

Having a Baby Changes Everything Campaign

“Having a Baby Changes Everything” reinforces the values that people have come to expect of Johnson & Johnson -- our caring, our support of parents and families and our heritage of trust. The campaign presents a simple message: Before having a baby, you are the center of your universe. Everything you do is related to how things affect you. That changes dramatically when a baby comes into your life. Using real parents in real situations, a clear message is communicated: Johnson & Johnson understands how a parent’s universe changes and the Company is there to enhance the bond between parents and their babies.

Having a Baby Changes Everything - Commercial Scripts



Short & Bald

Voice-over: You always went for the tall, dark, handsome types. So who'd have ever thought the love of your life would be short and bald? **Having a baby changes everything.**



Frogs

Voice-over: There was a time when poker night was what you looked forward to all week. So who'd have ever thought boys night out wouldn't hold a candle to boys night in? **Having a baby changes everything.**



Piano

Voice-over: You were always destined for big things. So who'd have ever thought the biggest thing to ever happen to you would be the smallest? **Having a baby changes everything.**



Airplane

Voice-over: Remember when you loved to travel for the frequent flyer miles? So who'd have ever thought that some day staying home would be more rewarding? **Having a baby changes everything.**



Hats

Voice-over: Remember the days when you spent hours trying to look glamorous? So who'd have ever thought some day you'd rather spend hours trying to look silly? **Having a baby changes everything.**