

60

**advertisement of
mother and baby
products
on
TAOBAO**

60 个

淘宝

母婴产品广告

Search under the mother and baby category on Taobao, sort by sales, and collect detailed pictures of 60 products

在淘宝网的母婴品类下进行搜索，按照销量排序，收集了 60 样产品的详情图

1. 人物**Figures**

2. 文字**Text**

1. 人物 **Figures**

In this category, images of people that appear in advertisements are mainly collected.
Who is in the frame? What is their expression like?
在此类别中，主要收集了在广告中出现的人物形象。
谁在这个画面中？他们的表情是什么样的？

妈妈 **mother**

婴儿 / 儿童 **infant/kid**

妈妈和孩子 **mother and kid**

其他 **others**

妈妈 mother

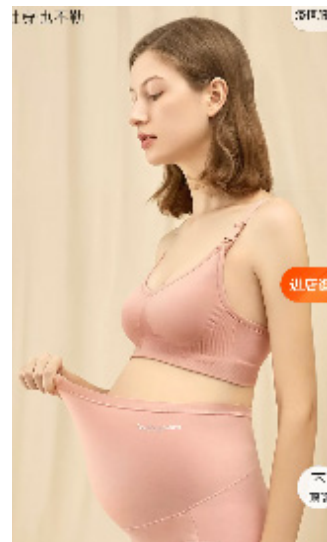
01



02



04



03



05



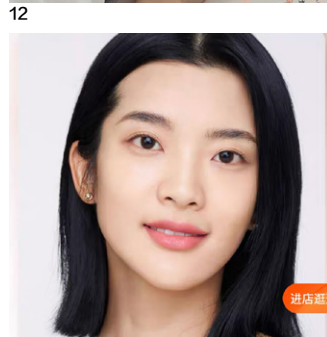
07



06



09



10



**Proportion of
foreign mother
image**

6/13

Age

25-35

Facial expression

**Smiling &
Tenderly
looking
at the
child**

婴儿 / 儿童 **infant/child**

01



03



04



02



05





08

09



10



11



12



13



14



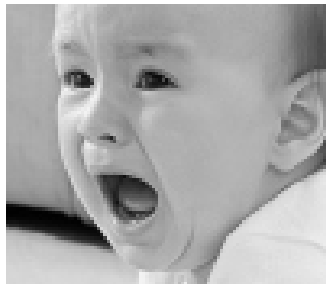
15



16



18



17



19



**Proportion of
foreign baby
image**

12/18

Age

0-4

Facial expression

Smiling

Crying

Confusing

Obedient

妈妈和孩子 mother and kid

01



02



03



04



05



06



07



08



09

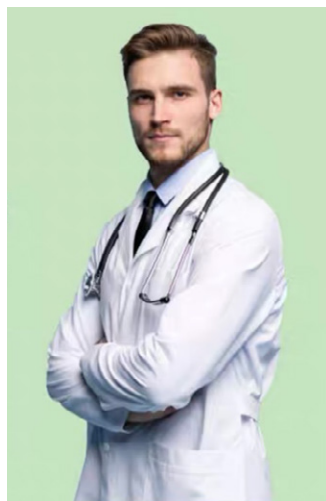


其他 others

01



02



03





2. 文字 **Text** (1-5)

在此类别中，主要收集了在广告中出现的文字。
是怎么制造市场需求的？

In this category, images of people that appear in
advertisements are mainly collected.
How it creates market demand?

好用 **good function**

权威 **authority**

安全 **safety**

渲染情感 **others**

好用 **good function**

01

一键秒开收
折叠婴儿床

One-click open and close in
second
Folding crib

02

一键折叠 省空间
—→

轻松折叠 易收纳

One-click folding Save space
—→

Easy to fold and store

03

防护高度96CM
高出行业标准10CM

The protection height is 96cm
10cm higher than the industry standard

04

磨砂环
好抓握

Scrub ring
Good grip

05

不仅是调奶器
也是全家的养生壶

Not only a milk mixer
but also a health pot for the whole
family

06

自然“实力派”
设计理念源自北欧

Natural "strength"
Design concept from Northern Europe

07

一枕多用 性价比高

Multi-purpose pillow
High cost performance

08

30+种黄金营养搭配
助力宝宝均衡发展

30+ golden nutritional combinations
help babies develop in a balanced way

09

调奶新科技
给妈妈更多时间

New technology of milk adjustment
Gives mothers more time

10

超大调节面
解锁更多穿法

Large adjustment surface
Unlocks more ways to wear

11

舒适大靠背
呵护娇嫩小脊柱

Comfortable large backrest
Cares for the delicate spine

12

遛娃
手推车模式
妈妈出街溜娃神器

Walk a baby
stroller mode
Mom goes out on the street, magic tool for walking

13

轻盈车身

1岁宝宝也能轻松抱起，方便
携带和玩耍

Light car body

1-year-old baby can also be easily picked up,
easy to carry and playbaby

14

叫叫椅&餐椅
一椅两用陪伴成长

Calling Chairs & Dining Chairs
A chair with dual purposes to accompany growth

15

EVA外壳设计一体成型
足够轻盈 轻装上阵

EVA shell design integral molding
Light enough Travel light

16

创新上管分离
床面整洁无障碍

Innovative top tube separation
The bed is clean and accessible

17

跑得快 刹的稳
双刹车系统

Run fast Brake steadily
Double brake system

18

艺术撞色搭配
小火箭造型设计
激发宝宝兴趣，舒适的美学搭配。

Artistic color matching
small rocket design
Stimulate baby's interest comfortable aesthetic collocation

19

学步爬行
柔韧舒适

Toddler crawling
Flexible and comfortable

20

清爽水性露体
低泡一冲即净

Refreshing water-based
dew
Low foam rinse off
immediately

21

洁净成分
水润不假滑

The clean ingredients
Moisturizing and not
slippery

22

亲喂、瓶喂、自然离乳

每个阶段，宝宝妈妈都能
实现双向快乐

Breast-feeding, bottle-feeding,
and natural weaning

Every stage of baby mother can achieve two-
way happiness

安全 **safety**

01

掌控出入
拒绝爬出危险

Control access
Reject danger

02

材质安心 妈妈放心

耐高温好消毒 细菌无处可藏

High temperature resistance and good

03

宝宝用的都是安全好材质

The baby uses all safe and
good materials

04

安全保护带
双重防滑保护

Safety belt
Double anti-skid
protection

05

无涂层 放心吃

优质铁锅好基材

No coating Safe to eat

High-quality iron pan with good materials

06

传承传统药食两用原料
妈妈安心选

Inheriting traditional medicinal and
edible raw materials

07

新生儿座椅
舒适与安全同样重要

mothers can choose with peace
of mindchoose with peace of
The baby uses all safe and
good materials

权威 **authority**

骨科医生推荐使用

【成长型滑板车】保护骨骼发育

运动成长型扭扭车

骨科医生推荐产品

15°科学倾角
兜住屁屁防滑落

高低6档调节 防O型腿



坐垫4档调节，车身2档调节

适合不同身高的宝宝

近160°舒适大躺角
新生儿秒睡神器

虎口定位 矫正握姿

360°安全防护围栏

内刚外柔，双位固定，安全出行

Recommended by
orthopedic surgeons

Growth Scooter, Protects Bones

Growth twister car

Recommended by orthopedic surgeons

15-degree scientific
inclination, wrap around the
buttocks to prevent slipping

6 levels of height adjustment
to prevent O-shaped legs

Nearly 160-degree
comfortable and large
lying angle, an artifact for
newborns to sleep in second

Purlicue positioning
Correction of grip posture