

New Modern Design

CSS Bouncer Balance Soft Light Beige and Dark Gray, Woven/Jersey, Tri-Fabric OVERVIEW (v.3)





Discover the evolution of the iconic Bouncer Balance Soft — a favorite among parents and babies for decades.

Now we're delighted to present the new design of this beloved classic. Its modern look seamlessly harmonizes with the aesthetics of any contemporary home.

In this overview you'll find material to help you present this new design in the best way. The visuals provided here are just a selection; additional files can be found in the Media Gallery.

If you have any questions or would like to discuss something, please don't hesitate to reach out to your point of contact at BabyBjörn. We're here to help, and we hope you'll find this content useful.

> Best regards, The Global Marketing Team at BabyBjörn





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04/21 Product Images









05/21 Lookbook Images



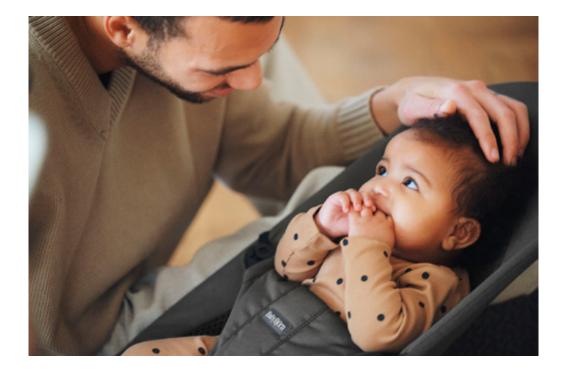








06/21 Lifestyle Images











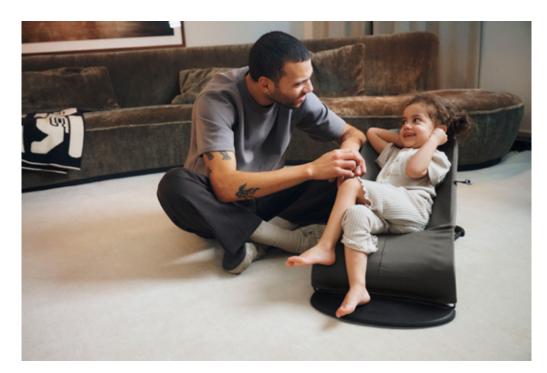
















07/21 Lifestyle Videos



Ratio 1:1

2:3

4:5

All three Lifestyle videos are available in all formats above, with and without BabyBjörn logo.

5:7

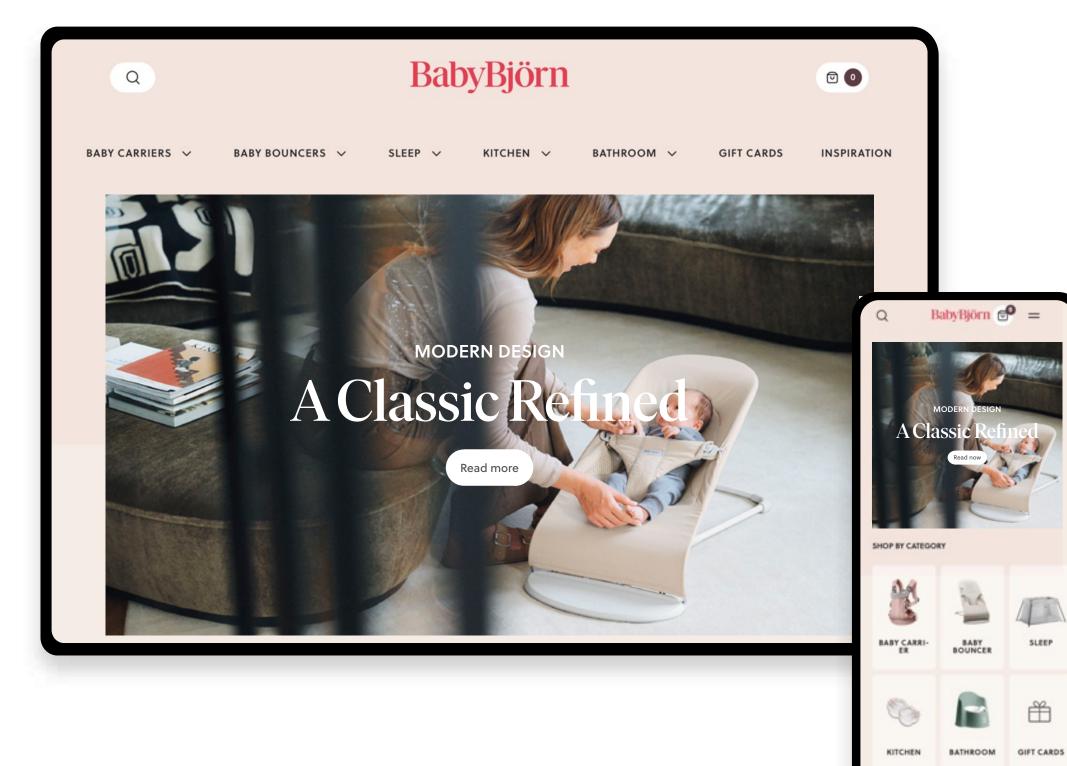
9:16

16:9

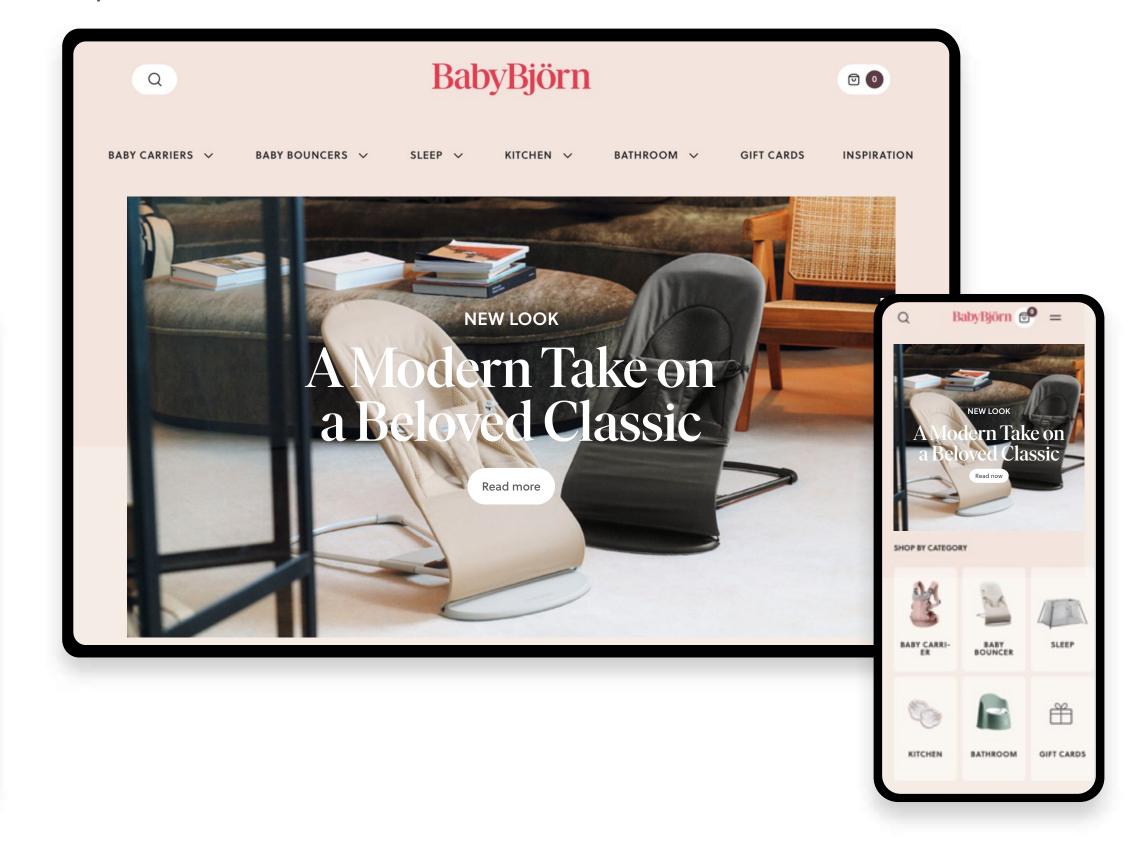
08/21 E-com | Start Page

Copy and format adjusted images can be found in the Media Gallery

Option 01



Option 02



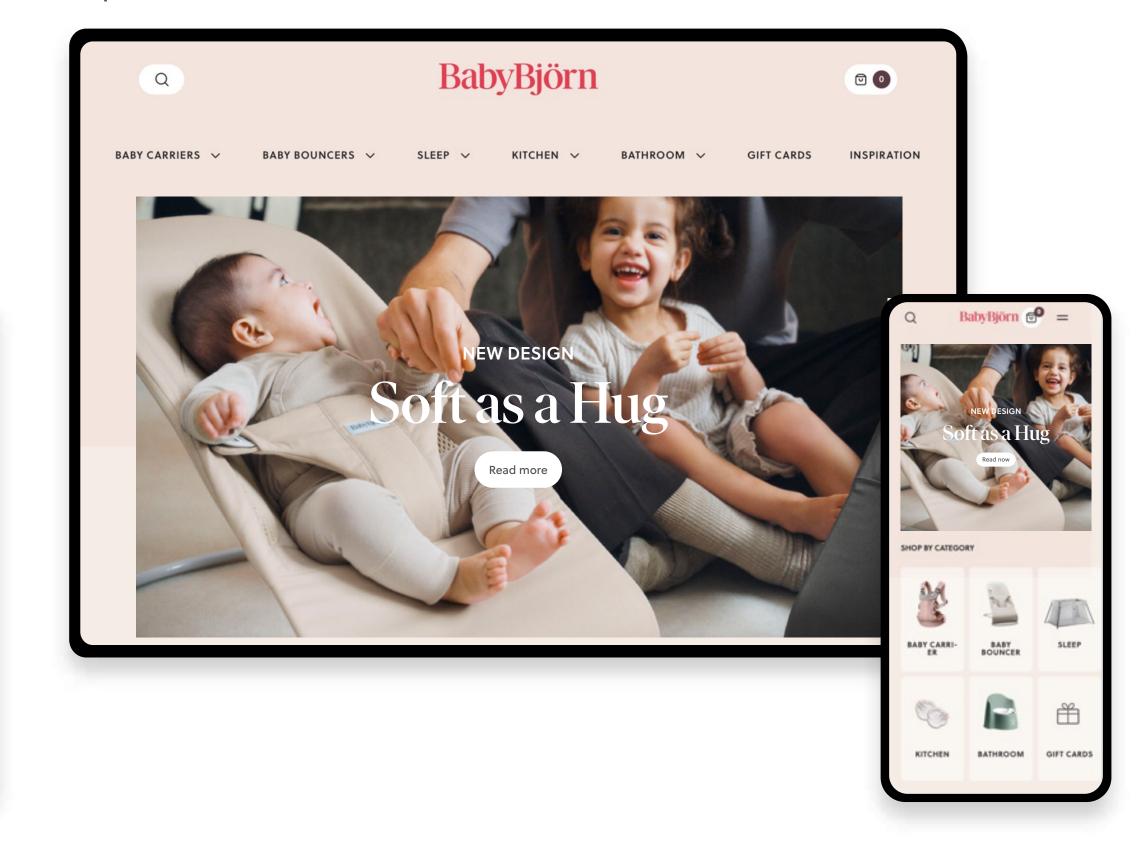
09/21 E-com | Start Page

Copy and format adjusted images can be found in the Media Gallery

Option 03



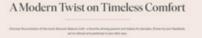
Option 04



10/21 E-com | Campaign Page

Copy, format adjusted images and video can be found in the Media Gallery







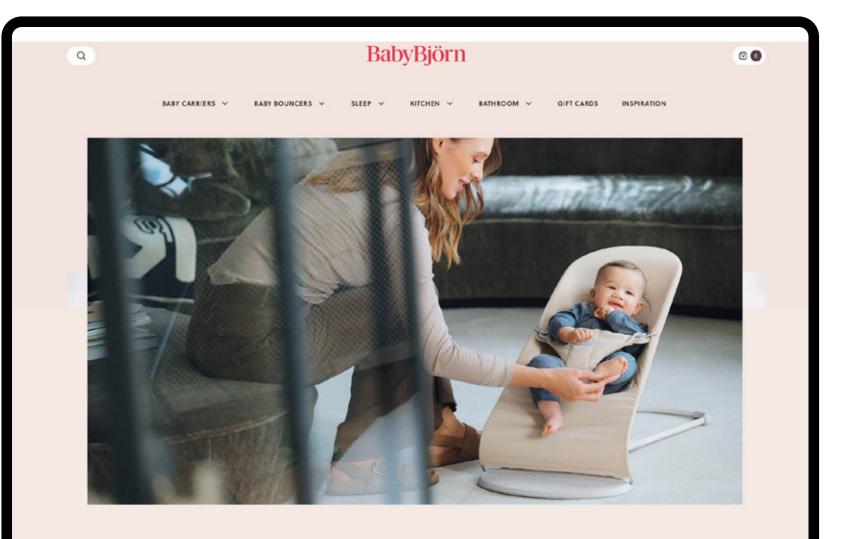
Soft as a Hug



10 Reasons to Choose a Baby Bouncer from Us







NEW DESIGN

A Modern Twist on Timeless Comfort

Discover the evolution of the iconic Bouncer Balance Soft-a favorite among parents and babies for decades. Driven by your feedback, we've refined and perfected it year after year.

Now we're delighted to present the new design of this beloved classic. Its modern look seamlessly harmonizes with the aesthetics of any contemporary home. It's the sleek, snug, and comfy spot your little one deserves.





E-com | Campaign Page 11/21

Copy, format adjusted images and video can be found in the Media Gallery



A Modern Twist on Timeless Comfort





10 Reasons to Choose a Baby Bouncer from Us





LOVING EMBRACE

Soft as a Hug

Bouncer Balance Soft brings cozy vibes with natural rocking, soft fabrics, and an ergonomic design—it's like the next best thing after a loving hold for your cutie pie.

This new design is carefully crafted from three exceptional materials. Picture super-soft jersey, airy mesh, and a durable woven fabric with a lustrous finish. We're all about making every moment in our baby bouncers feel as soft as a loving hug.

Read more about our fabric





SOFT BABIES AND HARD FACTS

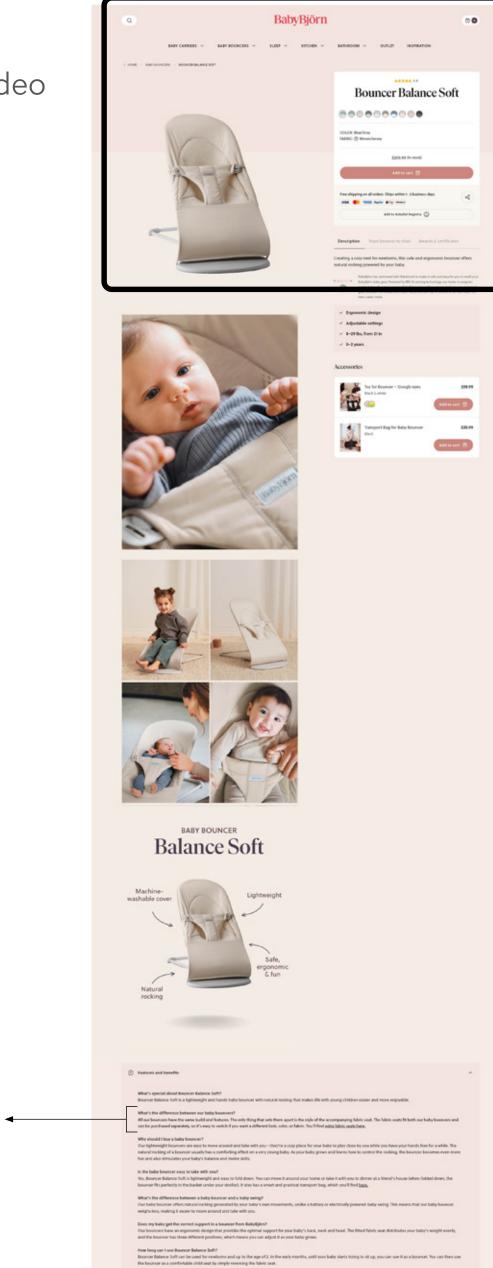
10 Reasons to Choose a Baby Bouncer from Us





E-com | Product Pages 12/21

Copy, format adjusted images and video can be found in the Media Gallery



what makes the bolty bouncer mode? Our bouncer tooks panels when your bady waves their arms and keps. No batteries are required—out bady bouncer rais on your bet

Can providing the falled; ease? Yes, the falled; can be uses a part attack and remove. This is ideal if you need to wash t (all of our fader; such are machine washable) or want to give your bouncer a makeour with a new coins or falled; On these wash that if non-take bounces, and you? The fit the https://

REPLACE THIS PARAGRAPH WITH:

All our bouncers have the same build and features. The only thing that sets them apart is the style of the accompanying fabric seat.

The fabric seats fit both our baby bouncers and can be purchased separately, so it's easy to switch if you want a different look, color, or fabric. You'll find extra fabric seats here. [link to extra fabric seat product page]

Translations to be found in the Media Gallery.

Balance Soft What's the difference between our budy horizonts? Affects between how for sums budy and or duters. To each shing that set them apart is the sight of the accumpanying black used. The black useds for both our budy bouncess and each be purchased separately, so it's may to each of you want a different budy, sold, or follow. Two Tiffered and <u>ablack and here</u>. ◀_____ Why should I bey a bady downcer! Our lightwaight bouncer: Our lightwaight bouncer: An event include a leaser want has a sembleting effect on a very reang baly. As your bady see bars is be to sented the soding, the bouncer bouncer bouncer bouncer and has and also structure your bady's balance and mater skills. Is the bady lowness easy to take with you? Yes, lowness balance 3xifts in lyinnewpit and ease to fold down. Yes can recent if around your home or take it with your to driver at a literard's house balans. Nobed down, the bosoners for provide to the balant contrary on restrict). It is has a simult and practical immount bag, which you'll find <u>page</u>. What's the difference between a bady bearcer and a bady sering? Cour bady soccurre drives installing generated by your bady is one meanments, unitia a furthery or electrically prevend bady sering. This means that our bady bearcer weight wish, installing it earlier to mean series and not black by you. Deer my belay get the correct support in a bouncer from BelayEgion? Our bounces have an expressed, design that prevades the optimal support for your belay's back, seed, and head. The fitted factor, seed, distributes your belay's weight events, and the bounces have inter different pointers, which many you are adjust it as your belay graves. htee long can have Bouncer Balance Soft? Bouncer Balance Soft can be used for rendering and up to the age of 2. In the early encents, will your bally starts trying to at up, you can use it as a Bouncer. No can then use the bouncer as a contraction child and by imply revening the fabric case. What makes the buby bouncer nock? Our bouncer nock genths when your buby waves their arms and legs. No batteries are required—our buby bouncer runs on pare faint Can you change the failed used? You, I're Maleri used usey says to stack and remove, 'Shick ideal if you need to waik it (if of our failed or surt use machine washable) or want to give your bosineer a makement with a new color of where. Our block want fit all of our basic bosiness, and you'l find therefore,

BabyBjörn

80

Bouncer Balance Soft

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Newsletters 13/21

Templates in US-EN can be found in Klaviyo:

- Global_may2024_A Classic Refined
- Global_may2024_Soft as a Hug

All translations can be found in the Media Gallery.





BabyBjörn



A Classic Refined rite, Bouncer Balance Soft has been a bur unwavering love and support keep us st even better year after year. ce this all-new design (

NEW DESIGN







Want more inspiration? Follow us here



Want to get in touch with us?

Submit a request Email: caregibabybjorn.con Phone (free): 866 424 0200 SMS: 256 292 8331 Copyright @2023

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BabyBjörn



UPDATED DESK Soft as a Hug

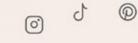
e in the tender embrace of Bouncer Balance Soft. It's li ng after a loving hold, with its cozy nest, natural rocking, and . And here's the exciting part — we've jazzed up the design t

Shop Now





Want more inspiration? Follow us here



Want to get in touch with us?

inswer any question or concer Submit a request ail: care@babybjorn.c one (free): 866 424 03

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longer want to receive these emails? [% unsubscribe %]





14/21 Window Display Inspiration



15/21 Window Display Inspiration



16/21

Copy for Google Ads and Paid SoMe

Generic copy, to be combined dynamically. Translations available in the Media Gallery.

SHORT HEADLINE

Option 1: Bouncer Balance Soft Option 2: New Look Option 3: New Design Option 4: Contemporary Design Option 5: Modern Look

LONG HEADLINE (GOOGLE)

Option 1: Natural rocking, and ergonomic design Option 2: Same great features—new, contemporary look.

SHORT DESCRIPTION (GOOGLE) / PRIMARY TEXT (PAID SOME)

Option 1: Seeking the ultimate cozy spot for your little one? Option 2: Discover Bouncer Balance Soft.

LONG DESCRIPTION (GOOGLE) / PRIMARY TEXT (PAID SOME)

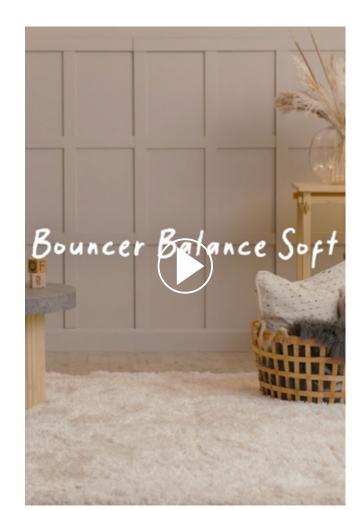
Option 1: With natural rocking, ergonomic design, and a modern look, it's perfect for any nursery. Option 2: Explore today and give your baby the snug haven they deserve!

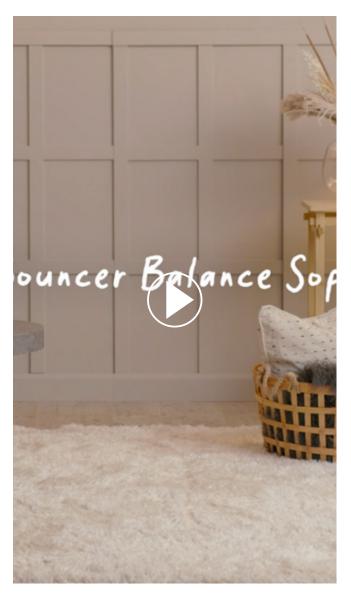
17/21 Paid Ads | Video 1 and 2

Feature video Duration: 39 s.



Ratio 4:5

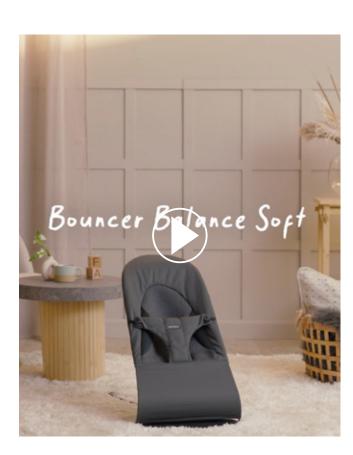




2:3

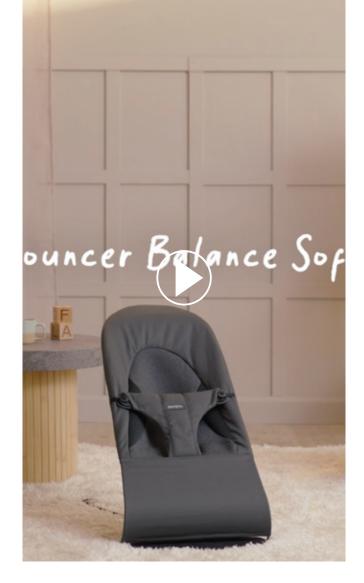
9:16

Bouncer to toddler chair video Duration: 30 s.



4:5



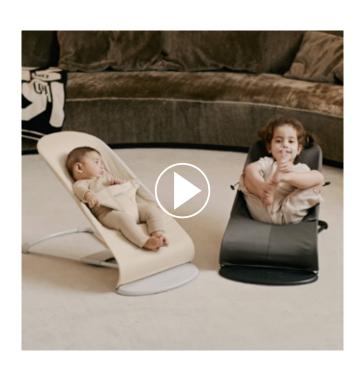


2:3

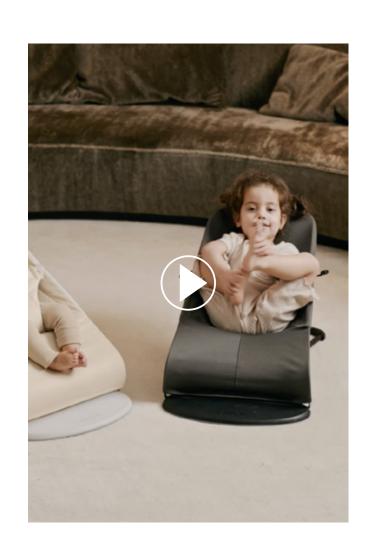
9:16

18/21 Paid Ads | Video 3 and 4

Lifestyle video Duration: 18 s.



Ratio 1:1



2:3

9:16

Animated video Duration: 10 s.



1:1



9:16

19/21 Paid Ads | Image Carousel



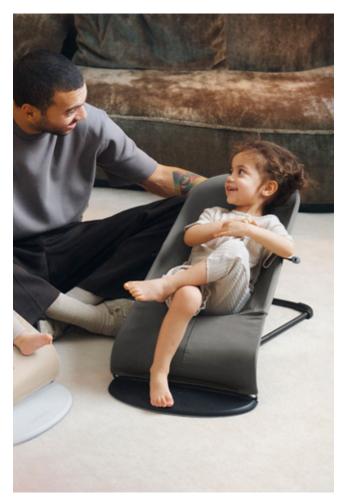




Ratio 1:1



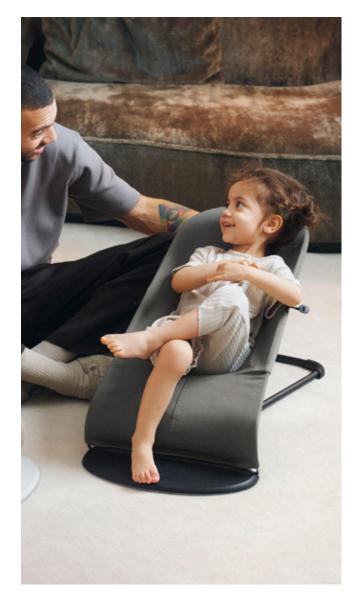




Ratio 2:3







Ratio 9:16

20/21 Paid Ads | Images

Option 1



<image>

2:3

Ratio 1:1

9:16

Option 2



1:1





2:3

9:16

