

Build trust in your brand with independent accreditation...



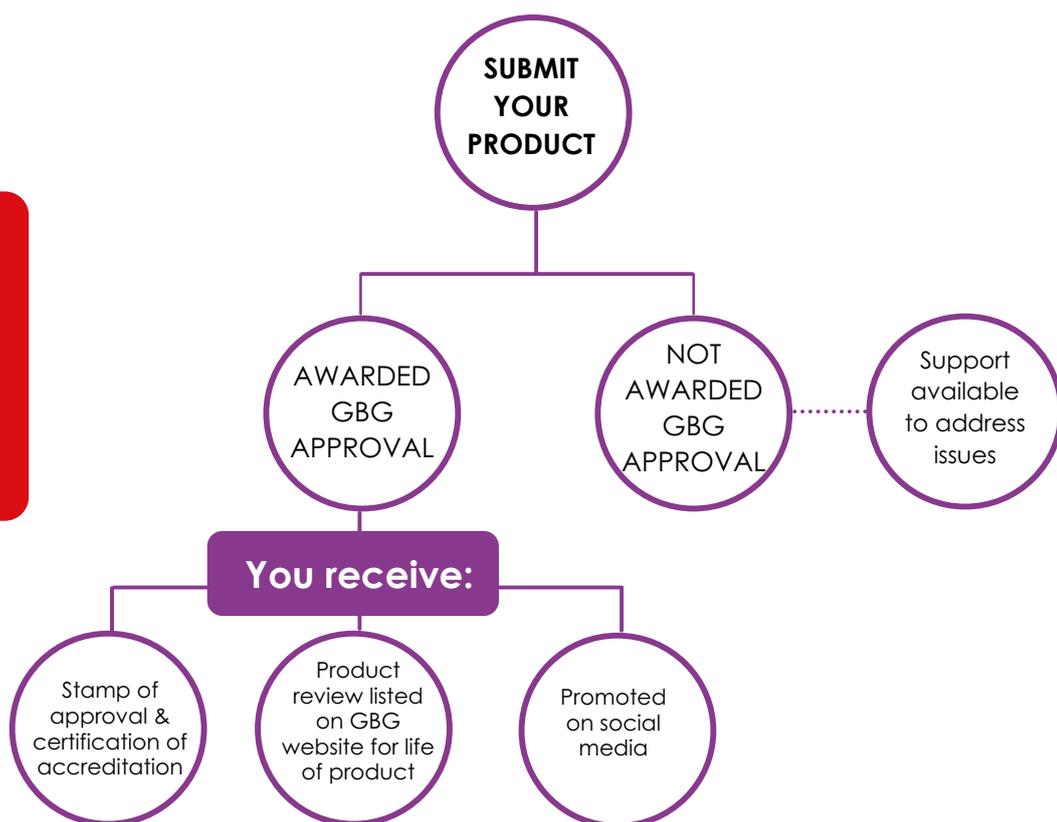
...and be one of the first to be endorsed by the NEW Good Baby Guide

Reviews are an essential part of any marketing plan, but comprehensive evaluation by experts in child development and play, will make your products really stand out from the crowd.

Products that meet our criteria are awarded a place in The Good Baby Guide and the use of the stamp for the life of the product. The endorsement can be leveraged across PR, retail, events, online and much more, giving your brands a real point of difference.

Having a product in The Good Baby Guide, gives you access to a suite of activities to raise the profile of your products, including experiential marketing, expert articles, online campaigns, lifestyle imagery. Endorsed products also benefit from money can't buy opportunities such as ad hoc press and media coverage as we are regularly asked for our expert opinion by the national media and can only mention products we have reviewed and endorsed.

Endorsement from a trusted source increases buying intention by 20%



An overview of the Good Baby Guide



Our Approach:

The Good Baby Guide has been developed to:

- Provide trusted advice for parents and carers during this important time in their life
- Help producers of good baby products stand out in a crowded market
- Raise standards within the nursery industry

Whilst the over-riding mission of Dr Gummer's Good Play Guide is to make the world more playful, we understand that parents are less likely to be playful with their babies if they are stressed and confused. With an audience of new parents already using the Good Play Guide website, the Good Baby Guide was an obvious addition to our family of Guides.

Baby products will be categorised into the following categories:



Products must fall into one of the above categories, but will be featured in all relevant ones.

Baby toys (those aimed at infants under 2 years) will be assessed against the Good Toy Guide criteria but if successfully accredited will feature in the Good Baby Guide's playtime category.

Regardless of the category, products submitted to the Good Baby Guide should have something over and above a standard version of the product to justify its inclusion in the Guide.

All products submitted must meet the ease of use and safety criteria and will be assessed against the claims made on the submission form regarding what makes the product better than the standard competitor products.

Get in touch to find out more:
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