

Studio Lekker
Showcase / Vaseline Redesign

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REDESIGN OF VASELINE.COM

Vaseline Essential Moisture is a new moisturizing reformulation to address the category insight that until now, people have had to choose between two kinds of lotion by bringing together two benefits: emotional benefits of sensory and fragrance and functional benefit of actual moisturizing efficacy.

With a new lotion formula, more sensual and design-driven packaging, this new product represents a new beginning for Vaseline – an iconic brand that has strong equity in its functional benefit but lost some emotional relevance. To support the launch, a new campaign – aptly called “A New Beginning” – has been created to 1) signal a new beginning for Vaseline and 2) demonstrate why new is better.

STRATEGIC OPPORTUNITIES

- To create an integration point for the future masterbrand digital ecosystem
- Bringing the product story alive and drive category differentiation
- Inspire ambassadorship by integrating a relevant digital/social behavior at the core of the site experience

Vaseline



