



Gerber

**Made for baby,
good for baby!**

When healthy snacks are specially
made for baby, they're good for baby.

GERBER

I worked on the global launch campaign for Gerber Healthy Snacks, including original concept, composition of original song, film production and social content.

- Concept
- Campaign copywriting
- Social
- Original lyrics & song



🎵 **‘Made for baby’ Song Lyrics**

Tasty food, not organic though
Tough to grab, hard to swallow
Crunchy food not safe to eat
Too salty or sweet not for me
No, no, no!

There’s an easy to grab new snack!
It’s organic, safe and friendly too
There’s an easy to grab new snack!
Made for baby is good for baby

Baby-grade grains, fruit and veg
That are so good for me
Safe to eat, melts in my mouth
No sugar, no salt, no, no, no!

There’s a yummy new organic snack!
Made for baby is good for baby
And it’s made for me and just for me!
Made for baby is good for baby

Watch Film





How are Gerber organic NutriPuffs good for baby? These delicious snacks are specially made for baby with a melt-in-your-mouth texture designed to dissolve quickly. They are also star-shaped with ridges, making them easy for little ones to pick up. When healthy snacks are specially made for baby, they're good for baby!

#Gerber #NutriPuffs #MadeForBaby #GoodForBaby #NoAddedSugar
#NoAddedColours #NoGMO #CertifiedOrganic

NEW
ORGANIC
FRUIT
— & —
VEG
SNACK



MADE
— FOR —
BABY

No added colours, flavours or preservatives. No GMO.