

New JAKO-O brand campaign: Unforgettable "O-Oments" for the whole family!

Bad Rodach / October 25, 2022 – JAKO-O, a brand of the HABA FAMILYGROUP from Bad Rodach, delivers unforgettable moments for the whole family with its clever products. These "O-Oments" are the focus of the new brand campaign, with which JAKO-O is heralding the last few weeks of the year. It has started with a media mix of far-reaching TV commercials, a varied display campaign, online videos, and social media and will continue into the new year.

"Life is full of O-Oments!" is the slogan of the new awareness campaign. This refers to the unpredictable but wonderful moments that stick in the mind and, above all, the heart and are inseparable from the JAKO-O brand. The commercials, advertisements, displays, and social media posts show modern families who are tackling their colorful everyday lives with the versatile, cleverly thought-out and high-quality toys and clothing from JAKO-O and are experiencing their own "O-Oments".

Small puns ("Das Leben ist ein Ponyhof" (Life is a pony farm), "Unordnung kann einpacken" (Mess can pack it in), "Spaßbremsen? Gibt's hier nicht" (Party poopers? Not here)) establish the connection between products and the needs of customers and their children and attract additional attention. To close there is a reference to the online shop www.jako-o.com: "We have everything you need. Just be a child."

"JAKO-O stands for joie de vivre and ease in everyday family life, for clever products and high quality. With our new campaign, we want to emphasize the strengths of the brand, bring it even closer to our customers' everyday lives, make it more tangible and truer to life," says Stefanie Frieß, Head of Brand Management for the HABA FAMILYGROUP. "The 'O-Oments' sum up our focus and philosophy: with the JAKO-O brand, everyday events can become unforgettable moments in the colorful, often turbulent and varied lives of parents and children. And they can find everything they need for this in the JAKO-O online shop."

The JAKO-O brand will become even more relevant and tangible

The Hamburg-based agency Überground is responsible for the new campaign, which will continue next year with new content ("For Explorers"). This aims to make the JAKO-O brand even more relevant and tangible for the target group of families with children from 0 to 10 years of age. Younger users should also be introduced to the brand and its products. Since last week, 20-second TV commercials have been broadcast on channels and environments relevant to the target groups, alongside a display and social media campaign and online videos.

About JAKO-O

JAKO-O is a brand of the HABA FAMILYGROUP from Bad Rodach and has been offering clever products and clothing for children from 0 to 12 years for more than 35 years. Our products are inspired by the real lives of parents and children and are of such high quality that they not only last for a long time, but also offer long-lasting enjoyment and many carefree moments for the family. Parents can rely on this with a clear conscience in any situation – whether it's well-thought-out toys, creative craft materials, exciting nature discovery products, versatile movement fun, or sophisticated media.

JAKO-O. Simply be a child.

About the HABA FAMILYGROUP

The HABA FAMILYGROUP has been enriching families and institutions for more than 80 years with high-quality products in the core areas of family life, games, education, movement, clothing, and furniture. It unites the well-known brands HABA, JAKO-O, FIT-Z, HABA Pro, and HABA Digitalwerkstatt under one roof. The HABA FAMILYGROUP, based in Bad Rodach, has been family owned since its establishment in 1938 by Eugen Habermaass. Tim Steffens is the CEO. The company employs around 2,000 people and generates an annual turnover of around 360 million euros.