

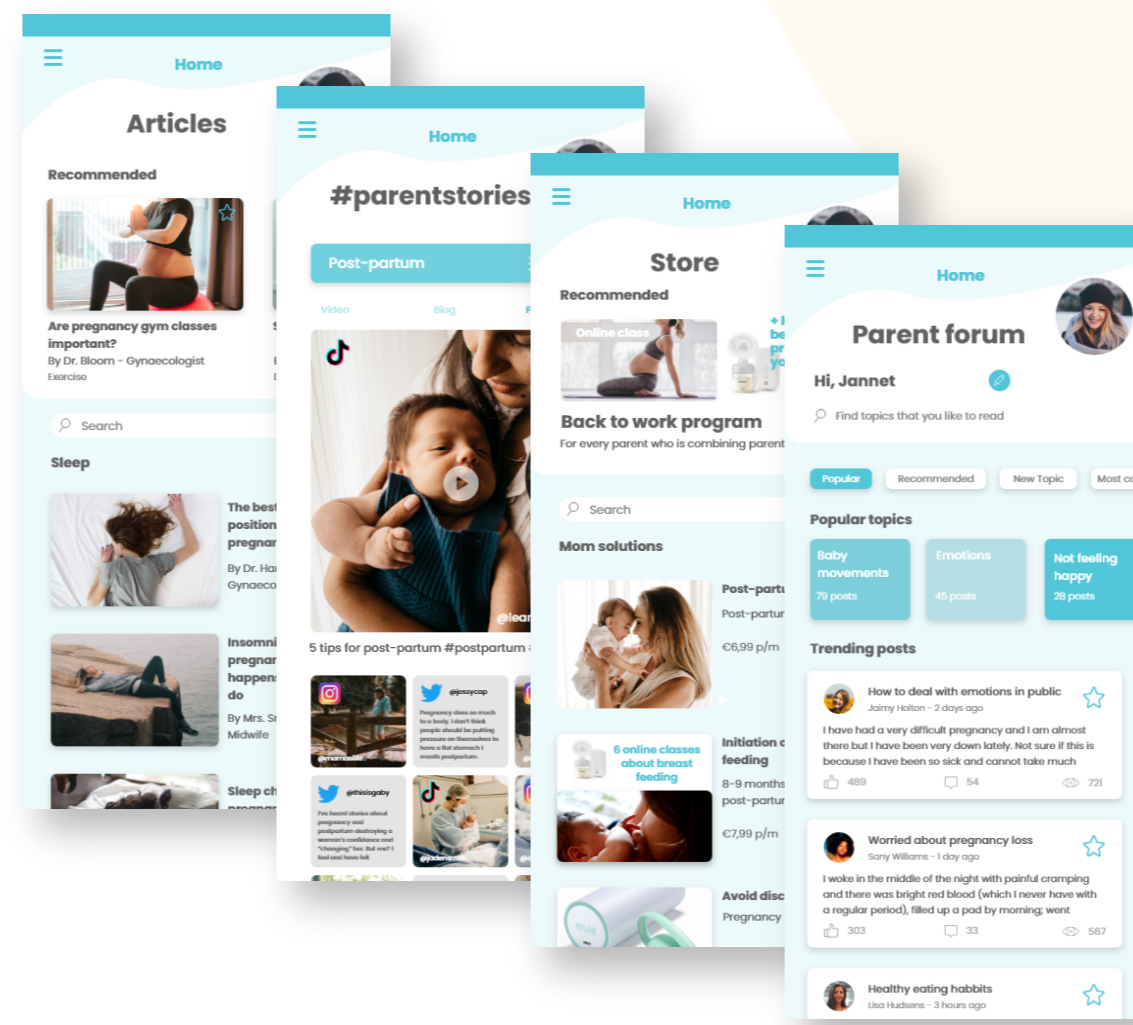
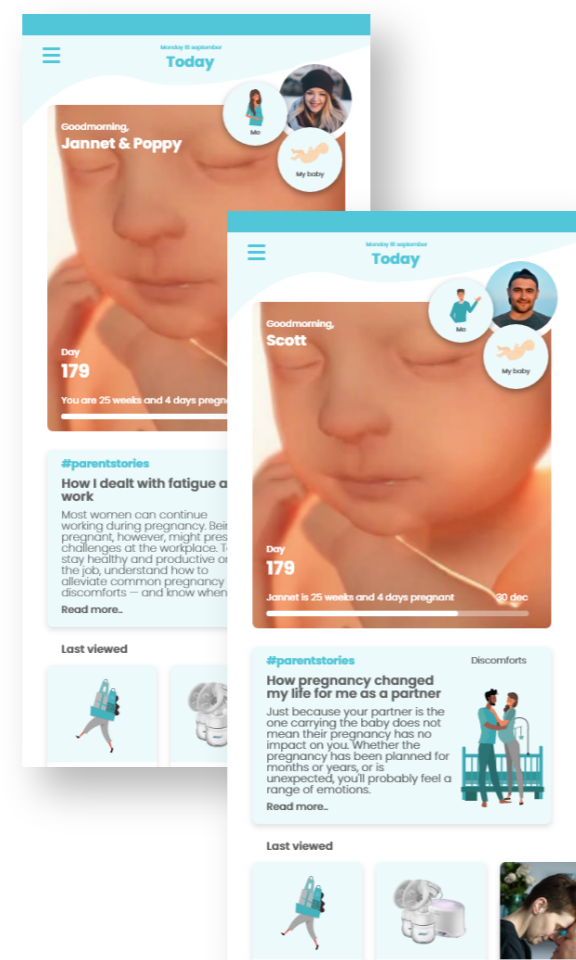
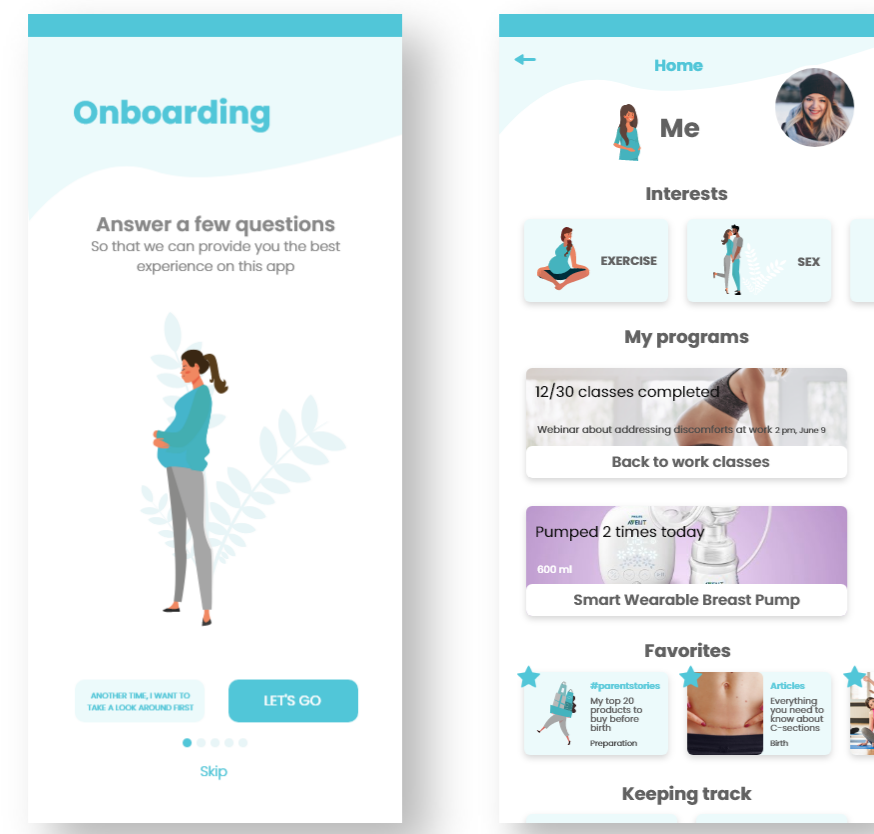
A new way to approach the next generation parents



Parenting+ platform

Getting Generation Z on board

WHAT?



Philips Avent knows and understands what expecting parents go through, both the reality and the precious times. Showing empathy and offering tailored solutions for every (expecting) parent's situation.

Onboarding steps to provide parents the best experience in the app and to offer **personalised** content.

A **personal page** to show your interests, favourite content and to keep track of the programs you follow.

A platform that **includes the partner or other relatives**, that provides tailored content for them.

WHY?

Gen Z cares about companies that understand their concerns, are responsible and are transparent about the real side of things.

Gen Z expects a personalised shopping experience and switches easily between brands when needed

Gen Z is more aware of their own health than other generations, feels open to talk about it and to buy health solution products.

"78% of expecting Gen Z moms don't know what is normal during their pregnancy."

"66% of expecting Gen Z moms feel lost in what products to buy in preparation for parenthood."

"63% of expecting moms feel that physical discomforts are taboo subjects."

HOW?

FUTURE VISION

Expecting parents feel that Philips Avent provides them security during the beautiful and the difficult times in a personal way.

Horizon 1 2021

CREATE AWARENESS



Advertising real pregnancy situations

Horizon 2 2022

CREATE A BOND



Personalised omnichannel experience

Horizon 3 2024

WALK THE TALK



Solutions that fit the total experience



Showing the real side



Addressing different situations



Empathizing



Tailored information



Fitting reviews



Empathizing with considerations



Recommended solutions



Addressing different discomforts



Focus on the experience



Combining product and services

Philips Avent will create recognition and security for Gen Z parents through empathizing with expecting parents and being transparent about beautiful and difficult moments in pregnancy.

Philips Avent will give parents a secure feeling about that they know what they need and want, through tailored information, services and products for every parents situation on all channels.

Philips Avent will solve parents' problems by offering a full supporting and securing experience around pregnancy through the introduction of new solutions, partnerships and integrating products and services of other Philips segments.

Martine de Haan
A value proposition for the next generation parents
6 November 2020
Strategic product design

Committee Sylvia Mooij
Bart Bluemink
Emma van der Veen
Company Philips

