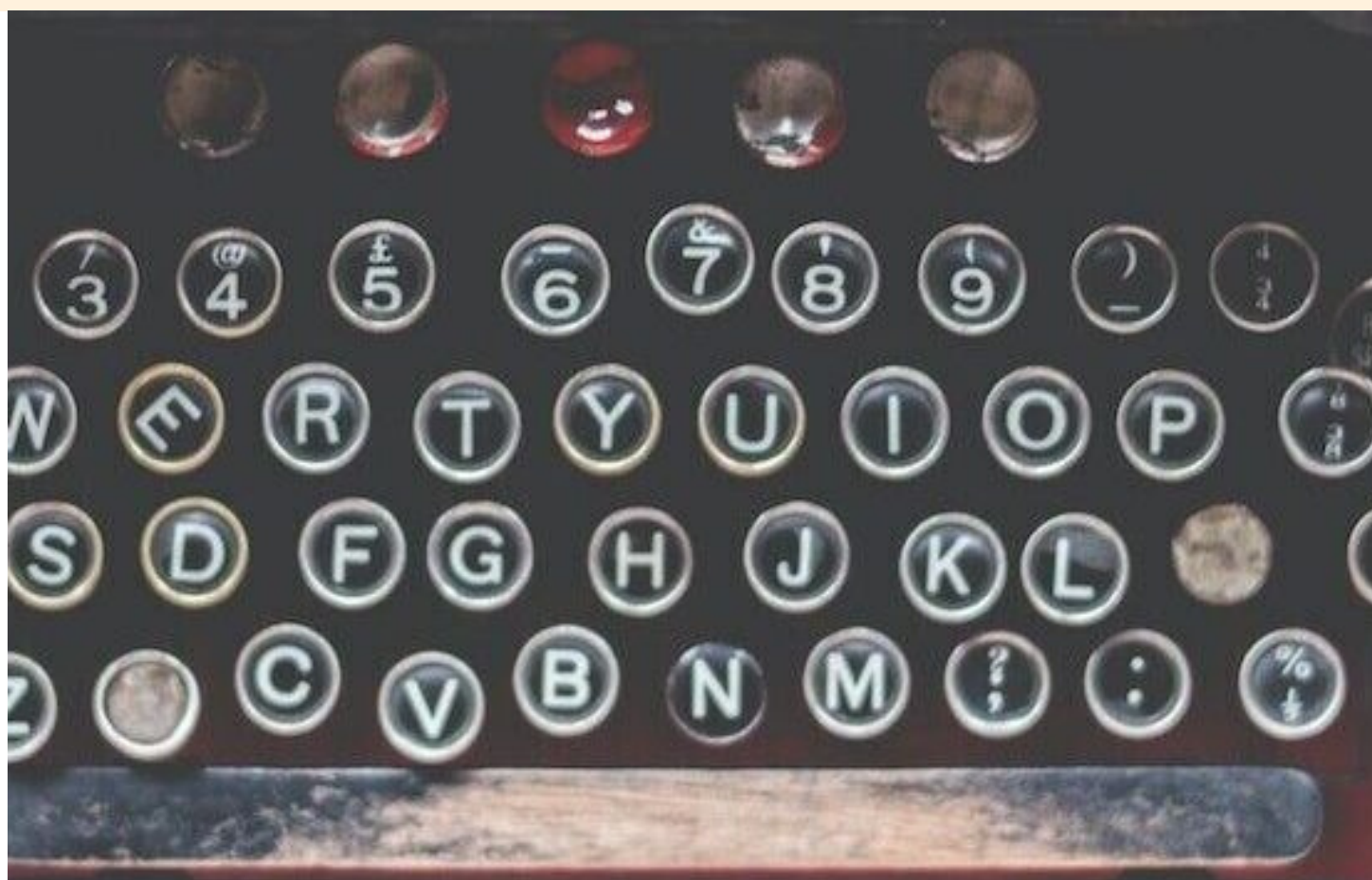


Copywriting Sample

Catalog Copy 2
Babies"R"Us



Dina Giolitto | dinagio@dinagio.com

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

Entertaining Baby



An ideal way to keep baby amused and out of harm's way is to get an entertainer or walker. An entertainer lets baby swivel, rock, bounce, stand, sit and play, all in one confined area. You can use them indoors or outdoors, and they come with colorful toys, lights and sounds, all of which your little cruiser is sure to get a big charge out of! A walker is a wheeled frame with a seat, and allows a baby who can sit up to scoot himself around using his toes and feet. Walkers feature multiple height adjustment, speed-control wheels, parking stands, and wide trays. Some even include whimsical toys, mirrors and other nifty things your child can look at, listen to, touch and explore.

Developmental toys facilitate motor coordination and appeal to baby's senses. These brightly colored, soft rattles and toys squeak, rattle, crunch or play music... and are just the right size for little hands.



Bounce, rattle and roll!

Baby's getting bigger now... and he's also getting into everything! Give him a way to get around and explore his surroundings... safely.

Feeding/Fun Accessories



Bibs



Hot Water Dish



Teethers



Entertainer



Rock-A-Bye Bear



Developmental Toys

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

Save \$5
On ANY High Chair, Mobile Walker or Stationary Entertainer

Not valid online.

Only one coupon required when buying one, all or multiples of Babies' R Us items. At time of check out, coupon savings automatically multiply by the number of applicable items purchased. Can be used in conjunction with a manufacturer coupon, not valid with any other "B" Us offer for same item. Customer responsible for applicable sales tax in accordance with state tax regulations for manufacturer's coupon. Void if copied. Void USA only. Void where prohibited. We reserve the right to limit quantities being purchased. See valid online. By Babies' R Us. Cash value 1/1000 of 1¢.

CPU DAN # 902585

mom knows...
learning from experience

*"Whenever my daughter got fussy,
I could put her in her swing,
and the movement along with
the ticking would always calm
her down."*

-Aside Bolca, mother of 1

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

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

Entertaining Baby

An ideal way to keep baby amused and out of harm's way is to get an entertainer or walker. An entertainer lets baby swivel, rock, bounce, stand, sit and play, all in one confined area. You can use them indoors or outdoors, and they come with colorful toys, lights and sounds, all of which your little cruiser is sure to get a big charge out of! A walker is a wheeled frame with a seat, and allows a baby who can sit up to scoot himself around using his toes and feet. Walkers feature multiple height adjustment, speed-control wheels, parking stands, and wide trays. Some even include whimsical toys, mirrors and other nifty things your child can look at. Listen to, touch and explore.

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- Bibs
- Hot Water Dish
- Teethers
- Entertainers
- Rock-A-Bye Bear
- Developmental Toys

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See valid online.

Only one coupon required when buying one, all or multiples of items listed. At time of check-out, savings automatically multiplies by the number of applicable items purchased. Can be used in conjunction with a manufacturer's coupon, not valid with any other. *\$5 value for same item. Customer responsible for applicable sales tax in accordance with state and manufacturer's manufacturer program. Void if original. Valid U.S.A. only. Void where prohibited. Not redeemable for gift or future purchase being purchased. See valid online. By 5492, 2 each value \$10.00 of \$5.

CPN 5001 # 000000

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learning from experience

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the ticking would always calm
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-Amde Bolca, mother of 1

COPY READS:

Entertaining Baby... Bounce, Rattle and Roll!

An ideal way to keep baby amused and out of harm's way is to get an entertainer or walker. An entertainer lets baby swivel, rock, bounce, stand, sit and play, all in one confined area. You can use them indoors and outdoors, and they come with colorful toys, lights and sounds... all of which your little cruiser is sure to get a big charge out of!

A walker is a wheeled frame with a seat which allows a baby who can sit up to scoot himself around using his toes and feet.

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

Entertaining Baby



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Developmental toys facilitate motor coordination and appeal to baby's senses. These brightly colored, soft rattles and toys squeak, rattle, crunch or play music... and are just the right size for little hands.

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Feeding/Fun Accessories



Bibs

Hot Water Dish

Teething

Entertainer

Rock-A-Bye Bear

Developmental Toys

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CPN 0474 902585



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learning from experience

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Developmental toys facilitate motor development and appeal to baby's senses. These brightly colored, soft rattles and toys squeak, rattle, crunch or play music... and are just the right size for little hands.

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
for a project quote today.