

**NEWTON®
BRAND
PASSPORT**



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Brand Story

Founded on a mission to elevate the standard of baby products, Newton Baby emerged from the passionate pursuit of a founder who envisioned a world where infant sleep was not only safer but supremely comfortable. This vision birthed a range of baby mattresses with innovative breathe-thru technology, ensuring both peaceful slumber for babies and peace of mind for parents.

With each baby that nestles into a Newton mattress, the brand cements its place as a trusted partner in the awesome journey of raising a child. Newton Baby stands proud—a testament to the founder's dream of ensuring serene nights and blissful days for families around the globe.

Company Profile

Newton Baby is at the forefront of innovative child safety and comfort. Newton Baby provides parents and their new arrivals with unparalleled safety and comfort through scientifically advanced, breathable, and hypoallergenic sleep products. Newton Baby is dedicated to being a trusted resource and companion for families, supporting them through every step of their journey with quality, integrity, and care.

Identity

Newton Baby's ethos is rooted in a deep-seated commitment to providing the safest, most innovative sleep solutions for infants and toddlers. The company is founded on the principle that every parent and child deserves to experience safe, sound, and serene nights.

Tone

- Safe
- Innovative
- Transparent
- Relatable
- Sincere
- Modern
- Conversational
- Confident
- Aspirational
- Smart
- Approachable
- Funny



USPs

Sustainable

**Greenguard
Gold
Certified**

**Non-Toxic
&
Hypoallergenic**

Breathable

Philanthropic

Target Audience

The target demographic for Newton Baby is primarily comprised of new and expecting parents in their late 20s to early 40s, belonging to the middle to upper-middle-class income bracket. These tech-savvy consumers prioritize safety, innovation, and sustainability, and prefer products made from non-toxic, sustainable materials. Active on social media, they value brand transparency and seek recommendations within their online networks.

New & Expecting Parents

Friends & Family Buying From Registries

Health-Conscious Families

Sleep-Deprived Parents



User Pain Points

Fear for baby's safety

Newton Baby's crib mattresses feature a unique, breathable design that promotes air circulation, reducing the risk of suffocation and overheating. The mattresses are also non-toxic and hypoallergenic.

Lack of transparency

By providing detailed product information and educational content on infant sleep safety, Newton Baby meets the needs of research-driven parents who look to make informed decisions.

Exhaustion

The products are engineered to provide the proper support and comfort for babies, promoting better sleep for infants, which in turn leads to better rest for parents.

Product Insights

Peace of Mind

Within Newton Baby's breathable and ultra-safe mattresses, babies are given their best rests—and so are parents.

Easy Washing

Unlike many other baby mattresses, Newton Baby's are designed to be completely washable.

Child Growth

Products are designed not just for infant safety but also to support proper growth and physical development.



Competitor Insights

Strengths

- **Innerspring Coil Interior**

These mattresses typically have a heavy-duty 150 innerspring coil interior, offering a firm base for optimal support.

- **Price Point**

Naturepedic offers less expensive options.

- **Dual Firmness**

Naturepedic crib mattresses come with a dual firmness level, providing different levels of support that can be adjusted as the baby grows.

Weaknesses

- **Breathability**

While Naturepedic mattresses have breathable options, they do not offer the same level of air circulation compared to Newton's fully breathable design.

- **Washability**

Naturepedic mattresses are not fully machine washable.



Naturepedic

Competitor Insights

Strengths

- **Lightweight Design**

Lullaby Earth mattresses are lightweight, which makes it easier for parents to change sheets and clean.

- **Firm Support**

Lullaby Earth mattresses provide firm support which is recommended for babies to reduce the risk of Sudden Infant Death Syndrome (SIDS).

Weaknesses

- **Breathability**

Lullaby Earth does not offer the same level of air circulation compared to Newton's fully breathable design.

- **Material**

Although Lullaby Earth uses food-grade polyethylene, it may not feel as premium to parents when compared against Newton Baby mattresses.

Lullaby Earth



Competitor Insights

Strengths

- **Additional Certifications**

These mattresses boast several health and environmental certifications, including GOTS (Global Organic Textile Standard) and GREENGUARD Gold.

- **Organic Certifications**

Avocado Green Mattresses are known for using natural and organic materials, such as organic cotton, wool, and natural latex, which are sustainably sourced and free from toxic chemicals and off-gassing. This can be a significant strength for eco-conscious parents.

Weaknesses

- **Price Point**

Avocado Green mattresses tend to be on the expensive side.

- **Washability**

While the mattress cover may be machine washable, the mattress itself is not.

- **Weight**

They are usually heavier than traditional foam or innerspring mattresses, which might make changing the sheets and cleaning more labor-intensive.



Avocado

GTB Goals

GET...

New and expecting
parents

TO...

trust and choose
Newton Baby for their
infant's safe sleep needs

BY...

by providing
transparent, relatable
content that highlights
the innovation, safety
and health benefits of
their mattresses.

Trend Analysis

Optimizing Wake Windows

Eco-Friendly Material

Sleep Sacks

Advanced Safety Tech

Warm & Biophilic Nursery Design

Inchstones

Multi-function

Path To Purchase



Need

Our path to purchase begins with new or expecting parents who want to offer their child a safer, sounder sleep.

Research

Our new parents are social media users, and will likely find brands through recommendations via socials or through “Best Of” articles.

Comparison

Upon becoming aware of Newton Baby, our new parents will compare multiple facets against competing brands. Here, copy will emphasize Newton Baby’s breathability, washability, eco-friendliness, safety, and the 100 night free trial.

Commitment

Once parents commit to Newton Baby, they should be asked to write a review for other parents.





Content Strategy





Core Content

At the heart of Newton Baby lies a profound understanding that a good night's sleep is more than a necessity—it's the foundation of a thriving life from day one.

Built on the twin pillars of groundbreaking breathability and impeccable safety standards, Newton Baby products ensure that every bedtime starts from a place of trust and tranquility.

Sleep, after all, shouldn't be a luxury—it should be a given.

Suggested Tone

The tone for Newton Baby should be comforting, reassuring, genuine, and protective.

The copy crafted for Newton Baby will resonate with deep care and unwavering commitment. We want parents to depart from every interaction feeling secure and empowered. Alongside this, we want to instill in consumers a sentiment of guardianship — over their baby's well-being, their peace of mind, and their nights.

Zzz's Please

Tuck Them In, Tune Your Worries Out

Where dreams begin and your worries end.



Example Copy

**Sleep soundly knowing your
little one is too.**

**The safest journey to
dreamland begins with
Newton Baby.**

**Because their comfort is
your comfort.**

**Ensure every bedtime story
ends with *happily ever after*.**

**A smiling tomorrow begins
with a safer tonight.**



Conclusion

As Newton Baby's story unfolds, it continues to be written in the countless homes that have welcomed its products.

Newton Baby's unwavering pledge to excellence, safety, and innovation is driven by a profound passion for nurturing the well-being of families. Their ethos transcends the mere selling of mattresses; they are in the business of crafting dreams, encouraging growth, and ensuring that the adventures of the daytime are fueled by peaceful slumbers at night. Their dedication to the development of young ones is woven into every breathable, washable, and non-toxic fiber of their mattresses, symbolizing a promise to do significant good—for babies, for parental peace of mind, and for the environment that the next generation will inherit.

