



Baby is a new breed of business based in Amsterdam. Bringing a unique blend of experience, approach and community-led creativity to the art of communication. Collaborative by nature, we bring joy into the world through peer-to-peer creativity and close partnerships with like-minded people. High energy and fast on our feet, we work at the speed of culture to create work that moves the needle the right way. Strategies that resonate (R), because they are products of genuine collaboration. We create everything as equal partners and practitioners of creativity, inviting partners, editors and collaborators to contribute and add value throughout the project from idea through to execution and launch. Our team has a talent for fixing global strategy across local markets so every product and brand activation feels bespoke and contextually made for purpose. The result is work that matters and work that counts because the audience can feel it.