

Bibado's free weaning product ads are its longest runners. Almost none of the new ads use it.

A summary of our review of Bibado's 137 live UK Meta ads (211 creatives), its Instagram, 5,107 comments, and two rivals, Tommee Tippee and Munchkin.

16 of 17

creatives offering a free product sit in the longest-running third

9 of 10

of the longest-running ads lead with an offer: a free product or a bundle price

1 of 75

ads launched in the last three months offers the free product

0

complaints in 5,107 comments; 352 vouch for the product

WHAT WORKS

The free weaning product keeps running

Free-product ads ("Hands up for a free weaning product", "Wean free!") have run up to 561 days; all but the newest are in the longest-running third. They are fewer than 1 in 10 of Bibado's ads.



561 days



561 days



558 days



503 days

WHAT WORKS

Offers carry the oldest ads

9 of the 10 longest-running ads lead with an offer. The longest, 3 Coverall Bibs for £35, has run 598 days. The newer "Up to 62% off" bundle ads have not built the same record yet.



598 days



576 days



373 days

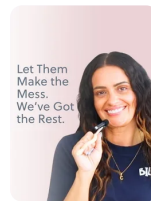


369 days

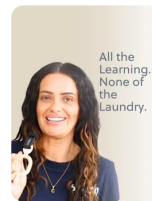
WHAT WORKS

Ads that start with the mealtime mess hold up

Creatives that open on the problem (the mess, the laundry), then show the fix, are in the longest-running third **63% of the time** (30 creatives). Those that open on a surprise: **33%** (48).



Video



Video

Three things to try next

1

Bring the free product back

Put it into new ads, including a video. Only 1 of the 75 ads launched since August offers it.

2

Open on the mess, then the fix

Start on a real mealtime moment, then show the bib or plate doing its job.

3

Put parents' words on screen

352 comments vouch for the product, none complain. Use their lines as proof.

THE FULL REVIEW
bibado.galvor.ai

15 MINUTES WITH SUNIL, OUR CO-FOUNDER
galvor.ai/talk