

# Brand Development for Blooming Bath

WIP - Draft

# Objective

- Create a mission and overarching brand idea that will inspire and drive the future company that will consist of Blooming Bath and other baby products

# Things to Keep in Mind

- Be more than a bath or sunflower company
- Come up with an idea that will inspire the development of large margin products
  - No cheap stuff, small toys, small items
- Nothing too niche or alienating (i.e. boys vs. girls)
- Stay true to Brian's mission to create closer bonds between parent and child
- Maintain inventiveness in the brand
- Keep it simple

First let's look at the company we keep

# A WIP view of how a range of competitors position themselves in the market

## **Parent Advocates**

- Phil and Ted's
- Ingenuity
- Puj

## **Comfort Providers**

- Comfort & Harmony
- Little Giraffe
- Aden & Anais

## **Inventors**

- 4 Moms
- Baby's Journey
- Bugaboo

## **Problem Solvers**

- Mommy's Helper

## **Peace of Mind Keepers**

- Summer Infant
- Angelcare

## **Do Gooders**

- Honest Company

## **Cultivators of Togetherness**

- Ergobaby
- Stokke

## **Fun Friends**

- Fisher Price
- Boon
- Munchkin
- Skip Hop

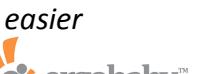
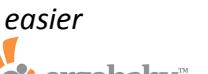
## **Safety Experts**

- Recaro
- Safety 1<sup>st</sup>
- Cybex

# How they position themselves in the market

Salience	Trait	Benefit	World	Shared Beliefs	Purpose
Prevalence, top of mind	Centered around a particular trait or attribute	Enables a functional or emotional benefit	Owns a particular space or environment	Driven by particular belief system often shared by target audience	Positions itself as serving a specific purpose or role
					
Playful enrichment	Ultimate plush comfort	Tech/design used to relieve parents' fears	Better, innovative products to help make mom's job easier	The Do-Gooder -- eco-friendly, socially responsible	Best baby product filter
					
Leader in top quality juvenile products	More intuitive, natural comfort in orthodontics	Create emotional comfort, peace of mind	Helping you & your baby reach your milestones in the early years	Increases mobility and flexibility for people on the move	Democratic design
					
wherever there's a baby™ Baby gear leader in Europe, car seats (creating happy babies?)	Everything in its place solutions	Makes being a parent easier	Health & wellness products for post baby mom		Experts that keep your baby safe
			Helping you enjoy adventures together		simplifying parenthood.™
Fun details	High quality, reliable				Makes being a parent easier
	Rotating baby seat				
					
					Increasing bonds b/t baby and parents

## Some of our direct or indirect competition

Salience	Trait	Benefit	World	Shared Beliefs	Purpose
Prevalence, top of mind	Centered around a particular trait or attribute	Enables a functional or emotional benefit	Owns a particular space or environment	Driven by particular belief system often shared by target audience	Positions itself as serving a specific purpose or role
 Ultimate plush comfort	 Tech/design used to relieve parents' fears	 <i>Better, innovative products to help make mom's job easier</i>	 Democratic design		
 Fun details	 <i>Create emotional comfort, peace of mind</i>	 <i>Helping you &amp; your baby reach your milestones in the early years</i>	 Experts that keep your baby safe		
 ever there's a baby™ <i>gear leader in strollers, car seats creating happy babies?</i>	 simplifying parenthood.™	 <i>Makes being a parent easier</i>	 simplifying parenthood.™		
	 High quality, reliable	 <i>Helping you enjoy adventures together</i>	 Experts that keep your baby safe		

**Few competitors tread on our territory**

How will we position ourselves?

Let's start with building upon the strengths of the  
Blooming Bath experience

# Blooming Bath is a game changer



# We transform the baby bathing experience

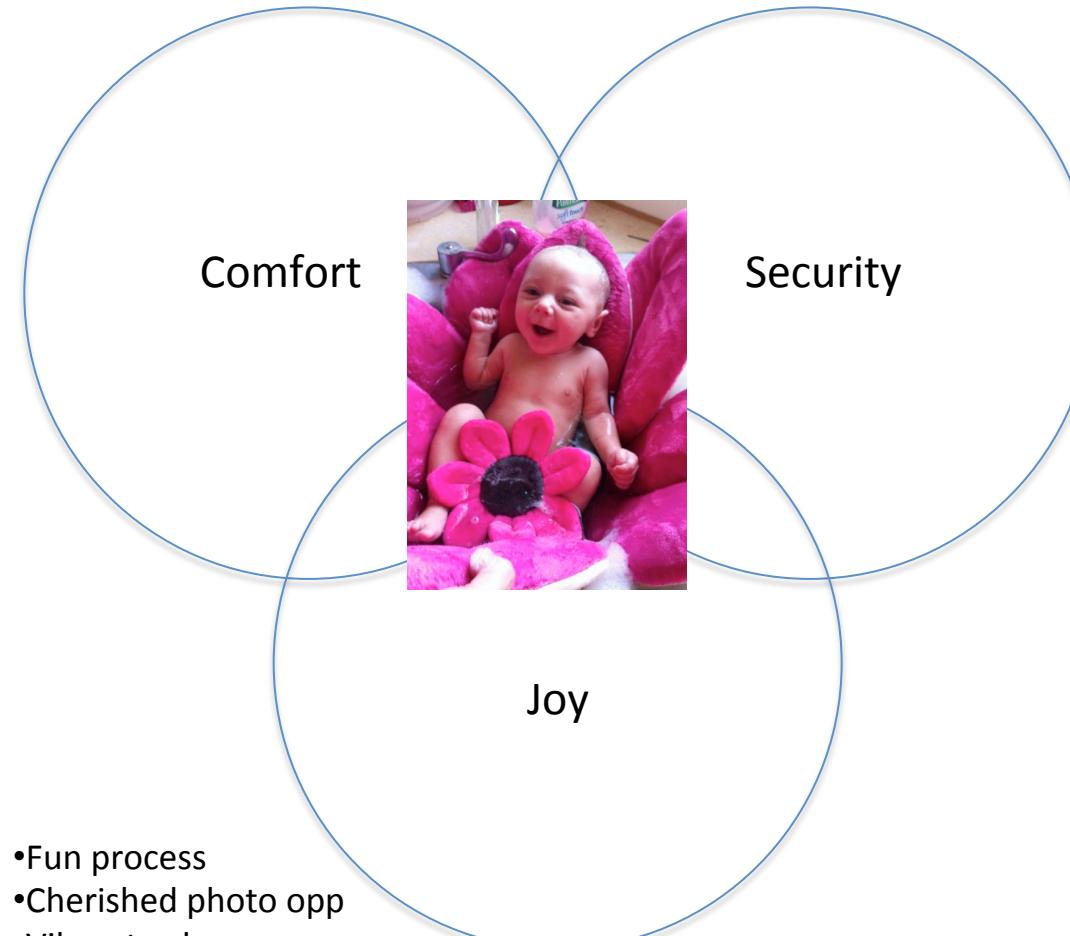


- Hard, plastic, cold
- Somewhat masculine or clinical looking
- Distances baby from Mom
- Two-handed bathing for Mom
- Slippery, uncomfortable, possibly unsafe
- Leaves Mom nervous, unsure
- Leaning over big bathtub is rational and emotional “pain” (esp. C-section ladies)
- Countertop bathing can be difficult, messy
- Bulky to store
- Range of predictable colors and designs
- Single purpose product

- Soft, plush, thick cushion, warm
- Feminine, beautiful and bright (flower!)
- Brings mom and baby closer together, playful time
- One-handed to no-hands bathing
- Safe, secure cradle hold (insert)
- Protects baby on all sides
- Leaves Mom comfortable and confident
- In-sink bathing convenient and comfortable for Mom (esp. C-section ladies)
- Easy to clean/dry in washer/dryer
- Easy to fold and store
- Range of vibrant colors in iconic sunflower design
- Multiple uses even after baby grows out of the sink

# Our points of difference ladder up to three distinct benefits.

- Plush
- Warmth
- Cozy
- Confident
- Easy to use



- Safe cradle
- All around protection
- Non-slippery

- Fun process
- Cherished photo opp
- Vibrant colors
- Flower
- Growing connection

We express ourselves with a friendly, vibrant, homespun image that is unique to the market.

Vibrant



Cheery

Whimsical

Home-crafted

Feminine



We exude cuteness and enable babies to be even cuter in their parents' eyes.

- We are literally and figuratively “warm and fuzzy”

# Our consumers love us for this. They are passionate and powerful advocates, not just “users.”

Possibly the most awesome baby item in the history of the world.

Jon February 14, 2013

from Dallas, OR

With our 1st child we had one of those plastic bath tub seat type things. The kneeling on the bathroom floor was pretty much unbearable for an old guy like me. Then for our 2nd my sister-in-law gave us the Blooming Bath Baby Bath. We had seen it on the Today Show or something like that and I have to admit that this is the most adorable and convenient baby gift we have received or purchased ourselves. Not only can this fit in a comfortable waist high sink...the adorable pictures that will result from bath time with the Blooming Bath may melt your camera from epic levels of cuteness.

- Great for newborns
- Anita February 14, 2014
- from Middleburg, PA
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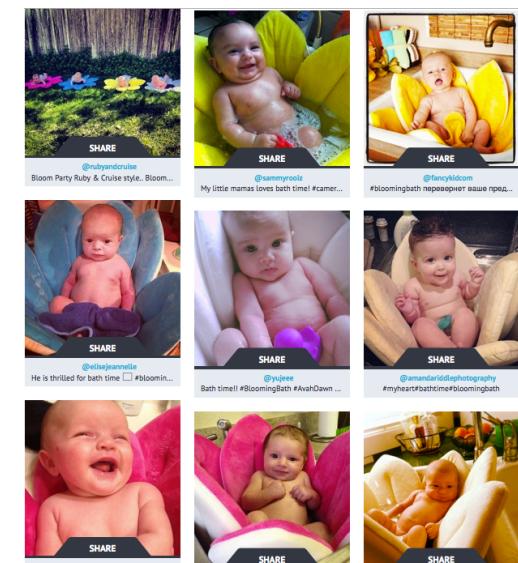
This is one of the best gifts I've gotten. This makes bathing your newborn so easy! It safely holds your baby, you do not have to worry about them slipping or hurting themselves. It's also easy to maintain. Just throw it in the washer on the spin cycle and it's dry in ten minutes! I use this twice a day to bathe my 6 week old son and have used it since he was 2 weeks old. I would highly recommend this to anyone who is looking for something safe and easy to bathe their new baby!

- The Best Baby Item EVER Made! A Must Have!!
- V November 18, 2013
- from Rochester, NY
- 

I am soooo in love with my grand daughter's blooming bath. After seeing the product and reading the reviews I just knew it would be a hit and much better than the hard plastic tub. Its easy to use, soft, beautiful, makes bath time fun and a breeze. Most important she's happy, smiling and loves it. It is worth every penny... If I could give it 50 stars I would. This will be my must have #1 gift to give as a baby shower present.

- Adorable and Comfortable
- Erika September 26, 2013
- from Dickinson, ND

My son was very squirmy and sometimes cried during baths in the kitchen sink. He is all smiles now when using the flower, and is easier to bathe thoroughly with the squirming at a minimum.



What do we know about our  
target audience?

# Two target groups

Moms-to-Be



Gift-Giving Relatives and Friends



# Moms-to-Be (WIP)



First timer, 2<sup>nd</sup> timer or more, getting a registry/wish list together

Going to inherit some items from friends and family, but needs to fit her own personal style, as well as attitude toward baby care

Upper middle class and beyond

Values tried and true brands, as well as up and comers -- mindful brands, proven, ingenious inventions, stylish, somewhat indulgent

Surrounds herself with modern simplicity with splashes of vibrance or patterns or "cuteness"

Is optimistic, warm, generous, smart, vibrant and creative personality

Happy to splurge on things that seem worth it – unique, extra cute, proven, indulgences -- things to make her and baby feel special

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# Gift Givers (WIP)

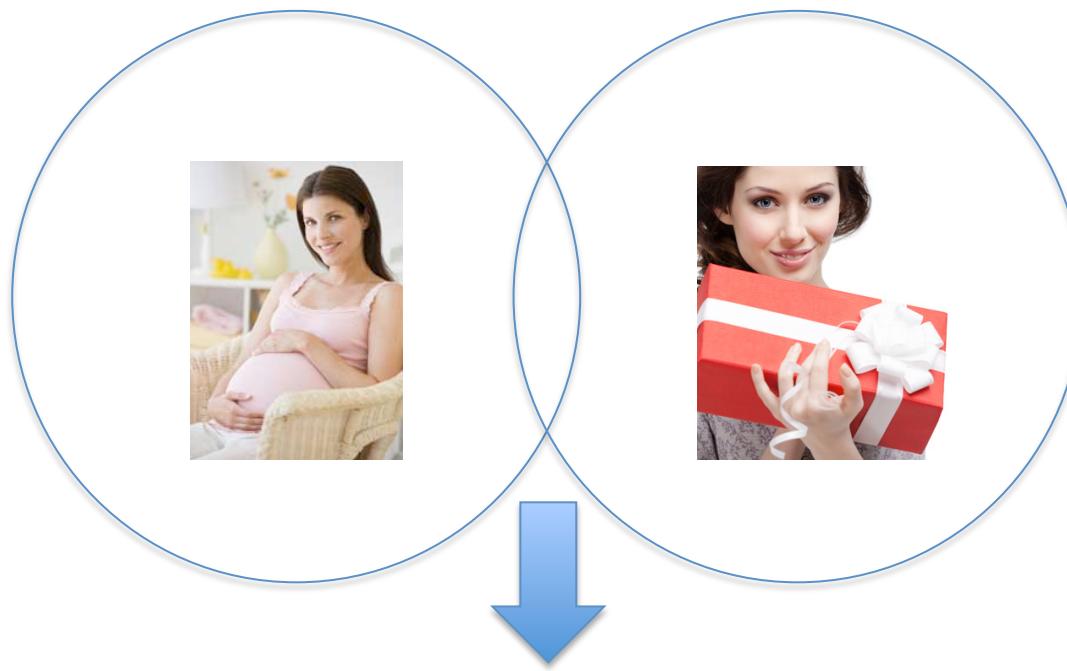


TBD...

# The Insight (WIP)

Moms-to-be

Gift-giving relatives and friends



The things they buy/own are not only reflections of their own personal style and expression, but reflect how much they love and care for the baby (and mom). The more unique, the more creative, the more luxurious the item or....the greater the love.

So what's our angle?

# Brand Purpose

## Mission Statement

- **We strive to create products that make you and your baby happy.**

— *Plain and simple. We want to create products that evoke feelings of pure joy and warm fuzzies. Whether it's a revolutionary plush bathtub that makes your baby giddy or a plush baby carrier that excites you because it is so easy to put on, we hope our products spark an extra bit of brightness in your day. Life is too short to not enjoy some little extras.*

## Strategy

- The vibrant, soft and plush baby gear company that enables more feel good moments for you and your baby.

# Reasons to Believe

## Indulgent Comfort

- Soft, plush cushiony material is a literal warm fuzzy that is core to all our products. Its soft touch feels indulgent, cozy and warm. It feels mmmmm  
mmmmmm...goooooood. It evokes instant gratification and giddiness from both baby and mom alike.

## Contagious Happiness

- When baby is happy, mom is happy and vice versa. We strive to satisfy both. Whether it's the bold and bright colors, soft cozy feel or the secure and comfortable hold of our products, babies tend to smile, coo and laugh (more) when they spend time in our gear. Our products simply make them feel good. Mom can't help but smile and feel a little pampered herself. Beyond that, when she sees her baby so happy she responds to her with her own enthusiasm. They build off each other's joy and create more together. It's a beautiful thing.

# Reasons to Believe

## Bold, Vibrant Colors

- We believe the use of bold, vibrant colors and bright color accents makes anyone smile and feel warm inside. Babies are stimulated by bright colors and we believe big kids (wink wink) are too. And who doesn't love to stand out from a crowd right? Life is too short to go dark or pastel.

## Easy to use

- Easy to use, inventive design elements, big or small, are incorporated into our products. Whether it's a plush tub insert you use in your sink to avoid the pain of bending over your regular tub or a one-handed neck strap that makes putting on a baby carrier easier and safe, we strive to create products that make your life just a little bit easier when possible.

# Reasons to Believe

## Secure and Confident

- When the baby feels safe and comfortable in our gear, she feels confident in trying new things or expressing herself more. She'll smile, kick, coo or splash more.
- When mom realizes the gear "works" for her and her baby, she'll feel confident in her choice of items and perhaps use them more often or let down her guard in terms of how she uses them (one-hand to no-hands on baby in BB, take more walks with baby in carrier.....)
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# Brand Values

## Happiness

- Whether it's the vibrant happy colors we use or the way we encourage bonding among our staff or the way we handle our customer service hotline, we believe that everything we do should put a smile on your face and make you feel good about us and yourself.

## Invention

- We're product developers by trade so inventiveness is in our DNA. We can't help ourselves. Sometimes we invent totally new game-changing products and other times we improve upon what's out there in an unexpected and creative way. Either way, we are always thinking of unconventional ways to help moms and babies in their day-to-day.

# Brand Values

## Comfort

- Being comfortable or even cozy, brings a sense of security and warmth that is irreplaceable. It feels protected. It feels like home. It feels like mom. It feels like you, but pampered.
- When you feel this kind of comfort, you can let your guard down a little. You feel good about trying something new or indulging in something special. You learn a little more about yourself too.
- This is the kind of comfort we hope to create in each of our products.

## Fun

- TBD

# Brand Values

## Connection

- First and foremost, we believe that there's nothing more important than creating a strong bond between a parent and child. They learn a great deal about each other, as well as themselves, when they're connected. They feed off each other's positive attitudes and mutual love for each other. They become better together everyday, as individuals and as a pair. We see it as our job to find ways to inspire them to become more closely connected. We believe you're never too old to become more connected with your kids and family, so we have a flexible (?) vacation policy to encourage people to take the time off that they're due so they can reconnect with the people that matter most.

## Community

- Similarly, we also believe strongly in ideas like "alone we can do so little, together we can do so much." It takes more than one parent to raise a child and it takes much more to develop a series of products for babies. That's why we maintain an open door policy and host collaboration sessions not only internally, but with women and their babies outside the office to help develop the best products possible. Everyone thinks differently and we know we can benefit from that.
- We also encourage employee bonding as often as possible through company-sponsored extracurricular activities. The more they enjoy each others' company, the better they are working together.
- Additionally, while we are a for-profit company, we believe in helping other parents and babies who need assistance. We have partnered with local children's hospitals to donate Blooming Baths for playroom use, to paint/remodel hospital bedrooms and playrooms for children to ensure a positive vibe for the kids and more. While we may not all be related, we are all deeply connected by our shared experience as parents and we truly believe that we're all in this together.

# Brand Character

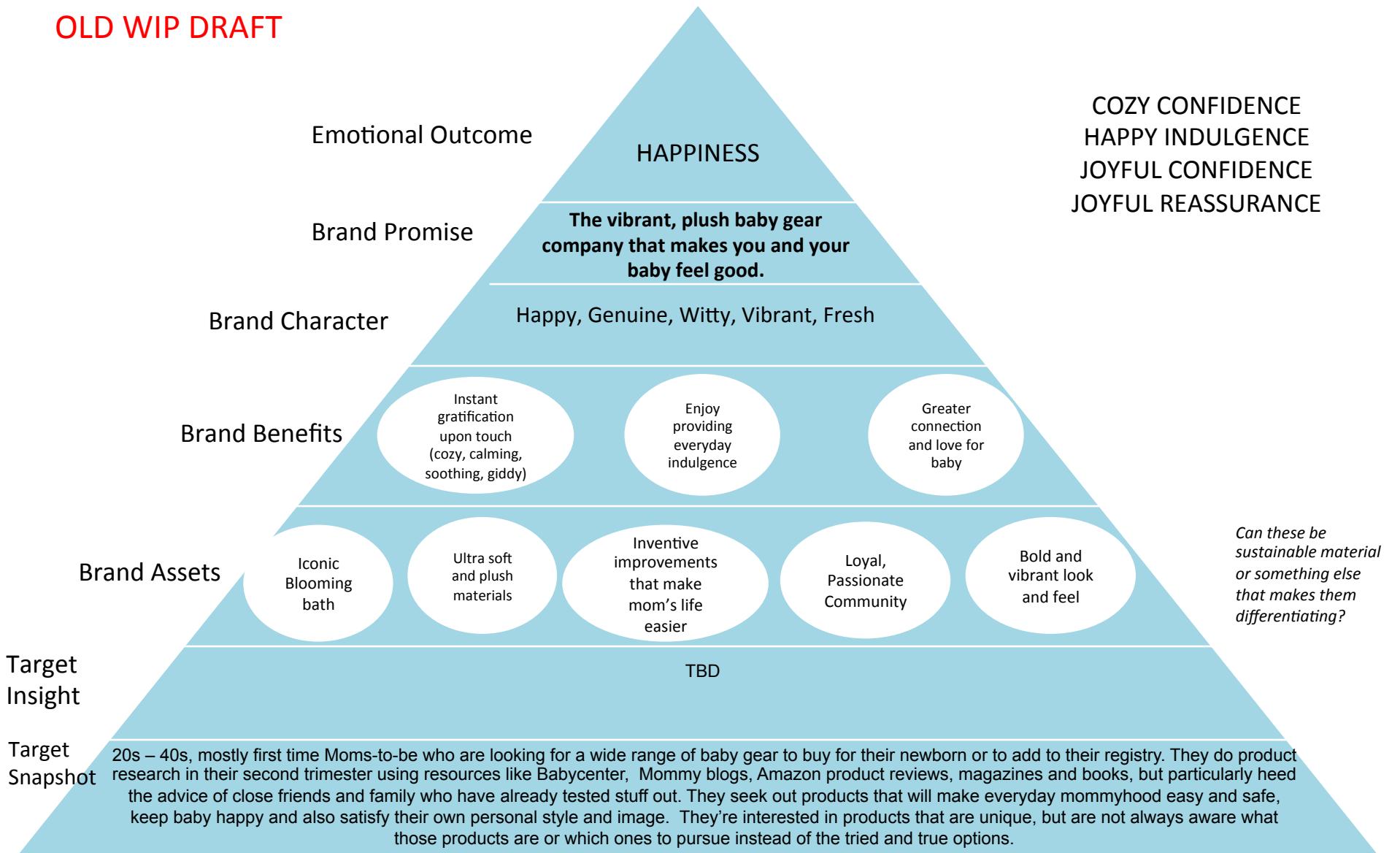
**Is...**

- Happy
- Genuine (empathetic?)
- Witty
- Vibrant
- Fresh

**Is not...**

- Euphoric
- Sappy, saccharine
- Snarky, sarcastic
- Flourescent, loud
- Stark, sterile

## OLD WIP DRAFT





Mood Board Sample

## Sample Products



Blooming Bath



Comfort & Harmony Cradling  
Bouncer in Cozy Kingdom™



[Fisher-Price® Lil Lamb Infant  
Seat](#)



[Fisher-Price® My Little Sweetie  
Deluxe Cradle Swing](#)

Peg Perego Tatamia High Chair in Cacao



kidsline™ Luxury Double Head  
Rest in Pink



IKEA Sheepskin Rug



Soft, plush bath mats  
(Disney Princess Flower  
Shaped Bath Mat)



My Brest Friend Pillow  
Slipcovers

