

101 Brands for Baby

HOW TO USE THE MAGIC OF BRANDING
TO HELP YOUR CHILD WIN ALL THE MARBLES

by Colin Garrison

[a humor book proposal and example of my work in **brand-writing and copywriting**]

In today's ultracompetitive society, just having a trendy name isn't enough; today's babies need strong, consistent brands in order to stand out from the crowd.

From the **Introduction**:

"Just having a trendy name isn't enough for the contemporary baby. What the modern infant needs is a baby brand: a combination of name, look, and style that will help him or her wow peers and win over elders."

"A baby brand is a label, look, and message that sell your child to the world."

"In today's ultracompetitive society, a good baby brand is a must-have for children whose parents want them to excel."

"Traditional baby-name books are good as far as they go, but they don't go far enough. 'Madison' and 'Hudson' are no longer sufficient. If you name your child 'Madison' or 'Hudson' and think you've done your job, you're sorely mistaken. You're giving them a knife to take to a gunfight."

"What a baby needs today is a suite of coordinated visual and behavioral statements that tell a single, positive story about who they are and what they have to offer."

"In this age of multiplying voices and fragmented audiences, a mixed message is a nixed message."

Sample chapter titles:

- Inspirational Brands
- Creative Brands
- Rebellious Brands

With each baby brand, I'd give the signature qualities of the brand and a description of the clothing, gear, attitude, activities, and behaviors that the child must wear, possess, and participate in in order to develop the name into a full-fledged brand.

Here are three sample Baby Brands:

CLINT

The Clint brand is American granite. It's decent, tough, and as hard as installing a car seat. The Clint brand signals reliability, integrity, and a tendency to squint. A child bearing the Clint brand will have definite advantages over other children. Everyone admires Clints and those who don't are afraid of them. Clints have the charisma that comes with saying nothing and meaning every word. In terms of their career path, Clints commonly have blockbuster first acts that are heavy on action, then come back later as respected older statesmen displaying unexpected sensitivity.

Your Clint branding strategy: A Clint should never be seen in a Baby Bjorn, which a mature Clint would know to disdain as gooey liberal crap. Wheel your Clint around on a miniature buckboard. To encourage ruggedness, fasten his diapers with strips of rawhide. If he takes a rattle to day-care, make sure it sounds like a rattlesnake. The mobile over his crib should be made of spurs; feature it prominently in photographs. Also, if he's a little slow in starting to talk, don't say he's lagging developmentally; tell people he doesn't want to waste words. One thing he isn't is a baby with no name. This baby is named Clint.

GREENE

Concern for the environment is at the core of the Greene brand. Greenes are all about doing right by the planet. Living a holistic lifestyle that minimizes the impact on Mother Nature brings Greenes abundant health and karma benefits—but it can pay off in more meaningful ways as well. Greenes' supposed self-sacrifice for the greater good gives them a leg up in personal relationships, and when cap-and-trade comes in, they will be able to make a killing selling their unused pollution rights.

Your Greene branding strategy: First off, forget the disposable diapers. Greenes wear compostable diapers, and their parents should mention this to other parents at every opportunity. They also sleep on organic crib mattresses. The only appropriate crib mobile for a Greene is one that doubles as a wind turbine; any energy it generates should be used to power Mom's breast pump. Show visitors how this works. Hemp is the preferred material for the carrier of a Greene baby, and when they get older, they should be supplied with solar-powered Radio Flyers.

LILITH

The Lilith brand is all about sensitivity, soul, and sisterhood. Liliths are so over cat-fights and manhunts. They're not even that interested in shopping. Liliths have a passion for harmony, relationships, and talking things over until the cows come home. The great strength of this brand is the ability of Liliths to express their feelings, nod sympathetically, and reach equitable group decisions. They excel at building strong personal support networks and playing the acoustic guitar. A Lilith would not perhaps be the choice of many non-Liliths to be secretary of defense, but the Lilith brand exudes maturity and inspires trust. Their personal qualities and reputation help Liliths stage sellout performances.

Your Lilith branding strategy: Soft blankets are a must for Liliths, who must acquire a tendency and reputation for extreme sensitivity. Liliths are proud co-sleepers; tell everyone that your little Lilith loves to snuggle in the big bed with Mom and Dad. Mention that you often observe baby Lilith mediating arguments between her stuffed animals. Her music box should play only Sarah McLachlan and the Indigo Girls.

SIDEBARS:

THE CRITICAL ROLE OF DISCIPLINE: "Next to crafting a strong brand for your child, the hardest thing is sticking to it. A common stumbling block for many parents is the feeling that in insisting that a child hew to his brand, they're denying him the opportunity to be open to all the possibilities of life and respond to them in an emotionally authentic way. Such thinking is misguided. Letting a child go off-message with his personal branding is as irresponsible as letting him play in the street."

IF IT'S GOOD ENOUGH FOR BARACK OBAMA: ". . . A big part of the reason Obama beat McCain was, he had a superior brand and adhered to it with greater discipline. Obama was: Change, change, change and that ubiquitous big-O logo. McCain was all over the map. . . . If a strong, consistent brand could help Obama defeat John McCain and upset Hillary Clinton, imagine what it can do for your child's popularity in day care."

A PLEA TO LEGISLATORS: In this sidebar, I advance the argument that lawmakers should make it a requirement that parents prove they've developed a strong brand identity for their child before they're allowed to take it home from the hospital: "In today's society, bringing a child into the world without a strong and consistent brand is as reckless as driving it down the highway without a car seat."