

Creative Brief



My Sensible Baby is a smart monitoring device that was created to help prevent SIDS during the first 6 months to a year of the infants' life.

Opportunity: In the ever-changing sea of baby products, nobody is talking to Dads. First-Time Fathers are our whitespace.

Setting the Stage: *"Fourth Trimester"*

The first few months of infants' life are known as the *"Fourth Trimester,"* because Moms share a special biological connection with the newborn. The newborn misses the familiarity of the womb and enjoys the comfort a mother brings. Meanwhile, Moms are experiencing a radical range of changes in both their bodies and minds that only mothers fully understand.

This leaves First-Time Dads feeling useless and guilty for not contributing. They want to feel useful and needed, but the reality is there isn't a big role for them to play right now. Until the baby is mobile, it is primarily a maternal time.

Benefit: *Security Feeling*

Sensible Baby connects him to his baby's vitals so that he can protect his child from the worst possible scenario.

Strategy: *Celebrate Dads as the Hero of the Fourth Trimester.*

Engaged Ethan (First-Time Dad)

His newborn is just a few weeks old. His father told him this was the biggest voyage of discovery he was ever going to face. He's not sure what his exact role is, but he's confident he will be a great dad. That still doesn't stop him from imagining all horrible things that could possibly go wrong. He notices things differently now. Still, he is kind of clumsy and clueless during this whole process. It's mom's show right now, they are in the depths of the *Fourth Trimester*, but still he wants to be able to contribute. Ethan has taken on a lot of the roles at home, cooking meals and doing the grocery shopping. He has put together the crib and made sure the baby room is safe. Yet, Mom has a special connection with the new born. Ethan wants to feel useful, but there is not much for him to do right now. It's a whole new world Ethan has found himself in, where he is lost and clumsy.

Brainstarter:

Brand - Dad Labs Product - Sensible

Caveman Dad had to worry about saber tooth tigers eating his baby.

Now, saber tooth tigers are gone.

SIDS is Dads' current saber tooth tiger. Lets get rid of SIDS.

Reasons to Believe:

1) Creator and CEO is a First-Time Dad, while competitor products are made by engineers. Created by a Dad for Dads. Leader Figure.

2) Longest battery life (6 months compared to 6 weeks of the closest competitor; battery only cost 2 dollars to fix). - Just download, wear and use. This simple device is easy to use with no hassles.

3) It's an innovative wearable technology that is among the first to emerge in the market.

