 'you' are the people in your life. Their health and wellbeing is a large part of who you are and what you do. When you are surrounded by healthy and happy people, the 'you' part of yourself benefits in more ways than one.

The phrase "take care of you" denotes this world of the customer. With the Philips product range and innovation, you can enable yourself and the people around you to live better and healthy lives.

The range of products also allows you to share the 'Philips Experience' with your friends and families, even if you may not purchase or use the product yourself. And so, by taking care of what is yours, you take care of you.

MOCKUP



**We take care of you.
So you can take care of yours.**

Who are you? At Philips, we understand that you isn't just you.

It's your family, friends and everyone else around you. From medical equipment and essentials for new mothers to premium quality sound accessories - Philips innovates for your world.

We take care of you, so you can take care of yours.



EXECUTION

FILM: TV/Youtube

OPTION 1: FAMILY MOMENTS

30-seconds ad film. Audio throughout, no dialogues.

The audio track could be the chorus of the song "Take care of you" by Ella Henderson.

A family is sitting around a living-room, talking and laughing with each other. They're celebrating the grandma's 90th birthday. A woman (her grand-daughter, about 30 years old) points to the gift box in front of her. The grandma opens it to reveal oral care products by Philips. Everyone laughs including the grandma, appreciating the irony of brushing her dentures with an electric toothbrush. The grandma is visibly pleased and enjoys the joke. She hugs the woman and thanks her.

Just as she is about to turn around, the grandma hands her a gift box too. The woman is surprised and joyfully opens it up to see maternal care product (maybe a breast pump) by Philips. She is visibly moved and turns around to look at her husband. The husband and the grandma throw each other a knowing look.

The woman smiles and turns around to pick up her baby., and also picks up a smaller gift box from below the crib. She hands it to her husband, who opens it to reveal skin care product (shaver) by Philips. They all knowingly laugh and enjoy a pure family moment. The Philips logo and product are showcased each time the box is opened.

The camera pans out through their living room window, and the Supers or VoiceOver appears.

We take care of you. So you can take care of yours.

Philips. Take care of you.

****Note: the actual products shown in the ad can be decided by the client. But the film should showcase how a family supports each other and include products by Philips in their lifestyle.***

EXECUTION

FILM: TV/Youtube

30 seconds ad film. Voiceover that outlines how and why Philips innovates everyday so that everyone benefits.

OPTION 2: BEHIND THE SCENES

This idea will literally showcase how Philips works behind the scenes to deliver the best care for you. A pair of hands are shown preparing each element (or product) for use, before the person uses it. The idea concludes with the concept of Philips taking care of you, so that you can take care of others.

A young woman wakes up (close-up shot of her eyes opening)

As soon as her eyes open, the camera cuts to the bathroom, where we see hands (maybe with gloves, so it creates a differentiation, and doesn't confuse audiences) placing an electric toothbrush and toothpaste in the stand on the shelf.

The woman brushes her teeth just like any other day and gets dressed.

As she dresses, the camera cuts to the kitchen, where hands are shown pouring coffee grind into a coffee-maker and switching it on.

The woman comes out of the bedroom dressed, pours her coffee into 2 travel mugs, picks up her bag and heads out of the apartment.

As the door shuts, the camera cuts to a hospital entrance, where the woman enters and hands over one of the cups to the receptionist or a colleague at work. As she heads up to her workspace, hands are shown quietly switching on medical equipment, checking wires and proper functionality.

As she enters the room, the equipment is ready to be used. She is next seen towards the end of the day, where she switches off a lights and heads home.

The camera cuts to her home, where hands are seen switching on an Air-fryer. We then see the woman eating dinner and then settling into bed with a smile on her face.

***Note: the actual products shown in the ad can be decided by the client. Overall the story should show instances of hands in the background preparing each product before it is actually used by the person. The film should convey the idea of invisible hands in the background innovating and working to make your life easier and healthier.**

EXECUTION

Facebook, Instagram, Twitter

A story-telling campaign based on the idea of caring for yourself and the people in your life. We invite entries to showcase stories of people in your life that take care of you, and those you take care of as well. Similar to the “everyday heroes” concept executed earlier. We invite them to share their unique Philips stories as well - either with a product or a hospital or any other environment with a Philips product being used.

For example, a nurse at a hospital who works with ventilators and other medical equipment, talks about how she takes care of her patients, and when she returns home tired after a long day, the Philips oral care products help her, in a small way, to take care of herself.

Alternate Channels

A microsite built to showcase these stories, mixed with a partnership with a major news publication that could showcase these stories in mass media.

For example, a New York Times partnership with Philips that highlights “take care of you” stories from the public, along with general healthcare advice from Philips. The site will also connect to the main Philips website that can encourage consumers to learn more about the brand and the work it does. This would be a different approach to talk about the actual work the brand does, instead of building PR stories without a real connect.

Campaign Sustenance

The “Take Care of You” line can be adapted to future campaigns, similar to “Innovation & You”, as it has a longevity aspect that can be adapted. Ideally it is seen as a logical next step to the Innovation campaign.

The line can also be explored in other languages. For example:

Prenez soin de vous / Prends soin de toi (French), Riguardati (Italian) or Cuidate (Spanish)

Although some translations don’t include the “of you”, local language experts can help convey the same idea.

Note: Garnier also uses the line “take care”, hence it is imperative to include the “of you” to ensure differentiation and impact



THANK YOU

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