

Broderick Award Rinck Advertising Submission

Campaign: Why So Dry? for Vaseline Lip Therapy **Category:** Digital Advertising

Production Dates: January 26-28, 2024 **Campaign Dates:** February 3- March 21, 2025

Total Campaign Budget: \$75,000

SITUATION ANALYSIS

Vaseline Lip Therapy offers 48-hour moisture, which can come in clutch when your lips are dry, particularly in the cold winter months. Rinck's ongoing campaign to increase awareness, drive trial, and inspire usage among the key target audience of 18-34 year olds in North America was amplified when we seized the opportunity to promote Vaseline Lip Therapy Sticks in Aspen, Colorado during X-Games weekend. The event had the right demographic of skiers and snowboarders in need of a balm to keep their weather-beaten lips moisturized. Rinck hand-delivered Vaseline Lip Therapy into the hands (and gloves!) of X-Games attendees while capturing video content that would be used in paid media across the U.S. and Canada.

STATEMENT OF OBJECTIVES

- **Increase Awareness and Inspire Usage** of Vaseline Lip Therapy by engaging with our target audience at X-Games, communicating product benefits at a key moment of need (at the top of a ski mountain) and securing **15 quality one-on-one video interviews**.
- **Drive Trial** via the distribution of **15,000 Lip Therapy sticks** to X-Games attendees over the three-day event.
- **Create 20 attention-getting video assets** featuring real consumers and communicating product benefits to be utilized in a North American paid media campaign to **Engage Audiences** and **Drive Foot Traffic to retailers (online and in-store)**.

STRATEGIES/TACTICS

Consumers today want more than ads—they want authentic connections that leave a lasting impression. Rinck worked to create an experiential marketing campaign that would create immersive and engaging moments that resonate on a personal level. By blending in-person interactions with strategic content, we aimed to break through the digital noise and form emotional bonds with Vaseline's target audience.

Rinck aimed to do more than just hand out thousands of free Vaseline Lip Therapy sticks to skiers, snowboarders, and X-Games attendees. We wanted to have authentic conversations with people while educating them about the Vaseline product and engaging with them in fun and interactive ways in order to inspire usage in the future. We created compelling content that became great video assets, as the "Why So Dry?" paid media campaign would go heavy on video on social media. We planned to engage with people at the bottom of the mountain – with a Vaseline brand ambassador team, video team, product sampling, and key message delivery – and at the top of the mountain with more on-the-snow video interviews and reinforcing key messaging via authentic brand moments. We recruited an ambassador team, including a talented and funny interviewer, and prepped them with brand and product messaging. Fifteen thousand Lip Therapy sticks were shipped to Aspen for the three-day activation. The Rinck team created a Lip Therapy stick selfie stick that put the product in the middle of engagement moments all over the mountain.

EXECUTION

The Rinck ambassador team set up in Gondola Plaza, where constant foot/ski/snowboard traffic created the perfect opportunity to connect with audiences and encourage them to look out for the Vaseline interviewer and video team on the snow. The ambassadors distributed samples of Vaseline Lip Therapy sticks in four flavors—Original, Cocoa Butter, Aloe, and Rosy Lips while educating people about the product benefits. The mountain created the perfect setting for capturing [video content](#). The interviewer asked people “what really chaps your lips” and “what’s better moist” among other “cheeky” lip topics. She handed out samples as well, while reinforcing product attributes, and making interviews fun and authentic. The video team was rolling everywhere – on the plaza, on the lifts, on the snow – with stationery and hand-held cameras to capture hours of footage of people interacting with the brand and talking about their lips.

This engaging content fueled a paid media campaign that ran from February 3 through March 21—57 days in market—reaching audiences across North America on Meta (Facebook and Instagram) and TikTok.

RESULTS

By embracing winter’s brutal challenges, from icy winds to frigid temperatures, the campaign resonated with audiences on the slopes and online, proving that Vaseline Lip Therapy is the ultimate solution for battling lips that are so dry.

The Vaseline Lip Therapy “Why So Dry?” paid media campaign, live from **February 3 to March 21**, amplified experiential video content to reach target audiences across the U.S. and Canada, both online and in-store.

Our on-the-snow interviewer interviewed 37 people on video about their “Why So Dry” lips and the benefits of Vaseline Lip Therapy.

We gave away 15,000 Vaseline Lip Therapy sticks over the three-day event.

We picked the perfect interviewer to create candid and fun on-camera conversations that became compelling campaign video assets. The many hours of video footage enabled us to create 25 campaign videos focused on humorous interactions, reactions to getting free product, and lots of Lip Therapy stick selfie stick fun.

The paid media campaign delivered 66+ million impressions and reached over 21 million people across Meta and TikTok. See videos here: <https://rinck-vaseline.webflow.io/>