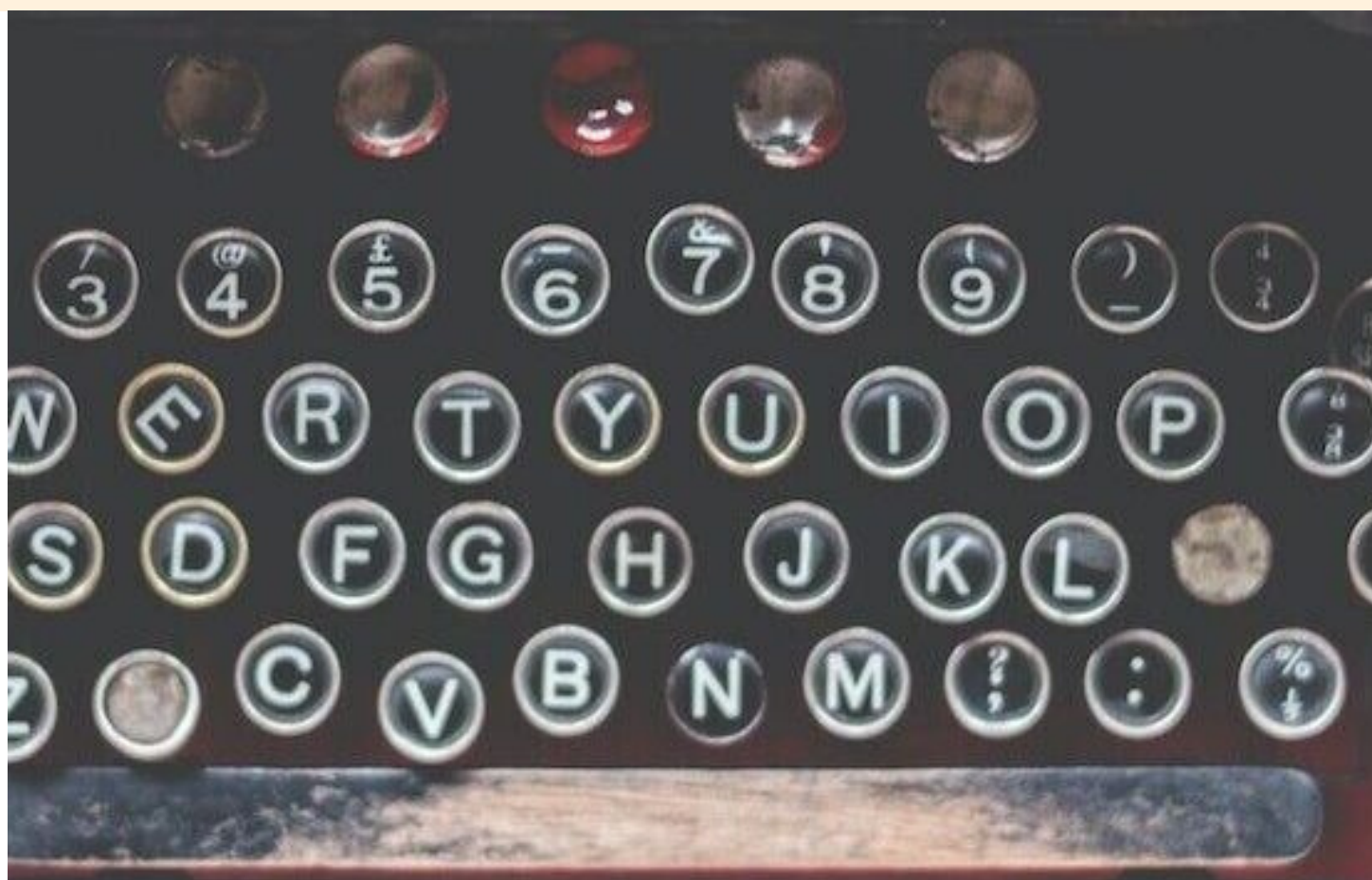


# Copywriting Sample

Catalog Copy  
Babies"R"Us



Dina Giolitto | [dinagio@dinagio.com](mailto:dinagio@dinagio.com)

# Babies"R"Us "Firsts" Campaign - Catalog Copywriting

## Dressed for Success

### Baby's First Outfit!

Your little one's getting bigger now... soon it will be time to go shopping for baby's first "real" outfit! Miniature shirts and pants for chunky little arms and legs... dainty baby dresses in precious prints... socks to fit the tiniest feet... picking out clothes has never been this fun!



For the first 3 months, you relied on layette for all your dressing needs, but now your baby is growing by leaps and bounds. The two of you will be more active together: playing, spending time outdoors, visiting friends... so while layette will still be a major part of baby's wardrobe, he'll also need more durable clothing as well.

There are so many adorable types of infant clothing for every season. In cooler months, an outfit will consist of 3 layers: a loosely woven, non-absorbent layer; a light, breathable layer; and a protective outer layer. In warmer months, light-colored clothing that's tightly woven but loose-fitting will help reflect heat and keep your infant cooler. Wide-brimmed hats will protect his delicate skin and eyes from the sun.

Key wardrobe pieces include bodysuits, shirts, pants, overalls, shorts, dresses, pajamas and blanket sleepers. You'll want to have enough baby clothing readily available... so that packing for a day trip is a snap!

### Layette Essentials



Bodysuits



Side-snap Shirt



Hat



Receiving Blanket



Washcloths



Hooded Towel

Redeem Only At **BABIES'R'US** Through 10/31/01

**Save \$5**  
On ANY Carter's Clothing Purchase of \$20 or more  
*Not valid online*

Coupons may not be combined. Not valid for the purchase of BCBG Kids Cards. One coupon per customer. Not valid for the purchase of Toys'R'Us merchandise or at Toys'R'Us. Not valid on prior purchases. Void if copied or reprinted. Void where prohibited. Total USA only. Excludes \$1000 or 12. Valid through 10/31/01.

CPN SAN # 256700

1 25527 25870 5



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

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**Layette Essentials**

- Bodysuits
- Side-snap Shirt
- Gown
- Receiving Blanket
- Washcloths
- Blanket Sleepers

Redeem Only At **BABIES'R'US** Through 08/31/04

**Save \$5**  
On ANY Carter's Clothing Purchase of \$20 or more  
Not valid online

CPN 5039 # 258300

48527423870



COPY READS:

*Dressed for Success: Baby's First Outfit*

*Your little one's getting bigger now... soon it will be time to go shopping for baby's first "real outfit!"*

*Miniature shirts and pants for chunky little arms and legs... dainty baby dresses in precious prints... socks to fit the tiniest feet. Picking out clothes has never been this fun!*

*For the first 3 months, you relied on layette for all your dressing needs, but now your baby is growing by leaps and bounds.*

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Key wardrobe pieces include bodysuits, shirts, pants, overalls, shorts, dresses, pajamas and blanket sleepers. You'll want to have enough baby clothing readily available... so that packing for a day trip is a snap!

### Layette Essentials

-  Bodysuits
-  Side-snap Shirt
-  Gown
-  Receiving Blanket
-  Washcloth
-  Hooded Towel




*The two of you will be more active together... playing, spending time outdoors, visiting friends. So while layette will still be a major part of baby's wardrobe, he'll also need more durable clothing as well.*

*There are so many different types of infant clothing for every season. In cooler months, an outfit will consist of 3 layers: a loosely woven, non-absorbent layer; a light, breathable layer, and a protective outer layer.*

*In warmer, months, light-colored clothing that's tightly woven but loose-fitting will help reflect heat and keep your infant cooler.*

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Redeem Only At **BABIES 'R' US** Through 08/31/04  
**Save \$5**  
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Not valid online. CPN 5009 # 258300



*Wide-brimmed hats will help protect his delicate skin and eyes from the sun.*

*Key wardrobe pieces include bodysuits, pants, and overalls; shorts, dresses, pajamas and blanket sleepers.*

*You'll want to have enough baby clothing readily available... so that packing for a day trip is a snap!*

# Need to Outsource Marketing Copywriting?



**Dina Giolitto, Copywriter**

Use the power of content to grow your profits... with the help of long-time copywriter, content strategist and web marketing expert, Dina Giolitto.

**DinaGio.com**

Email: [dinagio@dinagio.com](mailto:dinagio@dinagio.com)  
for a project quote today.