

babayshop

Objective

Create a 'Back To School' catalogue for parents and kids between 3-14 years of age that drives curiosity, engagement and brings them to Babyshop for all their back to school needs.

**SO
LET'S
GIVE
THEM
ALL OF
THESE
IN OUR
CATALOG**

WE EXPLORED THIS
IN 2 WAYS

Theme 1

It's school time again!

The look and feel of new clothes and school bags.

The unsharpened pencils and empty notebooks waiting to be filled.

The first bencher vs last bencher silly fights.

Planning sleepovers in the name of group studies.

Hugs to your old friends and handshakes with the new ones.

Getting back to school is like reliving all these happy moments.

It's like going back to your happy place.

BACK TO SCHOOL
THE HAPPY PLACE

Idea

Building a 'Back To School' catalog as an interactive sticker book that kids and parents can engage with, shortlist products they love and create their own personalized wishlist - The Happiness Wishlist.

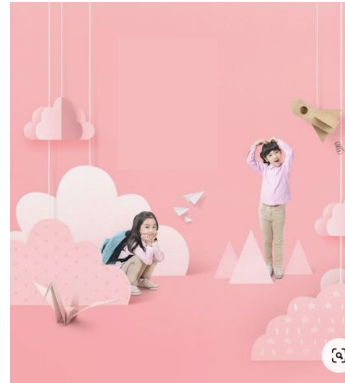
How?

1. Browse the catalog
2. Peel the ones you loved the most
3. Stick on the The Happiness Wishlist page
4. Walk in to the store with your Happiness Wishlist
5. Happy Babyshopping

LOOK & FEEL

The happy place looks like an art and craft land.
A world designed from paper art kids would fall
in love with.

Inspiration



Cover Page

Back Cover Description:

Make your little one's new term a happy experience from day one with all things happy from Babyshop.



Play the day away



AED **112** Juniors Sequin
Lunch Bag



AED **96** Juniors Sequin
Lunch Bag



AED **18** Juniors Sequin
Lunch Bag



AED **12** Juniors Sequin
Lunch Bag



AED **65** Juniors Sequin
Lunch Bag



AED **17**
Juniors Sequin
Lunch Bag



AED **23** Juniors Sequin
Lunch Bag



AED **16**
Juniors Sequin
Lunch Bag



AED **60** Juniors Sequin
Lunch Bag



AED **12** Juniors Sequin
Lunch Bag



AED **15**
Juniors Sequin
Lunch Bag



AED **45**
Juniors Sequin
Lunch Bag



AED **60** Juniors Sequin
Lunch Bag



Happiness
is classroom
chaos



Back to
my Rainbow
world



AED **12**
Juniors Sequin
Lunch Bag



AED **70** Juniors Sequin
Lunch Bag



AED **19** Juniors Sequin
Lunch Bag



AED **36** Juniors Sequin
Lunch Bag



AED **59**
Juniors Sequin
Lunch Bag



AED **76** Juniors Sequin
Lunch Bag



Back to my happy game



AED **12** Juniors Sequin Lunch Bag



AED **12** Juniors Sequin Lunch Bag



AED **12** Juniors Sequin Lunch Bag



AED **12** Juniors Sequin Lunch Bag



AED **12** Juniors Sequin Lunch Bag



AED **12** Juniors Sequin Lunch Bag

Stickers

Product images will be in the form of stickers.

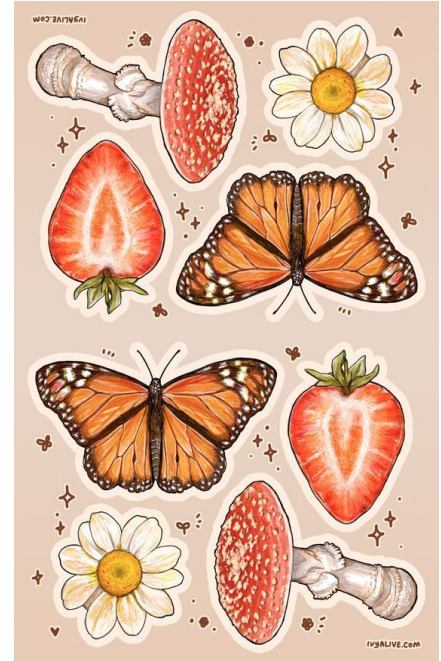
Peel and stick them on the Happiness Wishlist sheet placed at the end of the catalog.

Carry it to the store, show it to the salesman and shop them all with ease.

More stickers

Shapes, cartoons, quotes.

https://www.pinterest.com/pin/Ab5rcINZZzh6l11KPieIClj3XD3mk3cJkF3kzKqLQ_ShsoHvM-oYCLgmTptybbi4TSbZT3lozZEvr8rGKxP-iU/





Stick it Here



Theme 2

Classroom adventures.

Birthday celebrations.

Annual picnics.

Selfies with my glam gang.

Soccer with my boys.

Can't imagine school without my besties.

We fight, we play, we cry, we laugh.

We do all things together.

Going **back to school with my best friend**

is the best feeling ever.

BACK TO SCHOOL
WITH MY BEST FRIEND

Idea

Building an experiential 'Back To School' catalog with age appropriate activities and content to drive engagement as they shop.

How?

1. Browse the catalog
2. Read, learn and solve puzzles with your kids while you shop
3. Tick the products you love
4. Walk in to the store with your catalog
5. Happy Babyshopping

Examples

3-5

Teaching the tiny tots alphabets, numbers and colors using colorful product visuals.

5-8

'Did you know' fun facts about animals, places, things, movies and more.

8-14

Games like word search, scrabble or crossword with hints and inspiring quotes.

LOOK & FEEL

Going back to school with your best friend is a happy feeling that is larger than life.

We bring that happiness to life using oversized versions of everyday school essentials and the kid's fun interactions with them.

Inspiration



Cover Page

Back Cover Description:

Birthday. Sports day.
Homework. Picnics.
Get ready for good times with your
best buddies and Babyshop.



Soaring high with my best friend

AED **65**
Juniors Sequin
Lunch Bag



AED **45** Juniors Sequin
Lunch Bag



AED **60** Juniors Sequin
Lunch Bag



AED **24** Juniors Sequin
Lunch Bag

Quiz

Spot the blue
haired girl.



AED **70** Juniors Sequin
Lunch Bag

AED **98** Juniors Sequin
Lunch Bag



SAVING THE WORLD WITH MY BEST FRIEND

Your little champ & his best friend are
ready to conquer the world.

AED **24**
Juniors Sequin
Lunch Bag



AED **98**
Juniors Sequin
Lunch Bag



Did you know?

Spider-Man's web is faster
than a bullet and is strong enough
to hold even The Hulk.



AED **98** Juniors Sequin
Lunch Bag

AED **15**
Juniors Sequin
Lunch Bag



AED **98**
Juniors Sequin
Lunch Bag



AED **15** Juniors Sequin
Lunch Bag



AED **75**
Juniors Sequin
Lunch Bag



AED **24** Juniors Sequin
Lunch Bag



9-14 years

A

B

C

Find your way to the Pink pouch.

12 Juniors Sequin Lunch Bag
AED

76 Juniors Sequin Lunch Bag
AED

84 Juniors Sequin Lunch Bag
AED

24 Juniors Sequin Lunch Bag
AED

**THE FUN STUFF
HAPPENS HERE**

89
AED
SunCe
Printed Backpack

89
AED
SunCe
Printed Backpack

89 SunCe
AED Printed Backpack

AED 89 SunCe
Printed Backpack

89 SunCe
AED Printed Backpack

AED 89 SunCe
Printed Backpack

Enjoying
the **spotlight**
with my BFF



AED **89** Juniors Sequin
Zip backpack



AED **24** Juniors Sequin
Lunch Bag



AED **17** Juniors Sequin
Pencil Case



AED **101**
L.O.L. Surprise!
Printed Backpack

AED **19** Heart Print
Pencil Case



Hello Cutie

AED **89** Hello Kitty
Zip Backpack

AED **16** Marie
Bottle



AED **21** Lunch
Bag



AED **26** Marie
case



LET'S DISCUSS