

Philips is looking for the most talented creatives...

Philips Consumer Lifestyle is asking the public to send in creative ideas for adverts to support their latest [global consumer campaign](#), addressing consumers' needs for better performance and longevity of products in challenging economic times. The best idea for an advert will be turned into a complete script for a video and produced by a professional film crew. When it's ready, the video will be distributed all over the world.

Ideas can be submitted on [the competition website](#) (or local versions) by filling in a plain text box explaining the idea in 300 words. Philips also enables people to express their thoughts by uploading videos, images, drawings, storyboards, etc.

The Jury, full of advertising and viral video specialists, will pick the winner. What will the jury like? To start with: there are no boundaries or limitations. Ideas can be as big and crazy as people want. But of course it will be appreciated by the jury if creative ideas stay within the campaign theme; competitive comparisons and attention grabbing adverts showing that the Philips brand remains the best choice for consumers.

Winning videos will not necessarily bash a competitor, but bring forward Philips as the hero in a creative and surprising way. The jury will also really look at the viral potential the video has, do they think that people who watch the video will send it through to their friends?

For ideas submitted by video or images, there will be some extra prizes available. The jury will continuously screen the most creative entries which are coming in and will upload the videos or images they like the most to the competition website. The items on the site with the most views and/or highest rated will also be winning some great prizes.

The campaign closes at the end of June.

Submit your ideas at:

UK: www.ofcourse.philips.com/uk

US, India, China, other countries: www.ofcourse.philips.com/us

Argentina: www.ofcourse.philips.com/ar/index.html?submit_test=true

Austria: www.ofcourse.philips.com/at/index.html?submit_test=true

Belgium: www.ofcourse.philips.com/be/index.html?submit_test=true

Brazil: www.ofcourse.philips.com/br/index.html?submit_test=true
Czech Rep.: www.ofcourse.philips.com/cz/index.html?submit_test=true
Germany: www.ofcourse.philips.com/de/index.html?submit_test=true
Denmark: www.ofcourse.philips.com/dk/index.html?submit_test=true
Spain: www.ofcourse.philips.com/es/index.html?submit_test=true
Finland: www.ofcourse.philips.com/fi/index.html?submit_test=true
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Norway: www.ofcourse.philips.com/no/index.html?submit_test=true
Poland: www.ofcourse.philips.com/pl/index.html?submit_test=true
Romania: www.ofcourse.philips.com/ro/index.html?submit_test=true
Russia: www.ofcourse.philips.com/ru/index.html?submit_test=true
Saudi Arabia: www.ofcourse.philips.com/sa/index.html?submit_test=true
Sweden: www.ofcourse.philips.com/se/index.html?submit_test=true
Turkey: www.ofcourse.philips.com/tr/index.html?submit_test=true
Ukraine: www.ofcourse.philips.com/ua/index.html?submit_test=true

Overview of Prizes:

1st prize: Philips 21:9 TV and a Philips Ambisound Soundbar.
2nd Prize: Philips Ambilight TV and a Philips Ambisound Soundbar.
3rd prize: Philips Ambilight TV and a Philips Ambisound Soundbar.

Other prizes:

- for the top 5 most viewed video/image in the gallery at the competition website: Philips Go Gear player
- for the top 5 highest rated video/image in the gallery at the competition website: Philips Nivea for Men shavers, or Philips Epilators for women.

Countries:

UK, US, India, China, Argentina, Austria, Belgium, Brazil, Czech Rep., Germany, Denmark, Spain, Finland, France, Italy, Netherlands, Norway, Poland, Romania, Russia, Saudi Arabia, Sweden, Turkey and Ukraine.

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Notes to Editors

For further information please visit www.philips.com/ofcourse

For banner and ribbon please visit www.prontocommunication.se/philips

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About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified Health and Well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs approximately 116,000 employees in more than 60 countries worldwide. With sales of EUR 26 billion in 2008, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.