

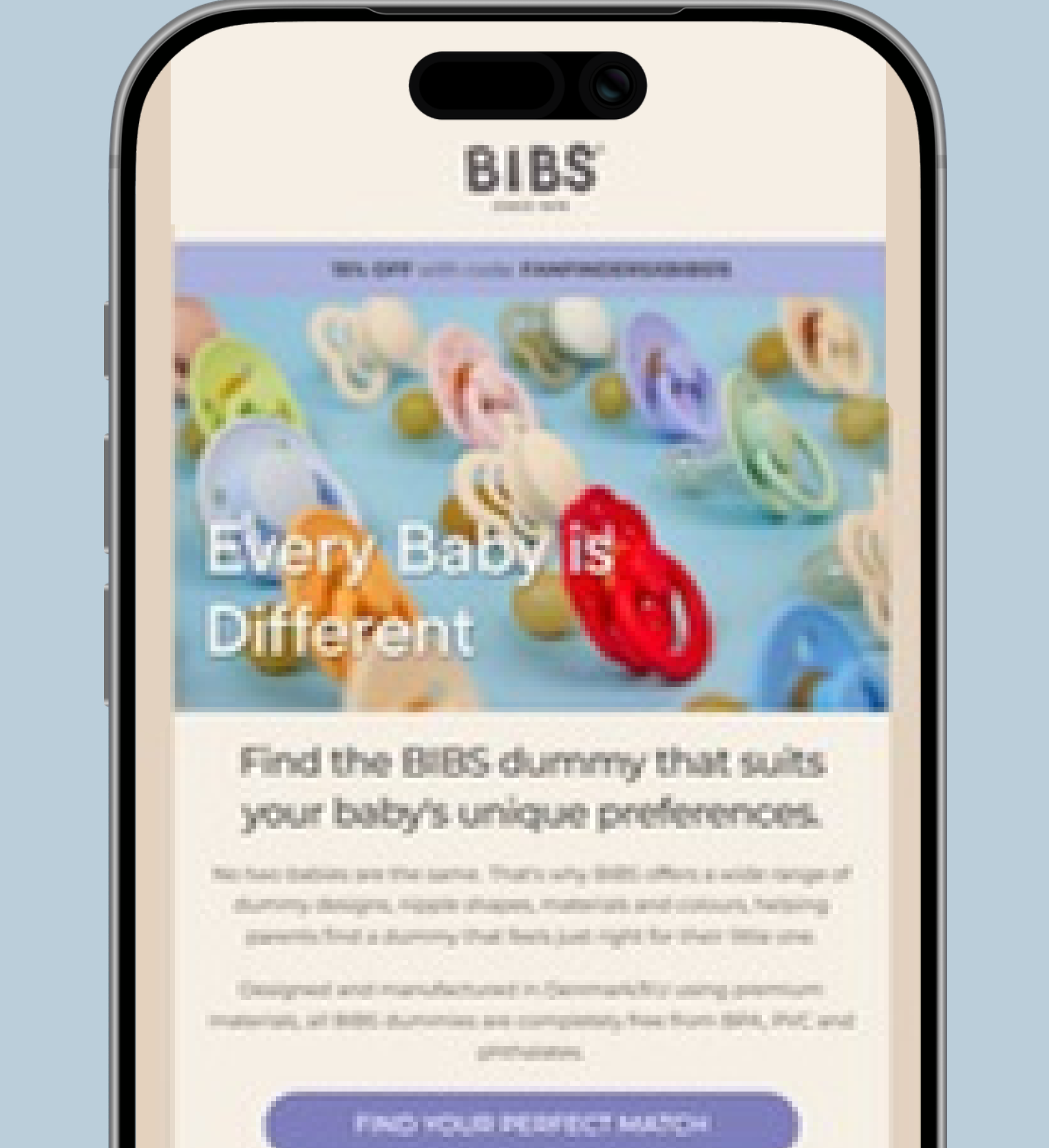
## Bringing a premium Danish brand to thousands of UK parents at the moments that matter

### About BIBS

A premium Danish baby brand with almost 50 years of heritage, BIBS is recognised globally for pairing timeless Scandinavian design with high-quality products. Best known for its iconic dummies, the brand has grown into a full parenting range spanning bottles, feeding accessories, textiles and baby essentials – built on the belief that every baby is unique, and that parents deserve help finding the right fit rather than a one-size-fits-all solution.

### The Opportunity

As BIBS expanded across the UK, education mattered as much as awareness. Parents typically discover BIBS through trusted recommendations – from healthcare professionals, retailers and other families – making credible third-party platforms central to the brand's strategy. Your Baby Club's community of expecting parents and families with young babies, actively researching products and seeking expert advice, was a natural fit.



### Objectives

- Increase awareness of the BIBS brand among expectant and new parents across the UK.
- Introduce parents to the premium product range through trusted recommendations and sampling.
- Drive consideration and future purchase intent by letting families experience products first-hand.
- Build long-term brand affinity by reaching parents at key stages of their parenting journey.

## How Your Baby Club delivered it

Rather than a single campaign, BIBS was woven into the parts of the Your Baby Club ecosystem parents trust most – combining physical discovery, organic content and direct communication so the brand met parents at multiple points in their journey.

- **Sampling:** BIBS dummies – including their popular double-pack sets – and bottles placed directly in the hands of thousands of members every month through the Your Baby Box, reaching parents at a high-attention life stage.
- **Social:** trend-led, native-style content on Your Baby Club's social channels showcased BIBS products in real, relatable parenting moments.
- **Creator content:** an ongoing series of creator-led videos is currently rolling out, showcasing BIBS products in real, everyday situations and uses across Your Baby Club's social channels..
- **Email:** dedicated, targeted campaigns to the Your Baby Club community drove direct engagement and traffic to BIBS.

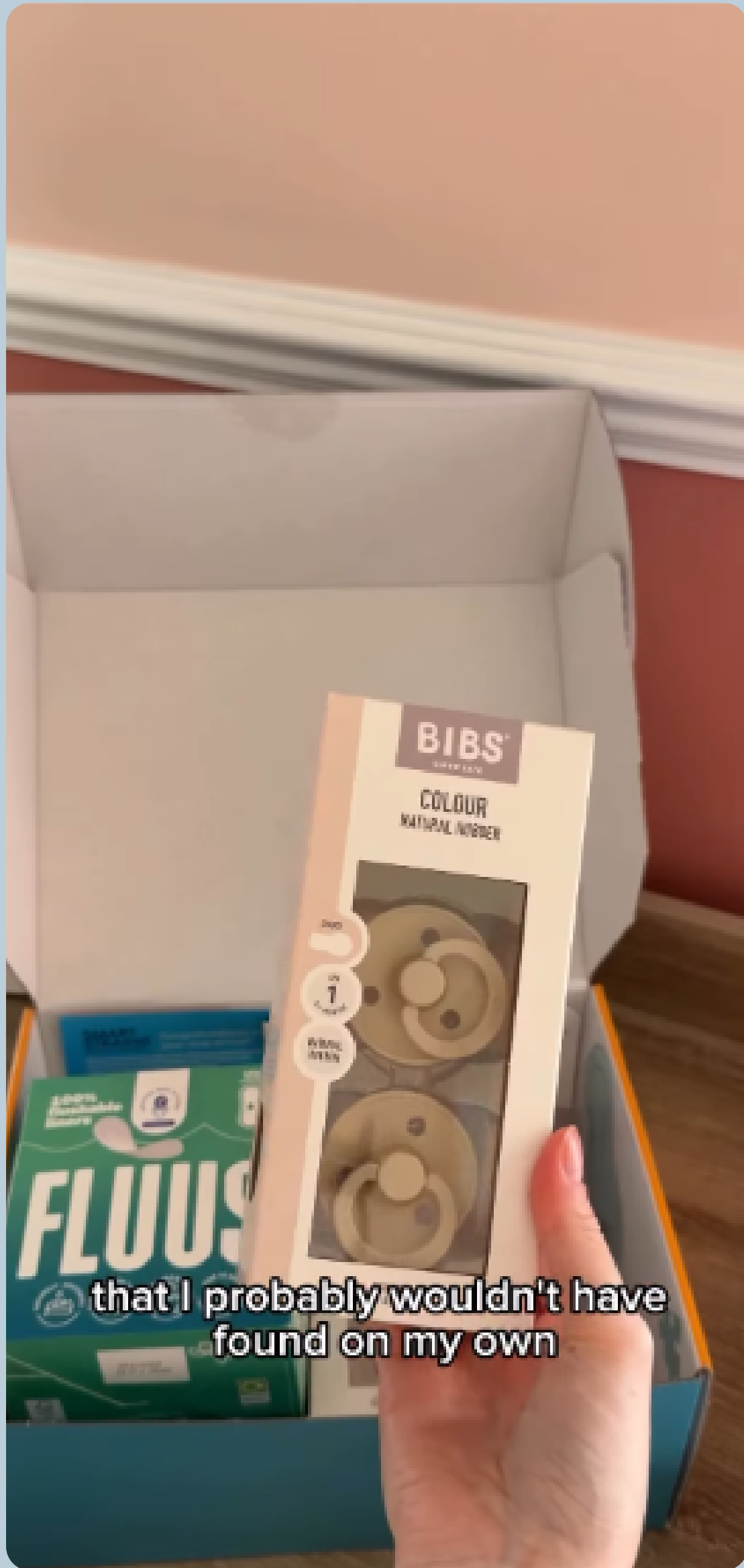
309,523 emails sent

81,809 opens – 26% open rate

3,602 clicks to Bibs

4.40% click-to-open rate

## BIBS in the YBC Community



Together, sampling, social and email gave BIBS a rounded introduction to the Your Baby Club community – instead of isolated impressions or fleeting awareness, this was about repeated, trusted contact at the exact moments parents are making decisions about the products they'll use every day. That approach translated into genuine engagement at scale: products in real parents' homes, over 300,000 parents reached by email, a 26% open rate well ahead of typical retail benchmarks, and thousands of parents actively clicking through to explore BIBS products directly.

*“Working with the Your Baby Club team has been a seamless experience from start to finish. Their understanding of the parenting audience, combined with excellent communication and collaborative planning, has made them a valuable partner for BIBS. The partnership has allowed us to introduce our products to highly engaged families in an authentic way while supporting our wider brand awareness objectives in the UK.”*

**Peggy Juche | Senior Regional Marketing Manager | BIBS Denmark ApS**