



#VASELINE101USES

INFLUENCER MANAGEMENT

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INFLUENCER MANAGEMENT



**Category:** Influencer Management

**Agency:** THB

**Client:** Vaseline

**Campaign Title:** #Vaseline101Uses

**Campaign Period:** April – July 2020



# OPENING STATEMENT

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In March 2020 South Africans were staying at home during the country's first lockdown. With Vaseline turning 150 and much of the planned activity for the brand being shelved, the brand needed to find a relevant way to connect with consumers.

As people leaned on 'basics' around the house to help them do more with less, we knew Vaseline was well positioned to help.

Using influencers and social media, we gave consumers a 'crash course' in Vaseline Petroleum Jelly, reminding them of the many ways it could add value to their lives during lockdown and beyond.



# STATEMENT OF PROBLEM/ OPPORTUNITY

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The lockdown left many South Africans struggling without access to basic necessities and families had to go without or choose multi-use products to meet their needs.

For other consumers, access to beauty and hair treatments were cut off and people were turning to DIY solutions to treat their skin, hair and nails.

With people being discouraged from visiting hospitals and clinics, they were also doing their best to deal with small first aid situations at home using trusted products at hand.

We knew Vaseline Petroleum Jelly could be useful in this situation and was easily available.



# RESEARCH

Research conducted by Kantar showed that South Africans were struggling emotionally and physically with the Covid-19 lockdown.

## PHYSICAL

- +40% increase in demand for 'staples'\* – for many, PJ is a staple.
- They are having to make do with few items that have multiple applications.\*
- 63% say they are choosing the same products, but leaning on trusted products\*.

## EMOTIONAL

- They are feeling anxious and overwhelmed – 74% of South Africans are concerned about Covid-19's impact\*
- 90% believe that brands could play an even greater role in providing stability to the world at large\*
- 88% believe that brands should talk about how they can be helpful in the new everyday life\*



\*KANTAR SA - Navigating Growth in a COVID-19 World - 31 March 2020

# RESEARCH

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Desktop Research by THB in the weeks leading to the campaign uncovered the following:

- More people were considering or doing home beauty treatments such as manicures, hair dyeing, hair cutting, waxing and more.
- More people were spending time on personal care pampering and home care since they had more time on their hands.
- Without access to gyms, people were choosing home fitness options or taking up outdoor fitness.



# PLANNING

## OBJECTIVE

Drive engagement with Vaseline consumers to remind them of Vaseline PJ and its uses

## KPI'S

Impressions:  
**4 108 571**  
Engagement:  
**123 257**

## CHANNELS

Digital  
Influencers (Mega and Macro, Micro, Nano)

## CAMPAIGN CTA

Share YOUR favourite Vaseline PJ uses with  
**#VaselinePJ101**



# PLANNING

To connect with consumers across age, race, LSM and interests, we selected Influencer Types to align with key categories of relevance to VPJ Uses to ensure maximum relevance and authenticity.

## Core Campaign

- 7 x Macro influencers - New and regular Vaseline content creators used to drive high reach with polished content
- 2 x Healthcare experts - used to drive thought-leadership and land medical expertise

## Influencer Types:

- Beauty & Grooming
- Family
- Healthcare Expert
- Sport & Fitness





# PLANNING

## Nano-influencer Campaign

Used Humanz to source 35 nano-influencers to create authentic content relatable to everyday consumers.

### Age group

- Gen X (+35): 20%
- GenZ (14-18): 5%
- GenY (19-35): 75%

### Gender split

- Male: 40%
- Female: 60%

### LSM Split

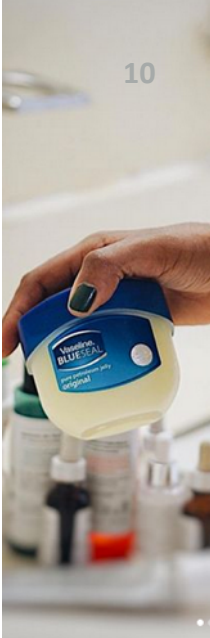
- LSM A (20%)
- LSM B (60%)
- LSM C (20%)



# PLANNING

Influencers were briefed based on their Type to focus on specific content pillars and showcase Vaseline uses referencing their personal lifestyle and lockdown experience:

- **Beauty/Grooming:** Beauty hacks that use VPJ, dyeing eyebrows, dyeing hair, applying nail polish, etc.
- **Amazing Skin:** General VPJ Skincare uses. Importance of skin care. What healthy skin means.
- **Family:** Caring for babies and small children's skin.
- **Medical:** Caring for basic skin conditions with VPJ to avoid serious issues.
- **Sport & fitness:** Caring for skin before, during and after sports and fitness activities.



# CHALLENGES

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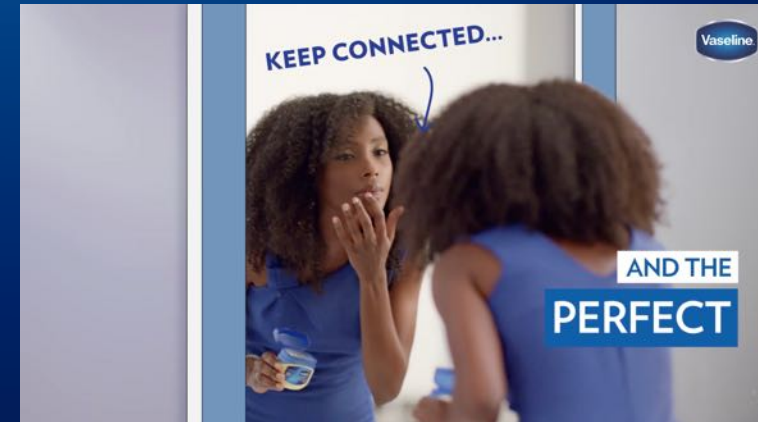
**Covid Restrictions** meant we weren't able to shoot new assets. We adjusted by adapting existing global VPJ assets and using influencers to create original content for the brand.

**Timelines were tight** as we adapted to lockdown changes so we kickstarted the campaign with digital assets and then created longevity using the influencers.

**Covid-19 created concerns** around safely delivering products to influencers so we partnered with Aramex who pioneered strict hygiene protocols.

# EXECUTION

The campaign kicked off with a series of Videos on social media, reminding and inspiring consumers of the fun and functional ways Vaseline PJ could help them during lockdown.



# EXECUTION

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Our influencer campaign launched with actress and social media influencer, Linda Mtoba who shared a video featuring her mom, daughter and helper to demonstrate the multiple uses of VPJ, for the whole family.

The video accumulated **208 829** views, **33 006** likes and **545** comments within a few days.





## TASKS

INSTAGRAM POSTS

26



INSTAGRAM STORIES

22



TWITTER TWEETS

27



YOUTUBE VIDEO

3



# EXECUTION

Our core influencers followed suit with followers responding well to the personal tailoring of content to their lifestyles with many commenting they were learning new things.

Our 9 core influencers created a total of 78 pieces of content spread across IG, TW and YT.

- **Snikiwe Mhlongo's video** in which she demonstrated 3 different skin and beauty uses was a hit with 63,461 views
- **Jessica van Heerden's lipcare video** asking consumers for their favourite uses reached over 3 478 likes and 276 comments.

## TASKS

INSTAGRAM POSTS

35



TWITTER TWEETS

32



YOUTUBE VIDEO

18



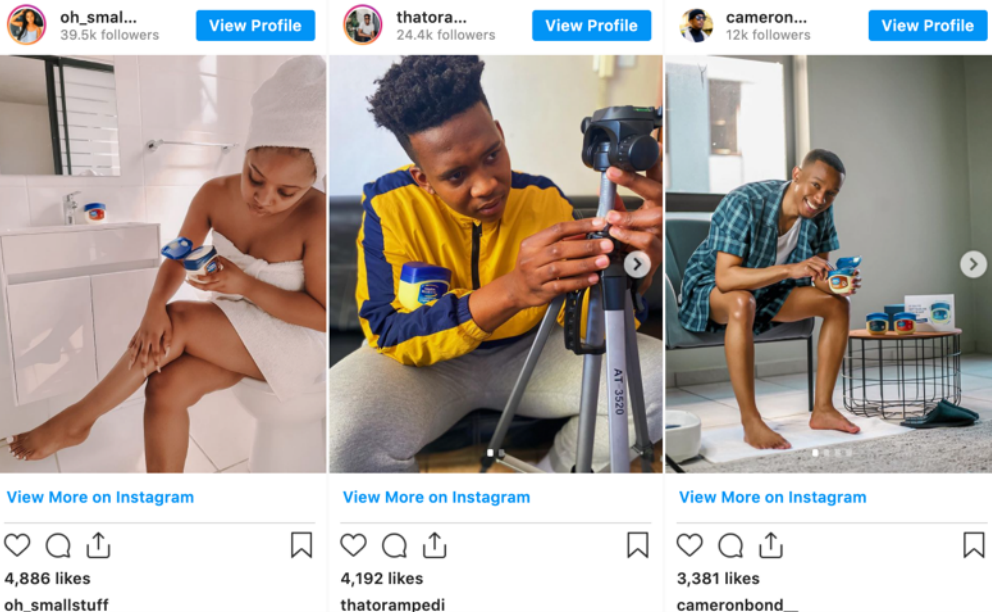
# EXECUTION

35 nano and micro-influencers went live next, each completing two tasks on two channels (IG & Tw with some RP to Youtube) focusing on the education of uses and encouraging engagement to win by commenting or sharing their own uses.

This created a tapestry of content across multiple platforms including video demos, stylish stills and quirky gifs created by moms with babies; young, edgy make-up influencers; energetic fitness fundis and well-groomed guys.

Content wasn't just entertaining but helpful too, making lockdown life a little easier and happier for all and the high engagement showed how Vaseline was part of their everyday lives.

### TOP POSTS



# CONSUMER FEEDBACK



**lisamadibe** Love the tips!!!  
Definitely going to try it out. Well executed beautiful 🙌



**bngimgwl** Love Vaseline, an all rounder 🙌



**ndonette\_mm** During pregnancy... I use it helps with dry skin. And this season I use it I'm the shiny gal 🙌. Before I use lipstick I base my lips to prevent cracked lips... And my kids only use Vaseline. 🙌🙌



**michaelmavuso** @mphopops @vaselineza I always had cracked heels, more so in winter. It was until recently that I remembered the trusted Vaseline. I applied twice a day on my heels, before wearing socks. Now I cannot wait to wear my flip flops this summer to show my smooth heels 🙌 #vaseline101uses oh by the way my daughter was amazed how quickly Vaseline can solve cracked cheeks 🙌



**themzat** Love this!! My husband laughed when I told him to use Vaseline on the doors. I'm glad it's a thing!!



**simthelotus** It really does work... on the heels!



**montessoriboxsa** Amazing 🙌 I'm gonna try the door thing 🙌



**noxyv** Am amazed by Vaseline on your shoes 🙌🙌🙌🙌 remind me high school days when you lazy to put proper polish 🙌🙌



**sashie\_m** Vaseline for the skin in the winter, nothing compares!



**lulumkheez** Definitely to keep my lips moisturized and keep my babies faces glowing 🙌❤️. #vaseline101uses. Wena @itumelengndaba what are your favorite uses?



**bohalemoiloa** My favourite way to use vaseline is as a lip balm especially in winter. @koenarr\_ what is your favourite way to use vaseline? #vaseline101uses 🙌



**melisha\_maharaj** @deshni\_naidoo my most fav uses has to be a lip moisturizer as I have very dry lips. Been using this for years! #vaseline101uses 🙌



**trends\_by\_toni** Mine will definitely have to be using it to tame my fly aways when I've just straightened my hair, for my lips and eyebrows. @mmlouw how do you use it



**hlumelanin** I love using Vaseline as an after shaving ointment and on my lips after doing one of my DIY lip scrubs. What about you @judz\_n ?#vaseline101uses



**simplycarol8** 🙌 My day 1!!! Till this day! 🙌



**iamthandolwethu** Winter essential 🙌



**thefruitychapters** I had no idea it also helps with door hinges! Definitely going to try that one



**roselinehermanus** I use Vaseline for my lips and hands. @maudevrollick what do you use Vaseline for? #vaseline101uses.



**refilwe\_fay** It's my go too especially in winter, nothing locks in moisture like @vaselineza



**siphenyongo** Vaseline repairs my cracked heels #vaseline101uses @phumza\_didiza please comment with your Vaseline uses



**bhadmanting** I apply it on my heels to prevent them from cracking. @boipclo\_ friend what's your favorite use?



# EVALUATION

## Objective:

Drive engagement with Vaseline consumers to remind them of Vaseline PJ and its uses

## Overall KPI's:

- Impressions: 4 108 571
- Engagement: 123 257

## Overall Results:

- Impressions: 4.66 million Impressions  
**(113% above KPI)**
- Engagement: 547 000 **(444% above KPI)**





# EVALUATION

## Influencer Achievements:

- **CORE:** Despite not using incentives to engage audiences with branded content, the influencer engagement KPI was exceeded by over 400%, surpassing 300% in the first month
- **NANO:** Engagement achieved over 450% of their KPI



**Thank You**

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