

# New Modern Design

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



BabyBjörn



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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Ratio 1:1



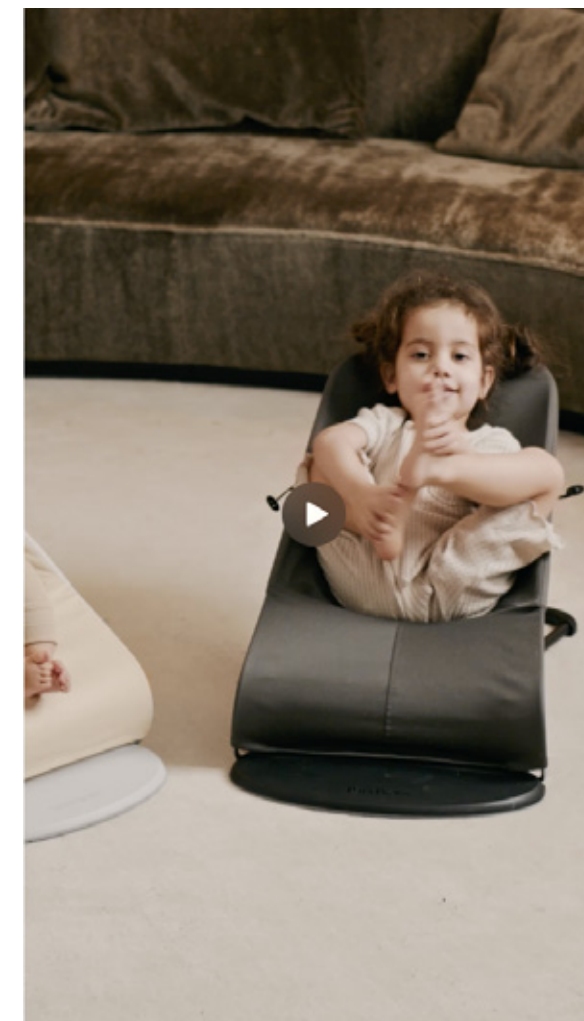
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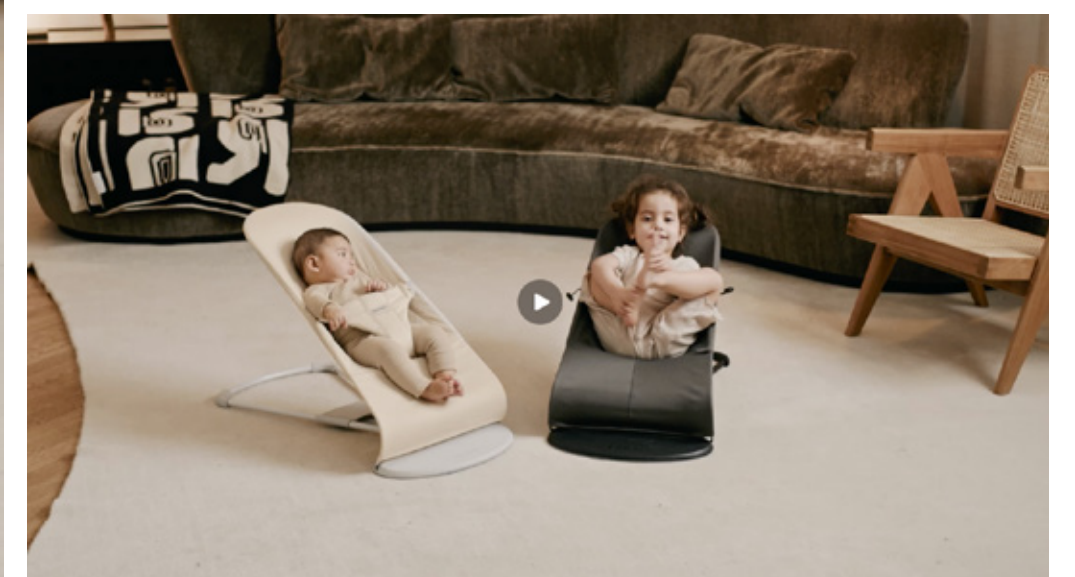
4:5



5:7



9:16



16:9

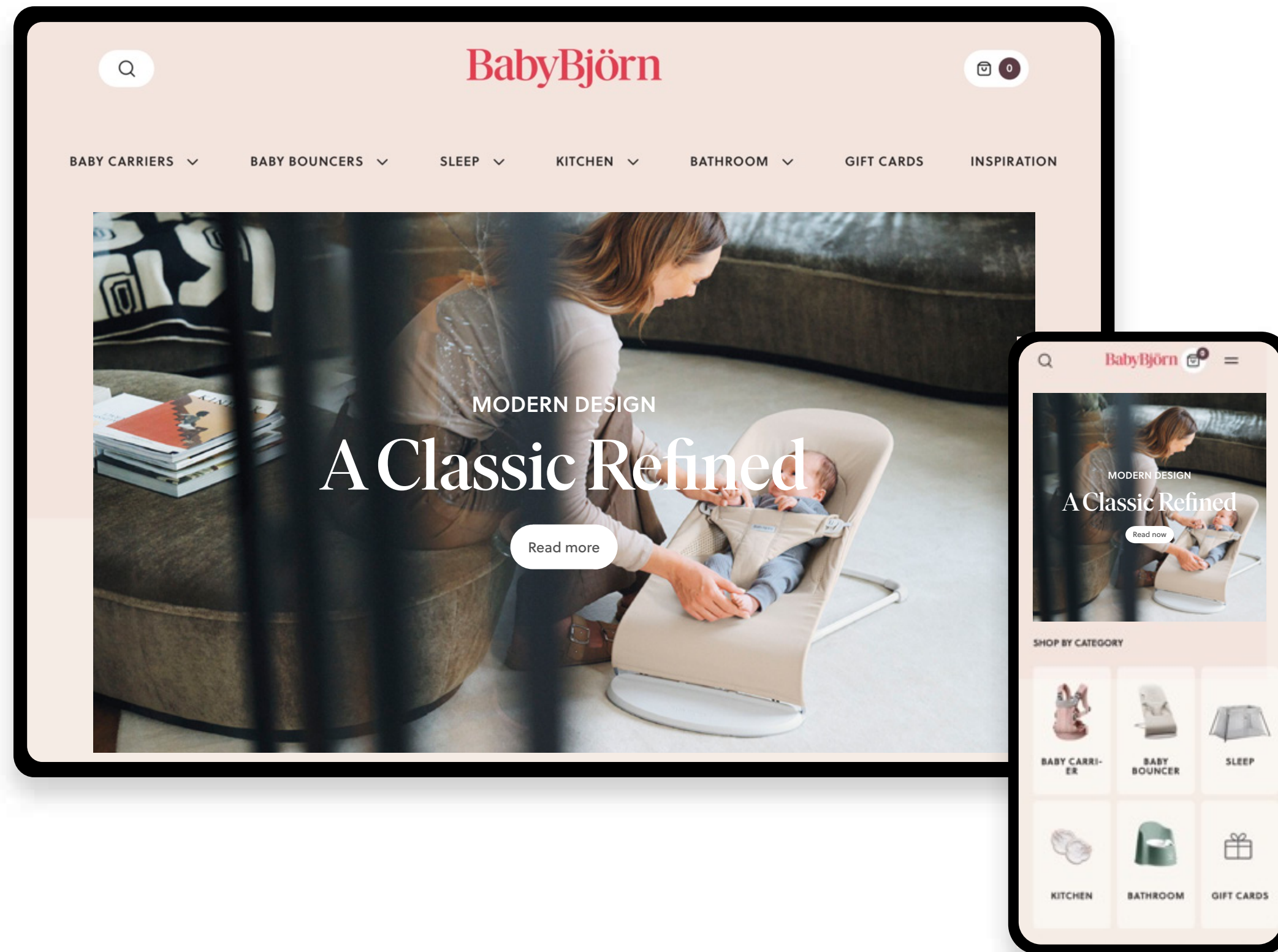
All three Lifestyle videos are available in all formats above, with and without BabyBjörn logo.



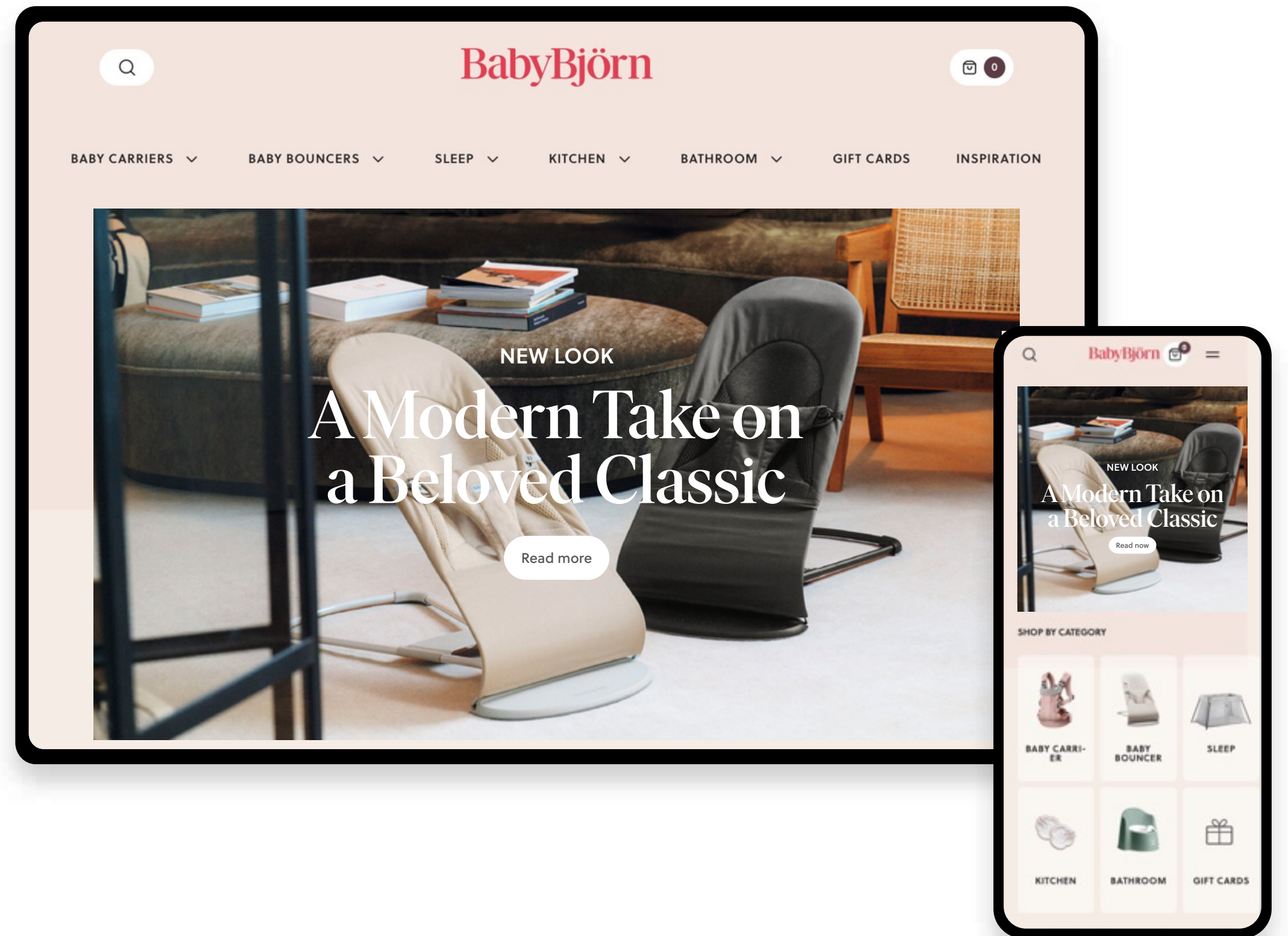
# E-com | Start Page

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

Option 01



Option 02



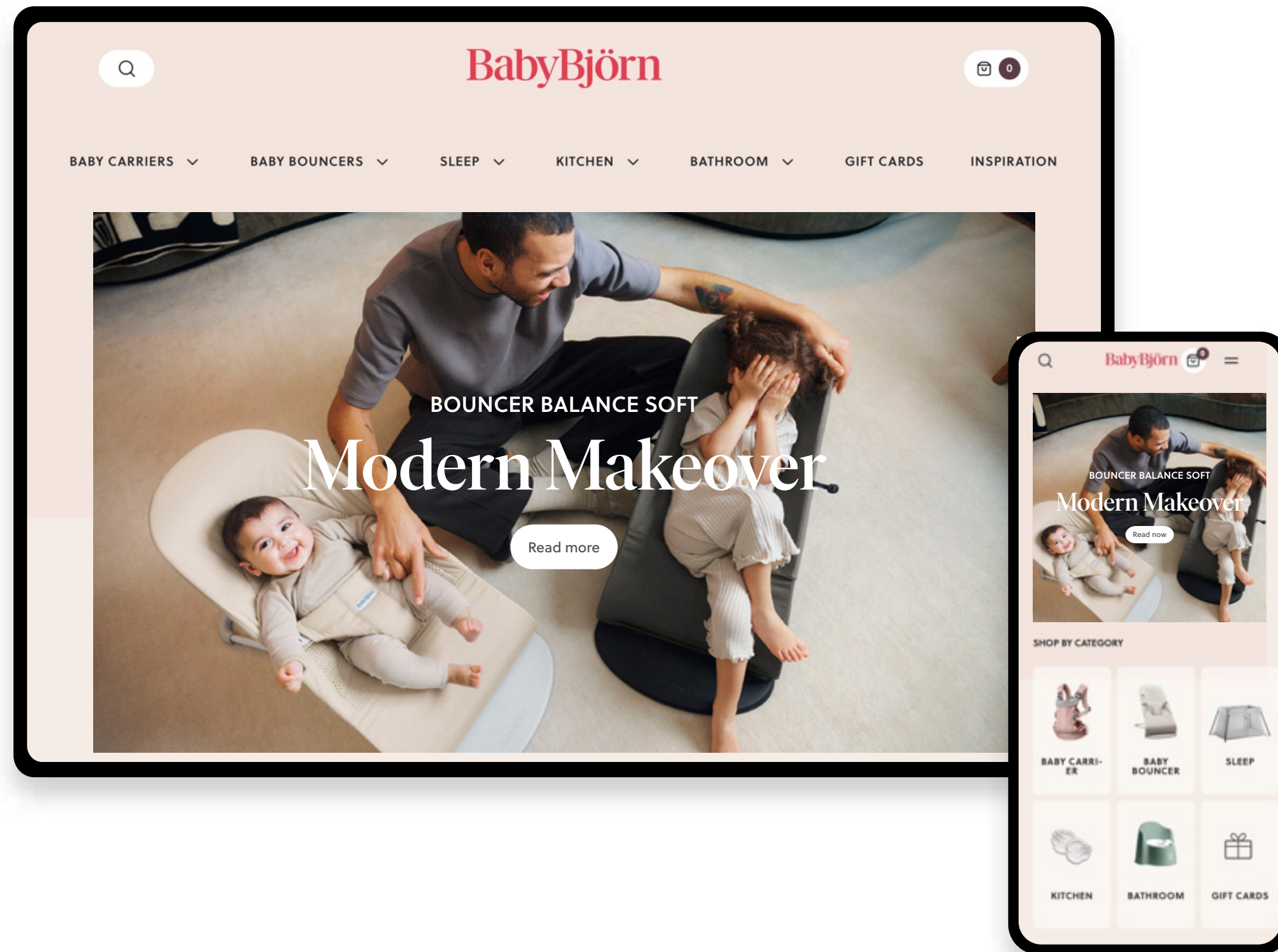


09/21

# E-com | Start Page

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

Option 03



Option 04

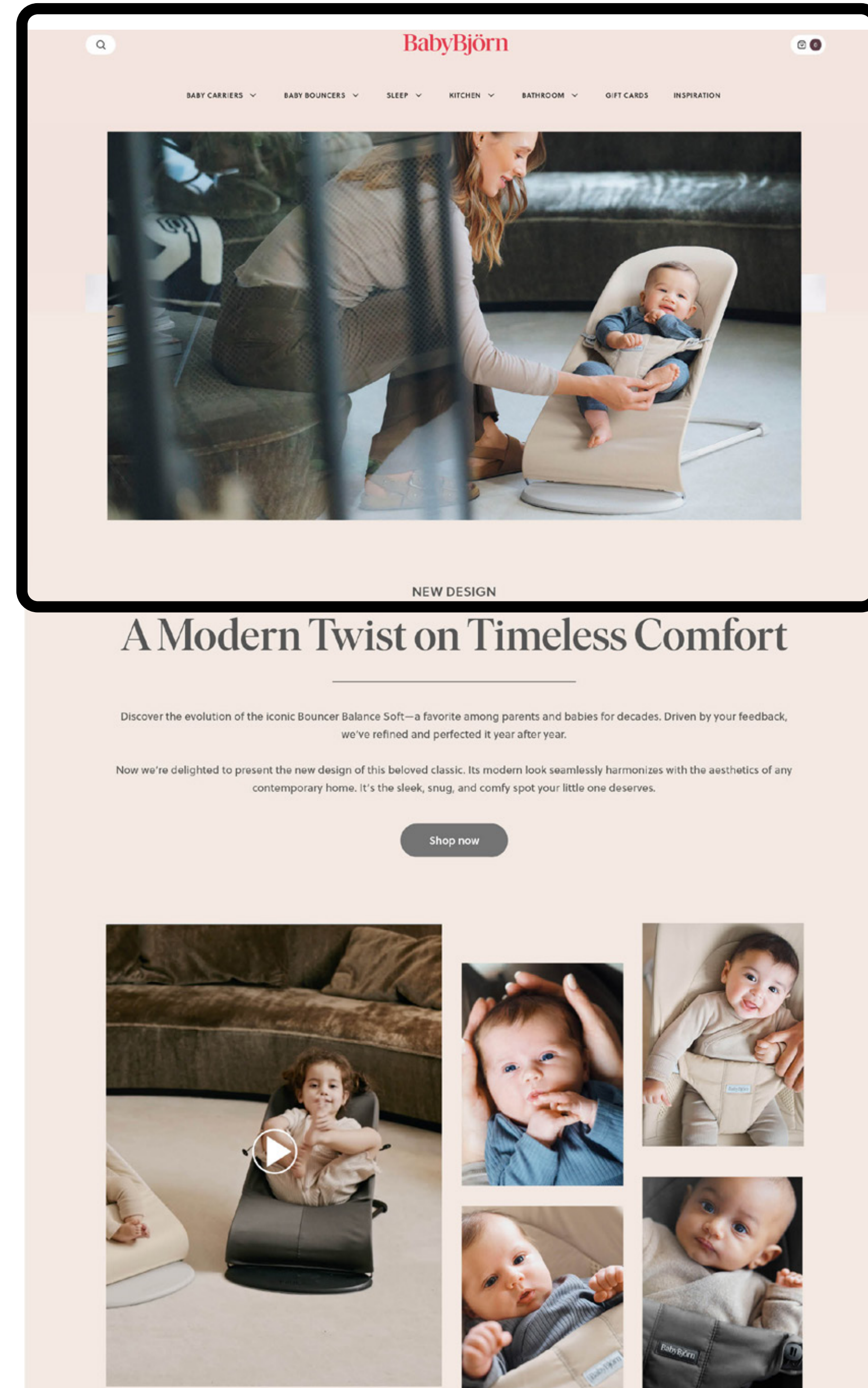
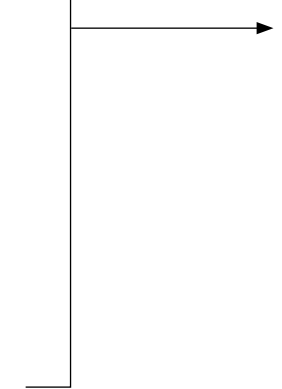




10/21

# E-com | Campaign Page

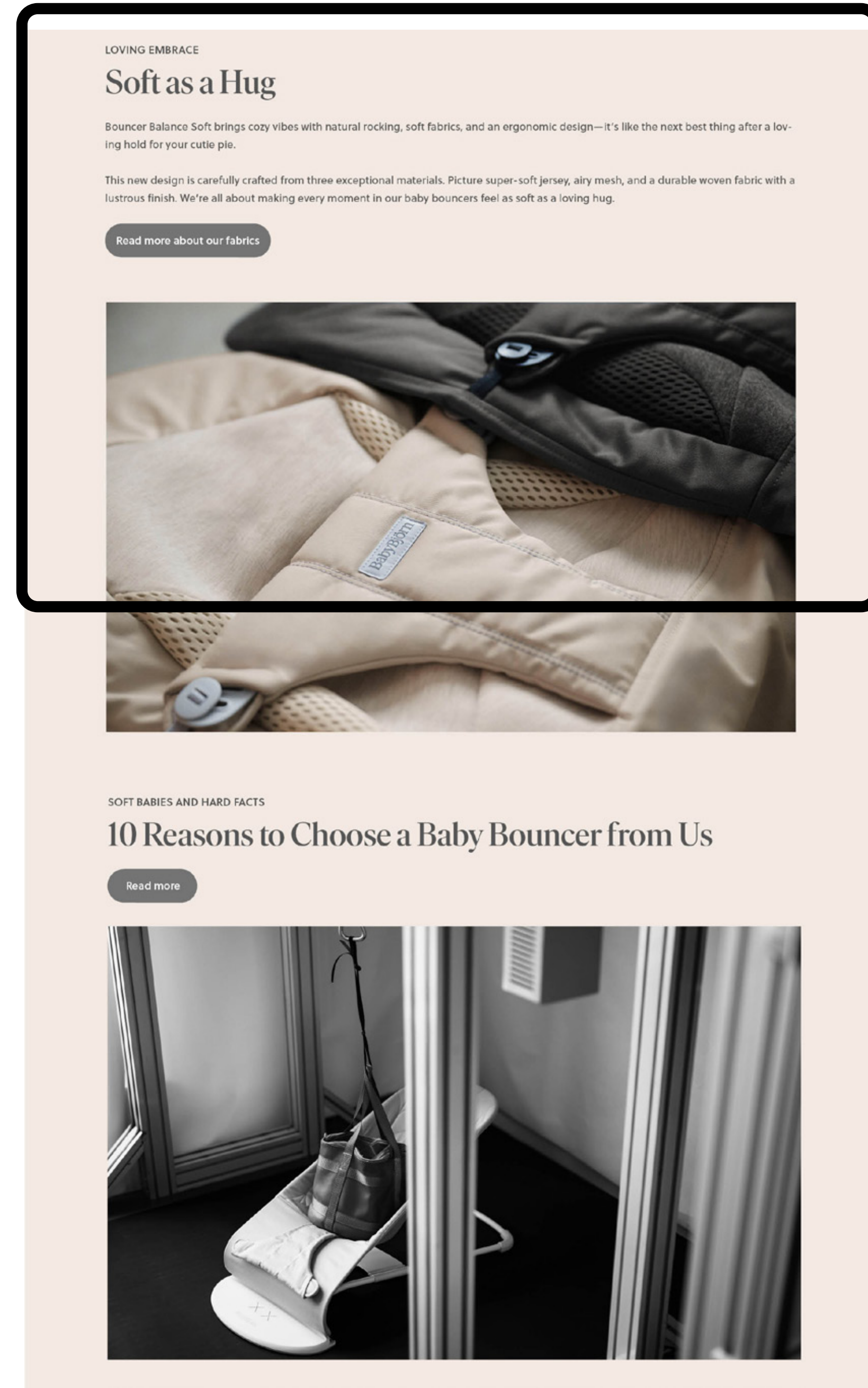
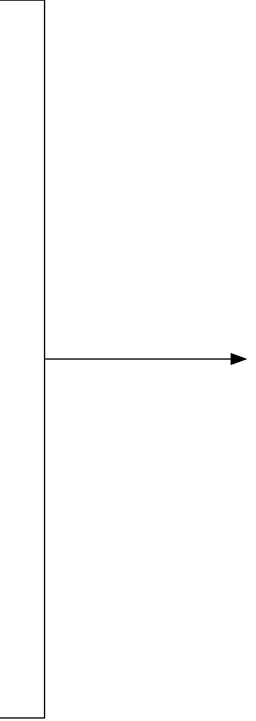
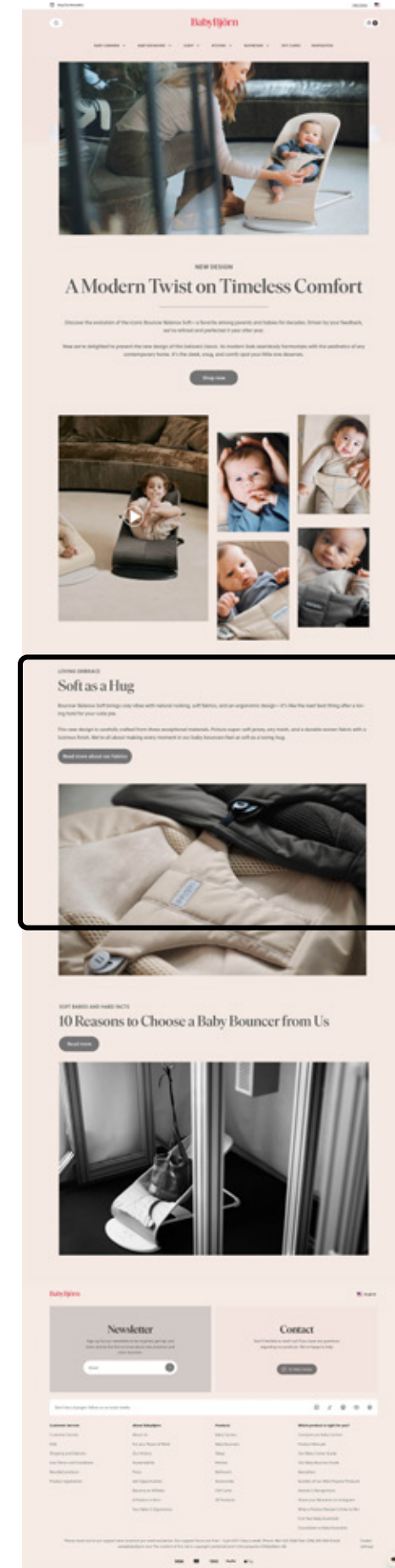
Copy, format adjusted images and video can be found in the Media Gallery





# E-com | Campaign Page

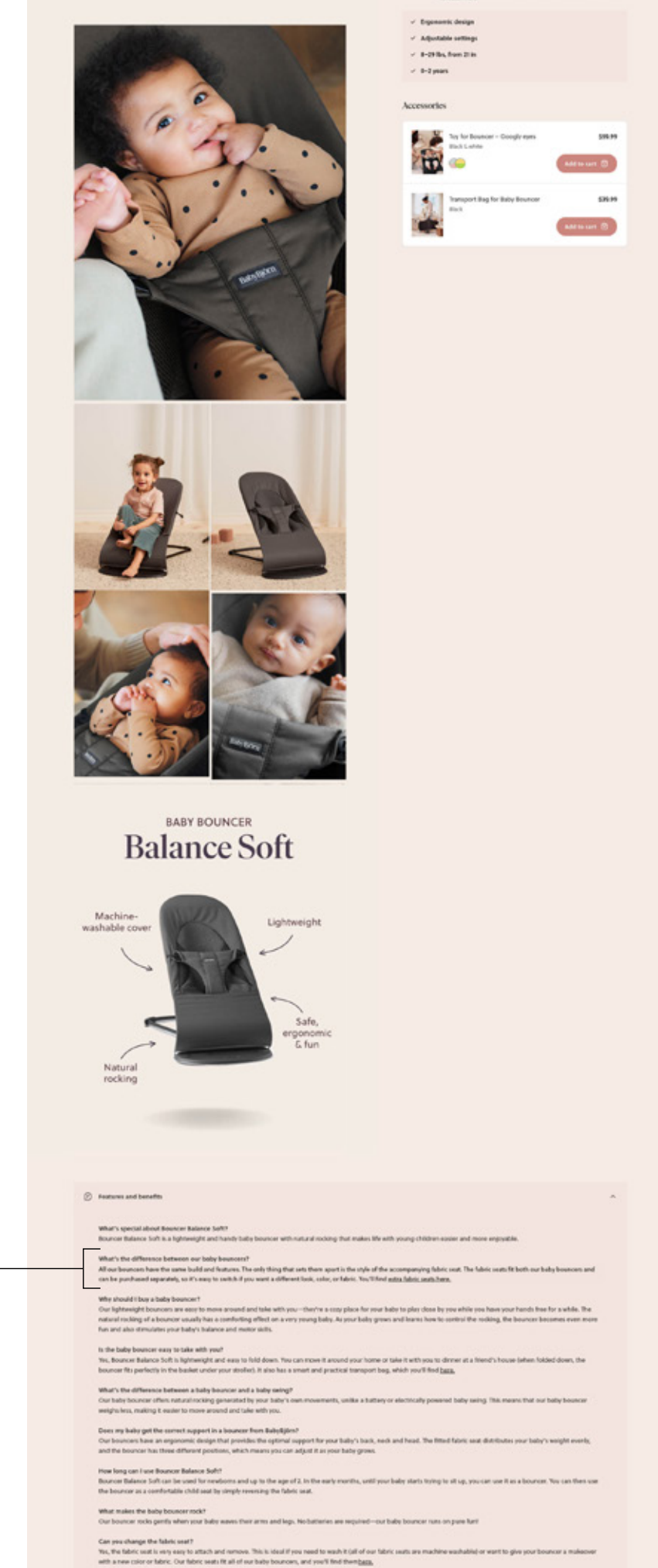
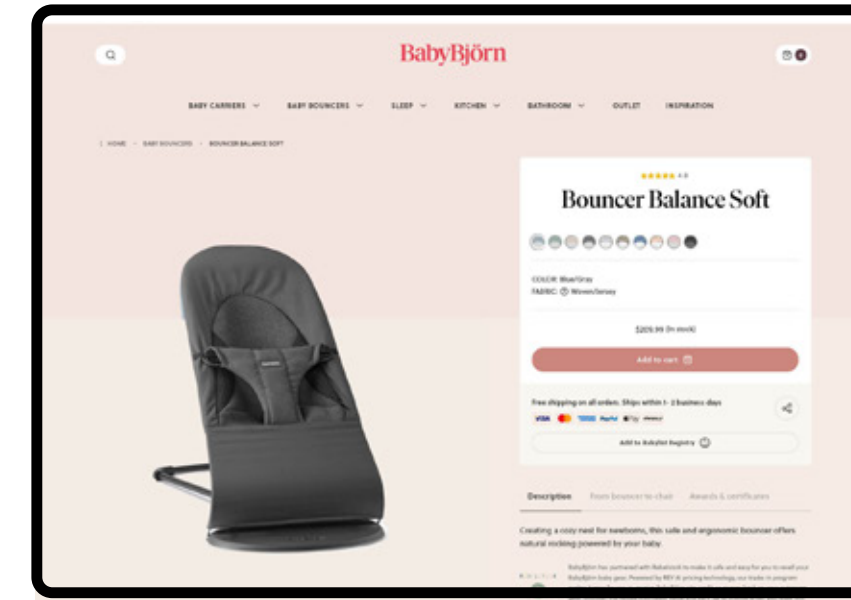
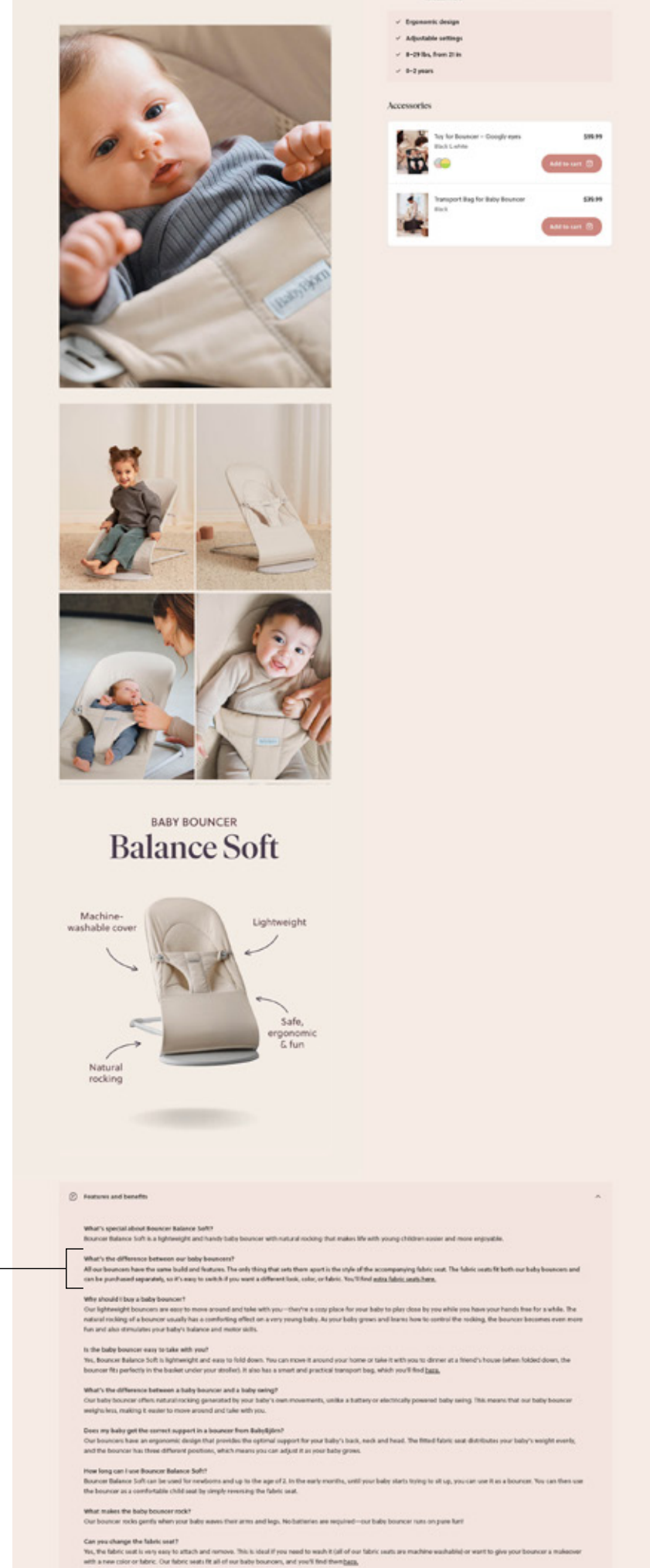
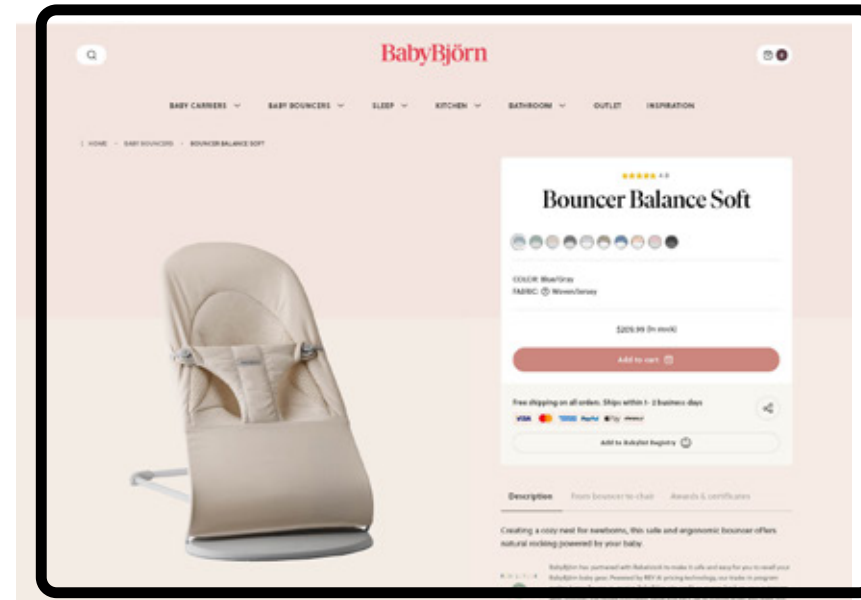
Copy, format adjusted images and video can be found in the Media Gallery





# E-com | Product Pages

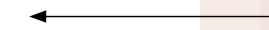
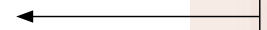
Copy, format adjusted images and video can be found in the Media Gallery



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.






# Newsletters

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**





NEW DESIGN  
**A Classic Refined**




Our timeless favorite, Bouncer Balance Soft has been a beloved part of our family for decades. Your unwavering love and support keep us striving to make it even better year after year.

Now, we're thrilled to introduce this all-new design of this classic gem. This modern style seamlessly complements any contemporary home. We can't wait to hear what you think about it!

[Shop Now](#)

Want more inspiration?  
Follow us here


**Want to get in touch with us?**

We're happy to answer any question or concerns you may have.



**Submit a request**  
Email: [care@babybjorn.com](mailto:care@babybjorn.com)  
Phone (Free): 866-424-0200  
SMS: 254-292-8321  
From 9AM to 6PM US East Time | Everyday

**Need help choosing a baby carrier?**  
[Schedule an appointment](#)

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New York, NY 10010, USA  
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Kitchen      Sleep



**BabyBjörn**






UPDATED DESIGN  
**Soft as a Hug**

Snuggle your little one in the tender embrace of Bouncer Balance Soft. It's like the next best thing after a loving hold, with its cozy nest, natural rocking, and ergonomic design. And here's the exciting part – we've jazzed up the design to make it all modern and contemporary. It's a snug spot your baby will love!

[Shop Now](#)

Want more inspiration?  
Follow us here


**Want to get in touch with us?**

We're happy to answer any question or concerns you may have.



**Submit a request**  
Email: [care@babybjorn.com](mailto:care@babybjorn.com)  
Phone (Free): 866-424-0200  
SMS: 254-292-8321  
From 9AM to 6PM US East Time | Everyday

**Need help choosing a baby carrier?**  
[Schedule an appointment](#)

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Kitchen      Sleep











# 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!



Feature video  
Duration: 39 s.



Ratio 4:5



2:3



9:16

Bouncer to toddler chair video  
Duration: 30 s.



4:5



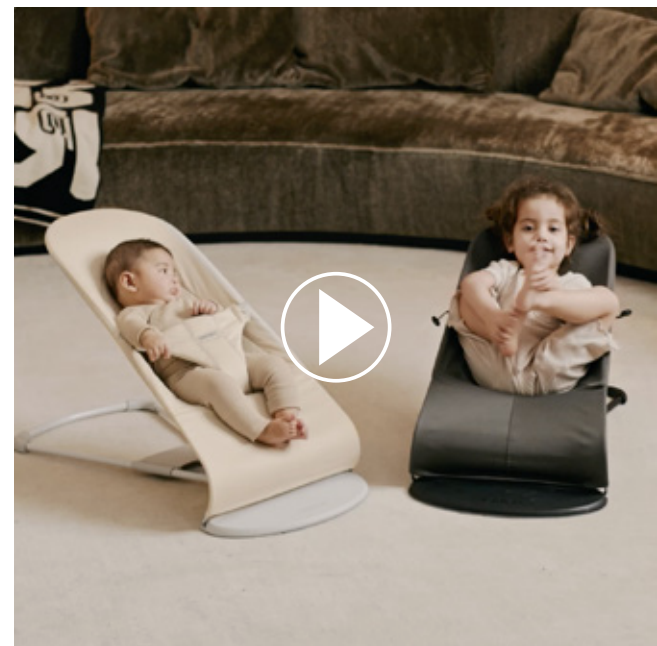
2:3



9:16



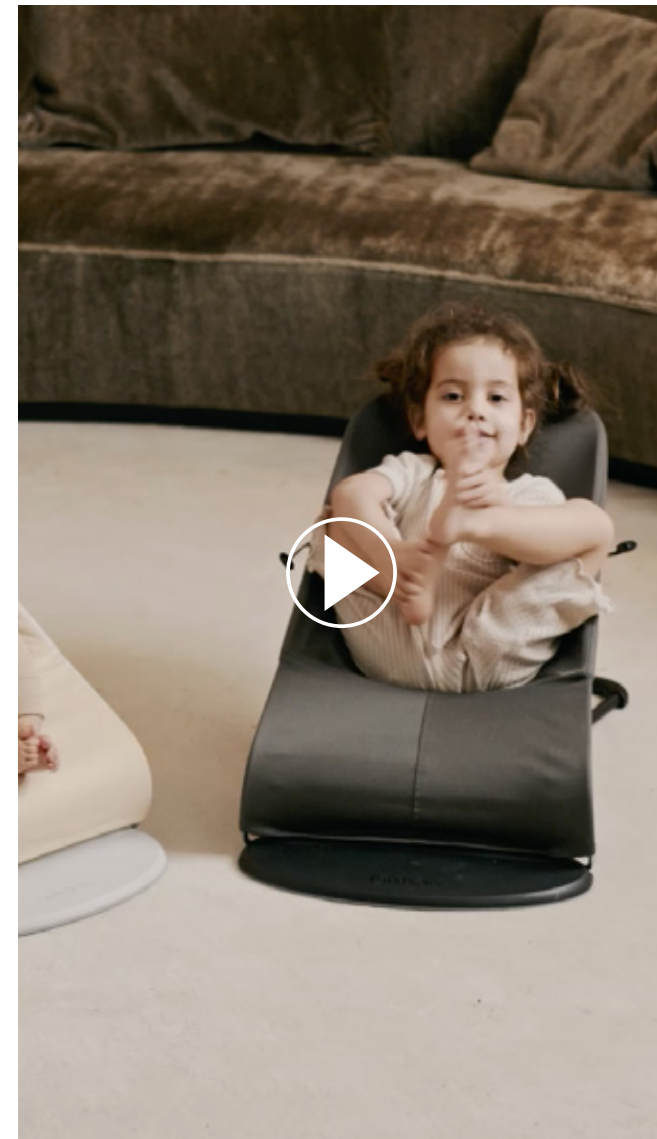
Lifestyle video  
Duration: 18 s.



Ratio 1:1



2:3



9:16

Animated video  
Duration: 10 s.



1:1



9:16





Ratio 1:1



Ratio 2:3



Ratio 9:16



Option 1



Ratio 1:1



2:3



9:16

Option 2



1:1



2:3



9:16





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