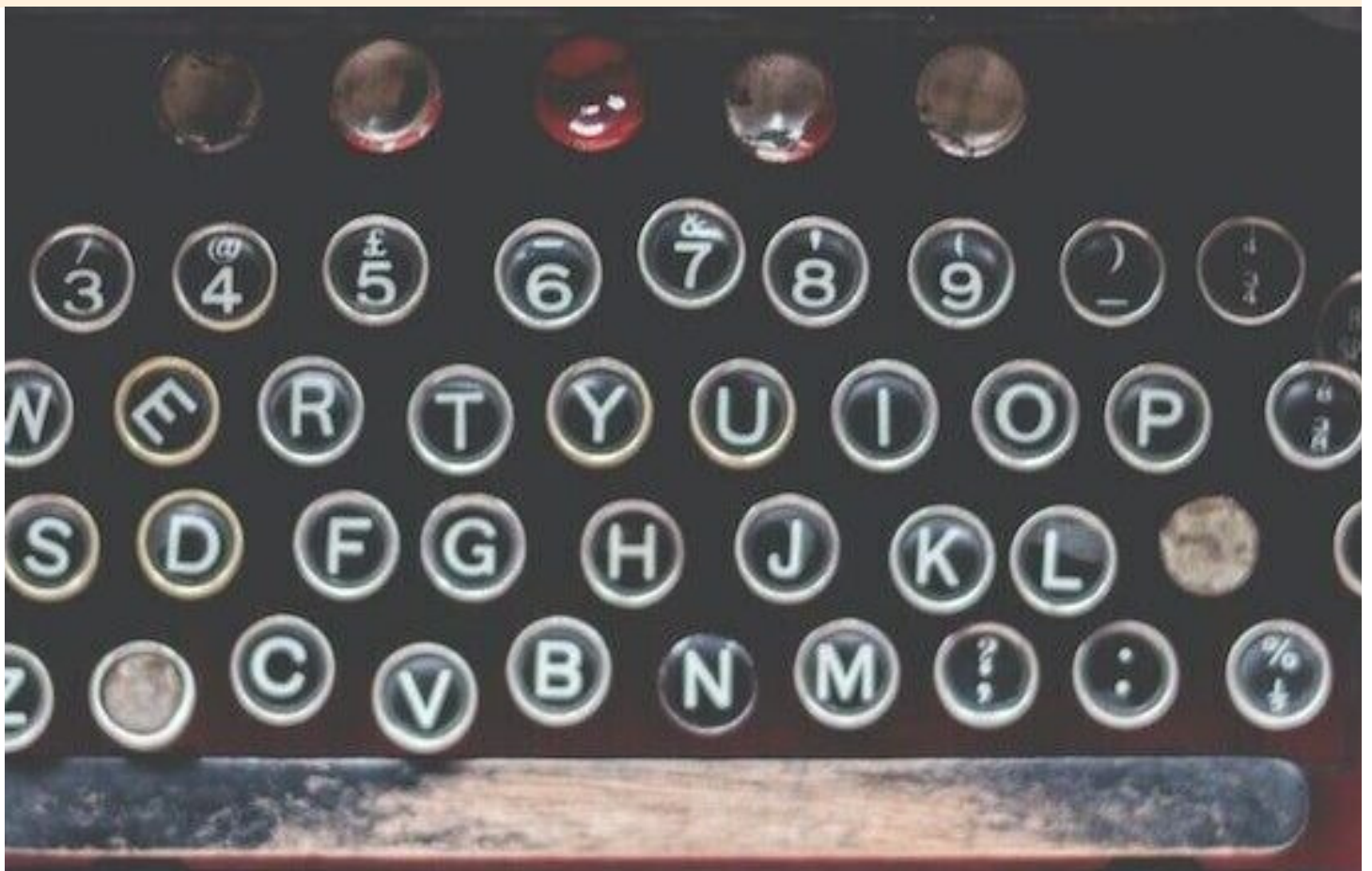


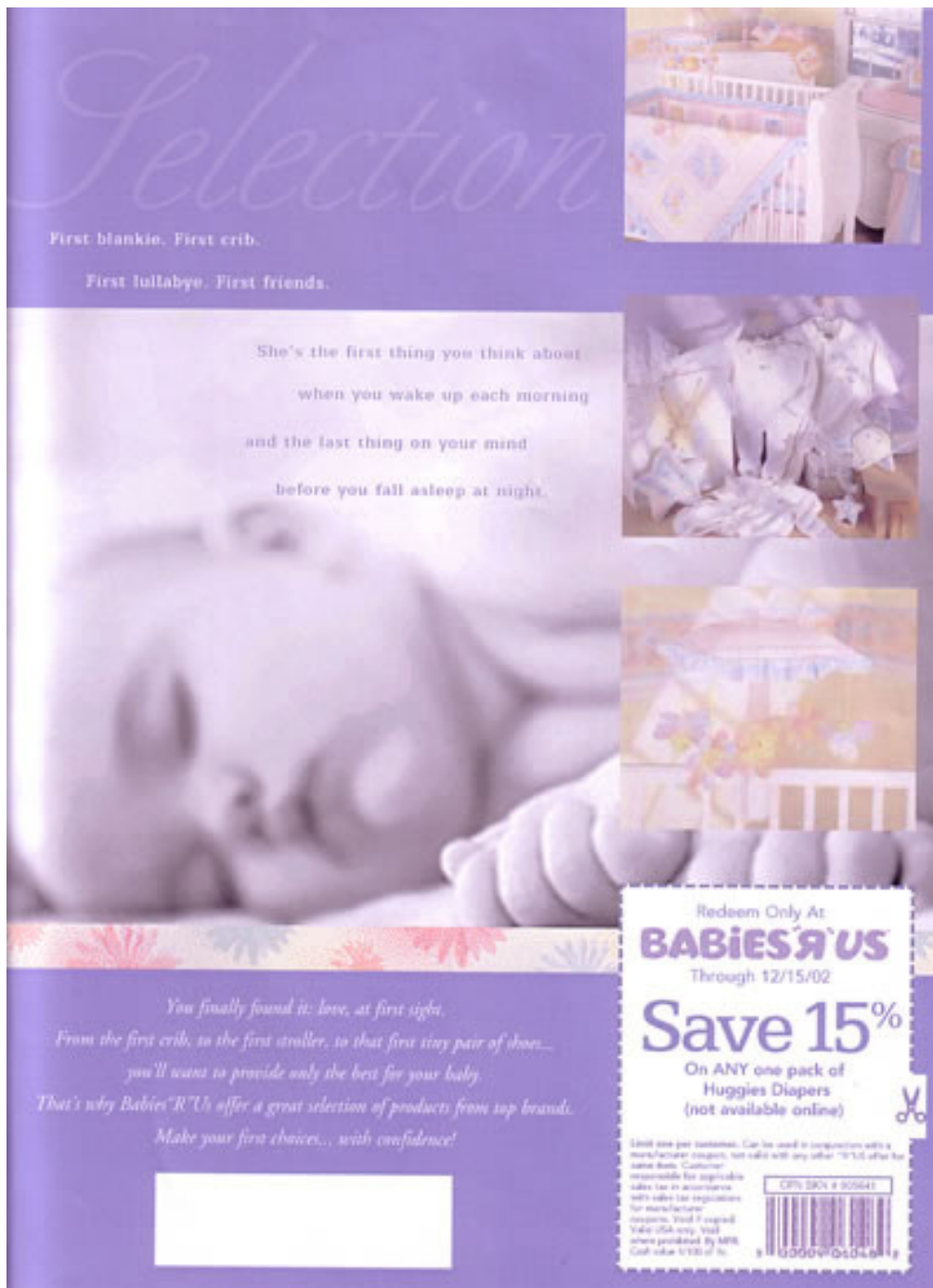
Copywriting Sample

MAGAZINE AD 3:
Babies"R"Us



Dina Giolitto | dinagio@dinagio.com

Babies"R"Us "Firsts" Campaign - Magazine Ad Copywriting



Selection

First blanket. First crib.
First lullabye. First friends.

She's the first thing you think about
when you wake up each morning
and the last thing on your mind
before you fall asleep at night.

*You finally found it: love, at first sight.
From the first crib, to the first stroller, to that first tiny pair of shoes...
you'll want to provide only the best for your baby.
That's why Babies'R'Us offer a great selection of products from top brands.
Make your first choices... with confidence!*

Redeem Only At
BABIES'R'US
Through 12/15/02

Save 15%
On ANY one pack of
Huggies Diapers
(not available online)

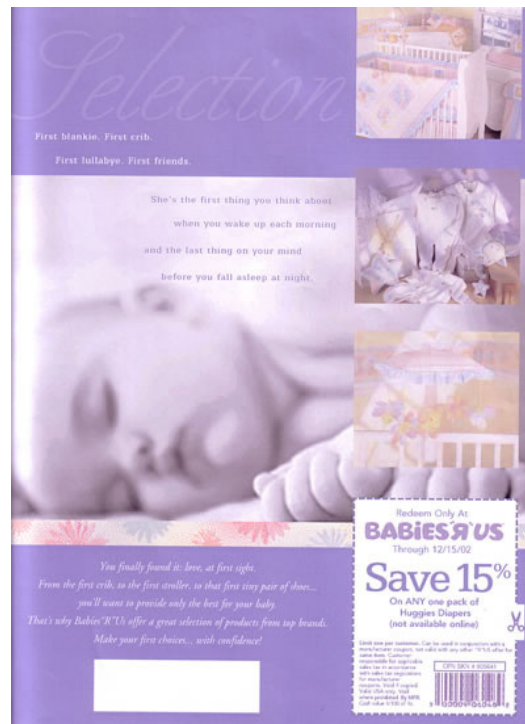
Limit one per customer. Can be used in conjunction with a manufacturer's coupon, but not with any other "15% off" offer for same item. Customer responsible for registration fees (see instructions with sales tax registration for manufacturer's coupon). Void if copied. Valid USA only. Void where prohibited by law. Cash value 1/100 of face.

Coupon # 905641

03000901046

Please see a closeup of the ad copy typed out on the next page.

Babies"R"Us "Firsts" Campaign - Magazine Ad Copywriting



AD READS:

She's the first thing you think about when you wake up each morning... and the last thing on your mind before you fall asleep at night.

You finally found it: love, at first sight. From the first crib to the first stroller, to that first tiny pair of shoes... you'll want to provide only the best for your baby.

That's why Babies"R"Us offers a great selection of product, from top brands. Make your first choices with confidence!

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