**Love Pod Baby Sling Packaging Brief**

Design brief: Premium, high-quality, natural, appeal to parents of new baby, gender-neutral, modern and funky.

Front:

* Logo
* Image of woman with baby in sling (IM001)
* Text name of product– *Adjustable Baby Sling*
* Text of features– *100% cotton; Multiple carrying positions; Birth to 16kg*
* Text – *Color: Denim Blue*

Back:

* Logo
* Text –

*Research has shown that babies are more* ***contented and cry less*** *when in a sling*

*Your baby will love to be* ***close to the warmth of your body****, where they can* ***sense your heartbeat*** *and a close connection to you*

*Contented babies spend more time* ***observing and learning*** *about the world around them*

*The Love Pod Baby is a* ***great transaction from the security of the womb*** *to the arms of Mum, Dad and other family members*

* *Settle a distressed and crying baby quickly*
* *Quick and easy to put on*
* *Keep hands free to do activities while comforting your baby*
* *Reduces strain on your arms, neck and shoulders*
* *Allows for easy and private breastfeeding in public*
* *Makes shopping and using public transport easier*
* *Safe, secure and comfortable for baby, Mum and Dad*
* Outline drawing of sling (if able to draw one, similar to image IM002, if not leave out)
* Text beside drawing –
  + *100% cotton – eco-friendly and breathable*
  + *Machine washable*
  + *Buckle is easily adjustable with a wide padded shoulder strap*
  + *Padded edge gives extra protection for baby*
  + *Strong stream-lined design making it more comfortable for all users*

Side:

* Barcode
* Text – *Product code: SL001*
* Text – *Made in China*
* Text – *The Natural Ideas Group Pty Ltd*

*P.O. Box 5093*

*Turramurra South NSW 2074*

Side:

* Images of different carrying positions (IM003, IM004, IM005, IM006, IM007)