

Complete brief

Create videos featuring Philips products and illustrating your product experience

From October, 8th to the 12th of November, show us how you live with your Philips products. Submit your reviews, tricks'n'tips, improvements, or just show how you use your Philips product and win 100€ per video.

Your video must enter in one of these four topics:

1. **You & Philips:** videos illustrating users sharing their product experience, why they like this product
2. **Tips and tricks:** videos illustrating how to maximize your product experience or benefit from all features
3. **Future improvements:** videos illustrating users 'pimping' their products or offering suggestions on new features
4. **Technology explained:** videos illustrating current and future technologies

VIDEO CONSTRAINTS :

The creators will be informed that Philips will use the following criteria to select the awarded content:

1. At Philips, we pride ourselves on Sense & Simplicity, do reflect that in your video
2. Videos should be as international as possible so minimize spoken word
3. Make your video as relevant as possible to the category to which you feel it best belongs (see slide 'initial video categorization')
4. Avoid using items that reflect a fixed time or date such as newspapers in your video.
5. Ideally you will use a Philips product in your video that is still being sold in stores in your country, and has not gone obsolete. Visit Philips.com for current products.
6. Use clearly identifiable Philips products.
7. Be objective, criticism is accepted if expressed constructively
8. Do not use hard-coded or embedded (third-party) identifiers such as logos, watermarks, subtitle tracks, etc.
9. Be sensitive to others, do not use inappropriate content or any content that may be offensive or copyrighted by others.
10. Video length should be a maximum of three minutes

Your video must have all the needed informations and format as it follows:

1. Your video title must quote the PHILIPS brand and the reference of the product

e.g :

“I love my Philips toothbrush”

“My Philips Wake-up Light”

“Ambilight explained”

2. TAG your video with the name of the category and the name of the product and the topic

e.g : Wake up light Philips Ambilight – Tips & Tricks

Videos that are not titled and tagged correctly will not be accepted.