

# Creative Brief for Baby Jogger

## The Challenge:

Convince suburban Moms that a Baby Jogger is the standard by which all other strollers should be measured.

## Who are we talking to?

### Expectant Suburban Moms

- Women, aged 22-40, married or coupled
- Pregnant or planning to soon become pregnant w/ no more than one current child
- 50/50 split on working Moms vs. stay-at-home Moms

### City vs. Suburbs

#### Strolling On Demand vs. A Strolling Ordeal

- ▶ “I feel like city moms just [walk their babies] down the street and run into friends on the way to the park, while we pack everything in the car to drive for 10-15 minutes to Starbucks, or a playground, or Stony Point [mall].”

#### ‘Burbs are Viewed as BORING:

- ▶ “If we walk Liam in our neighborhood it just feels boring. Where we are now, I feel like we have to put him in the car and drive him to somewhere interesting, where in the city there’s a bunch of cool places right there.”

#### Spacious Suburbs = Multiple Strollers:

- ▶ “With my first son - when we still lived in Richmond - we had to keep the stroller in our living room b/c there was no space and we never knew how far we’d be parked from the house. We had to schlep that thing down and back up to our apartment anytime we wanted to take her anywhere. Now we have so much space we just bought a frickin’ jogger without even thinking about it.”

## What is the key consumer insight?

### Stroller Stasis:

Trips out the front door feel mundane + Packing up to go elsewhere is a constant pain =

**Fewer stroller walks.**



## Baby Jogger positioning:

Mom’s cheerleader for getting outside.

### Getting Mom Outside:

#### Getting Outside Takes Planning:

- ▶ “If I want to walk Reid, it is a process to get us out the door and into the neighborhood. So it's: ‘OK, I want to go for a walk at 9:00, so he has to eat at 8:00,’ and it's gotta be compatible with his feeding and napping schedule. And there's ALWAYS a diaper change at the worst time, so you have to allow time for that.”

#### Getting Outside for Baby’s Stimulation:

- ▶ “He's only 4 months but he’s very observant...you can tell that he gets sick of sitting in the same place for too long, and his eyes light up whenever we go somewhere. So when it gets warmer I know I want to take him out for walks as much as I can.”

#### Getting Outside Requires Inspiration:

- ▶ “There are walking trails at the edge of our neighborhood, but I constantly forget about them. And even when I remember I don’t always feel like walking him because I’m wiped out.”



## Strategy:

### Spark a childlike curiosity for the world outside Mom’s front door.

The world outside Mom’s front door can seem dull and routine - especially if she lives in the suburbs. Yet getting to anywhere “exciting” can quickly start to feel like it’s not worth the hassle of packing the car. But Mom’s neighborhood looks quite different through her baby’s eyes. Nothing is routine. It is a realm of excitement and fascination worthy of repeated exploration. Mom can glimpse this every time her baby’s feet kick when the stroller rolls over a smooth patch of freshly cut grass. Every time baby’s eyes get wide at the sight of a dog. Every time baby giggles and reaches up for a low-hanging tree branch.

Moms don’t *have to* load up the car and drive somewhere to find stimulation. The world outside Mom’s front door doesn’t have to be boring. Mom just needs a little inspiration to see things like her baby does. Baby Jogger will be the vehicle for that inspiration.

## Possible tone directions:

Friendly  
Inspiring  
Funny  
Curious

## Reasons to believe:

Lightweight  
Easy to fold and store  
Great handling  
Durable