



Extending Brand Purpose into an Engagement Platform

A journey from perceptions to associations!

Bringing the brand purpose to life in meaningful ways.

How can we make Vaseline more inclusive?

A history well travelled over 150 years!

Past

- 1909, Commander Robert Peary carried a jar of Vaseline to keep his skin safe in the harsh polar conditions.
- World War 1, Vaseline was used by American soldiers to treat cuts, wounds and sunburn.
- World War 2, the Surgeon General used Vaseline jelly to treat injuries and burns.

Present

- Mothers using it as a skin protectant for their baby's diaper rash
- Teenagers using it as a replacement for lip gloss
- Mountaineers using it to keep their skin safe in extremely cold weather

**The brand history reflects that
Vaseline has aided people to keep going...**

**Which should have lead to Vaseline
becoming a synonym for perseverance and a
metaphor for life.**

**But the present perception in consumer's mind
is very different from the brand's legacy!**

Mind Mapping

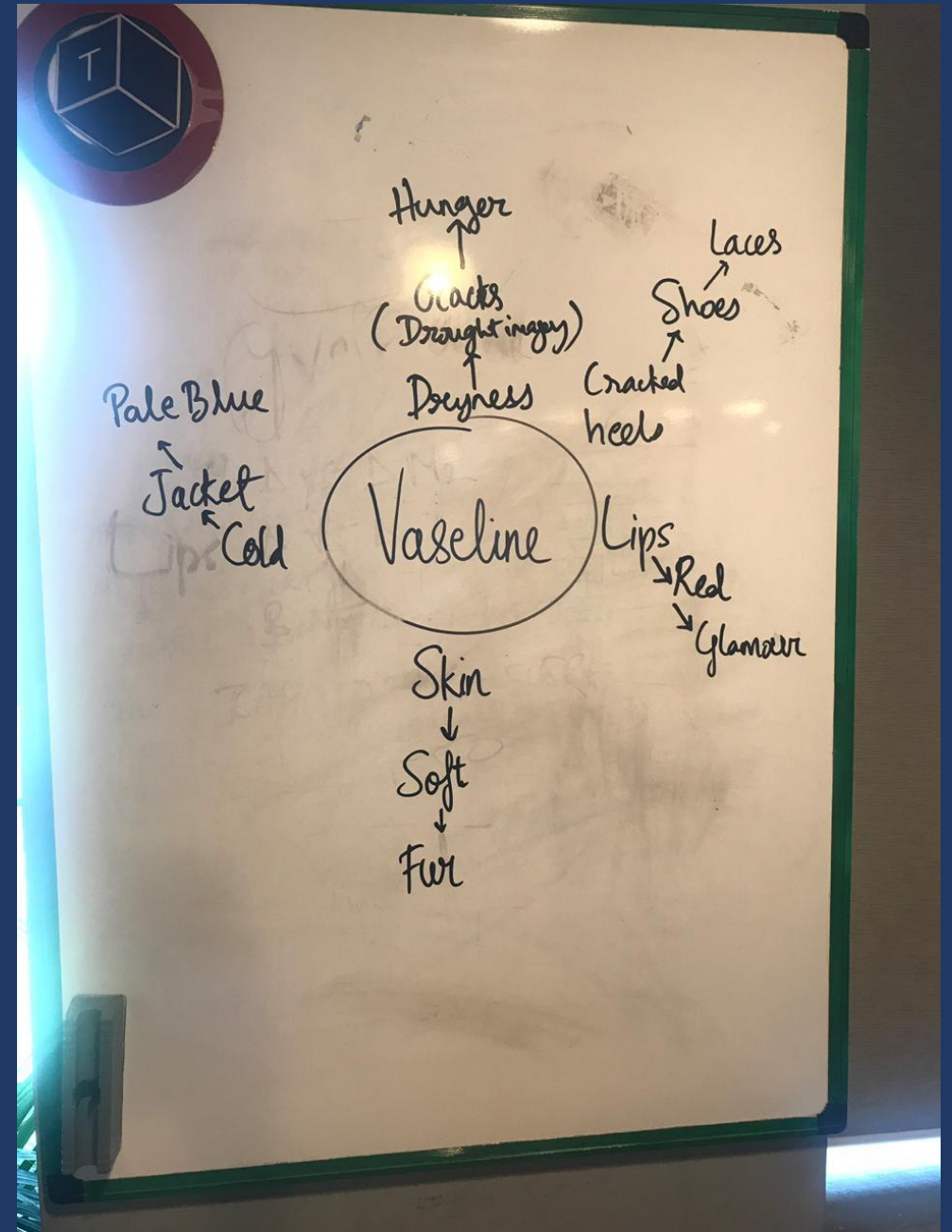
Q. What is the first word that comes to your mind when you hear Vaseline?

What we found ?

Common mentions of winters, dryness, cracked lips, heel cracks and skin.

The interpretation...

Vaseline is perceived as functional and transactional.



**So, what should we consider while developing an
engagement platform**

**To bridge the gap between perceptions & purpose,
and encourage more conversations**

To explore spaces, we placed Vaseline differently in the life of our consumers and curated a series of questions to sketch a blueprint.

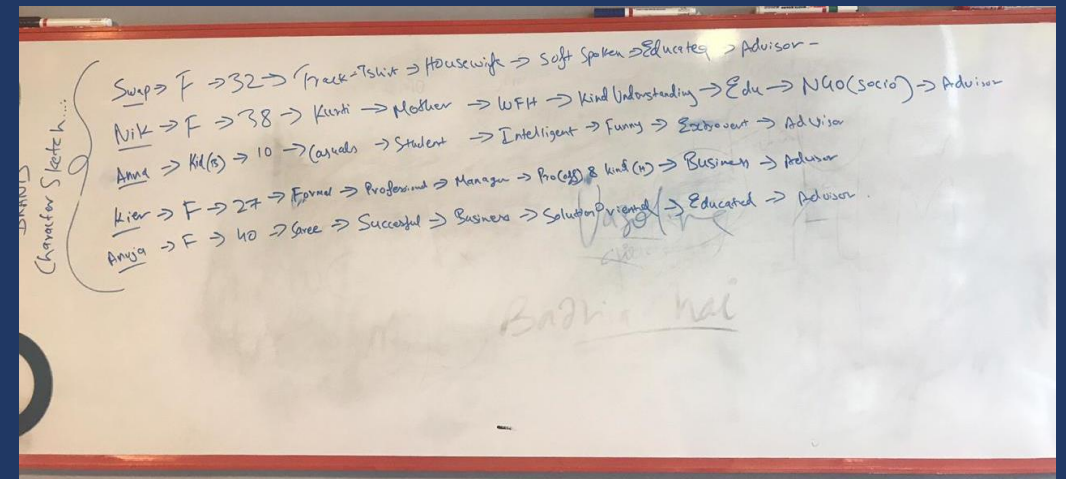
Q. How would you personify Vaseline?

To our surprise

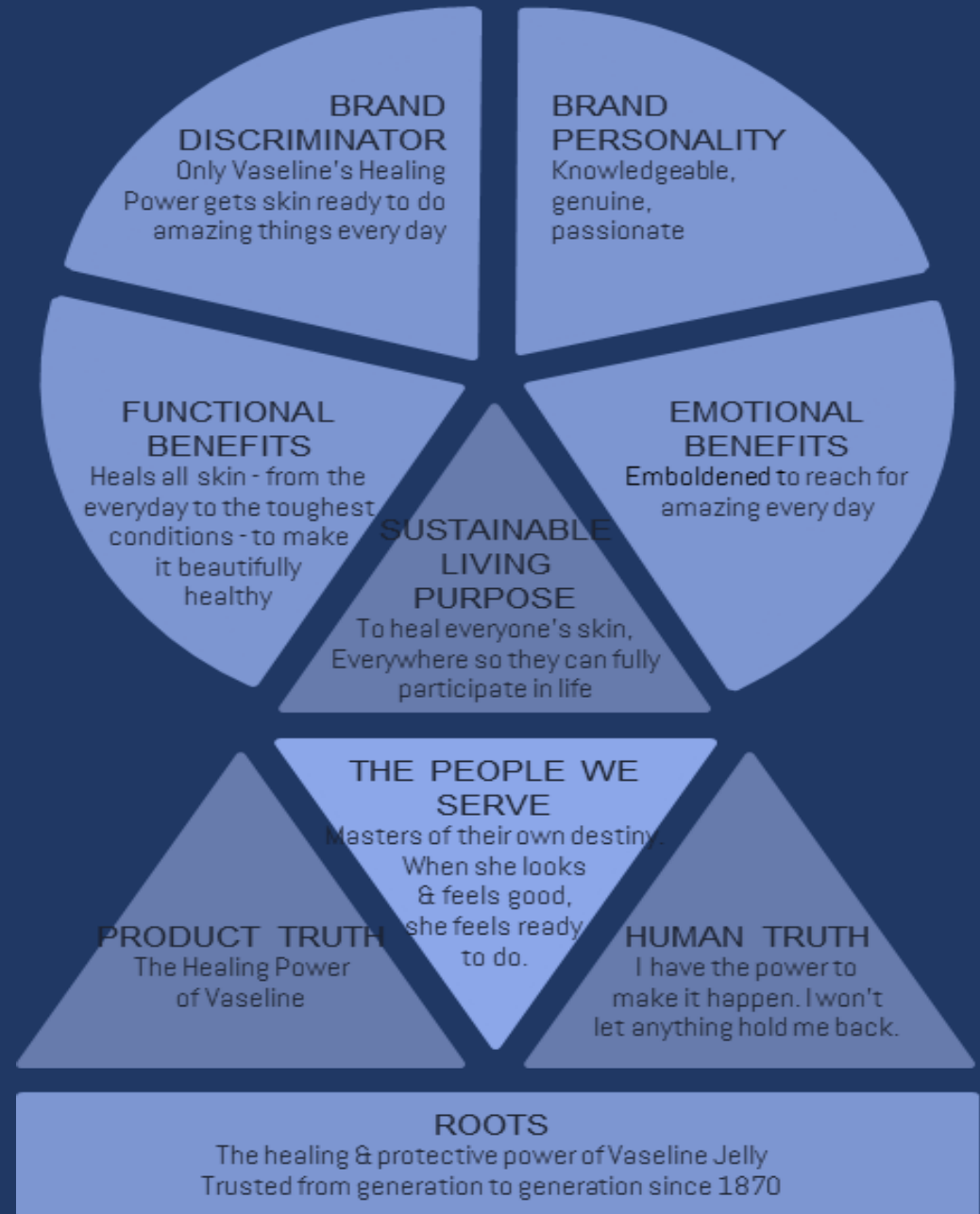
Vaseline would be a 35-year-old woman,
a smart working professional.

Dressed in mix of traditional and modern
attire with an aura of kindness.

She is approachable, outgoing, helping,
caring and people would consult her for
advise.



Comparing these attributes with the brand key...



To find what is in sync and working in our favour

Genuine

Passionate

Protective

Loving

Helping

Kind

Confident

Further, making Journeys our base to derive an engagement platform...

We probed further!

**Q. How would you feel if Vaseline
(personified & with derived traits)
accompanied you on a journey?**

The person would

Feel cared for and shielded

Protected from any misshaping /extremities

Be more confident on the course

Exhibit faith in the companionship

This emotion when meets the brand intent

Brand Purpose

**“To heal the skin of everyone, everywhere
so they can fully participate in life”**

Creates an all encompassing engagement platform

Vaseline

“Enabling Journeys”

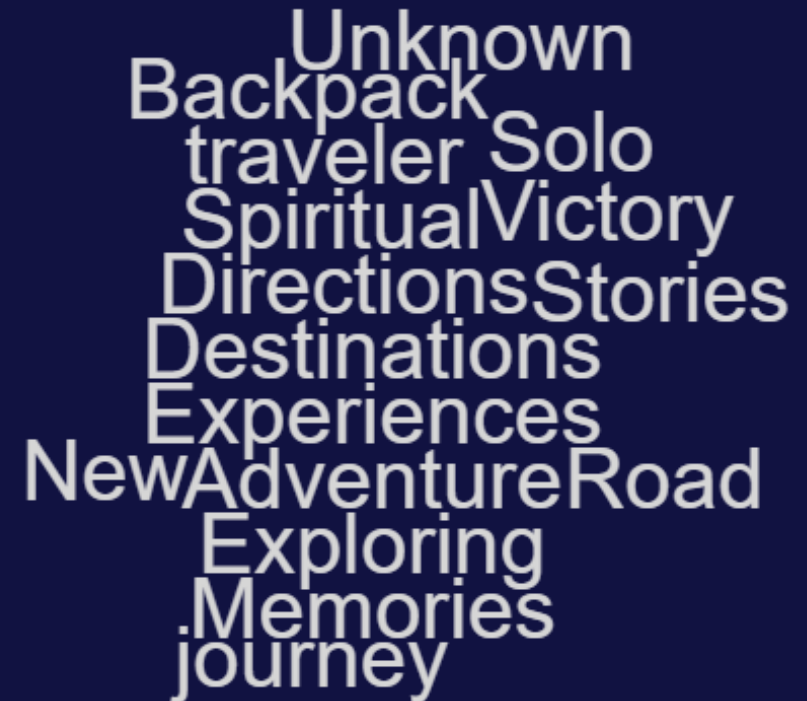
“Enabling Journeys”

Its never been done before. Inspires actions and ideas. Resonates with the audiences routine and creates occasions.

Becomes a larger canvas for an overarching definition of Journeys explored under...

Mind mapping

Q. What is the word that comes in your mind when you hear the word 'journey'?



Unknown
Backpack
traveler Solo
Spiritual Victory
Directions Stories
Destinations
Experiences
New Adventure Road
Exploring
Memories
journey

**Helping us design 3 segments that stay true to the brand
essence
and identify the journeys under**

Pious

Passion lead

Professional

Defining “everyone” and “everywhere” from the brand purpose with imperatives of their Journey

Testing
Endurance

Unconventional
stories

Challenging
inner faith

Inspiring

Taking Enabling Journeys on ground...

Pious Journeys



Amarnath Yatra



Kavad yatra



Pandharpur Yatra

36,000 km on Foot in 20 Years. Why This Man Has Been Walking with His Mother on His Shoulders



It was many moons ago, more than 20 says Kailash Giri Brahmachari, that his mother Kirti Devi expressed a wish to go on a pilgrimage of the *char dhams* – the four most sacred religious sites in India for Hindus.

Stories picked from Religious Journeys



Amarnath Yatra: In ponywalahs and palkis, a tale of communal harmony

The base camp was teeming with pilgrims, instantly recognisable by their backpacks, muddy shoes, wooden walking sticks, and the religious songs they sing as they progress by foot, or on horseback, or on a porter's improvised palanquin.

Touchpoints in Pious Journeys

- At pilgrimage places, print symbolic pattern on the pack to make it a souvenir of that place.
- Special edition pack, write about how it is being used across the world with trivia
- Khoya paya / Information booth / Safe selfie spot / helpline number
- Blog / coffee table book / web series on amazing journeys
- Journey tracker for future religious destinations

Passion



Trek to Himalayas



Cyclist



Meet these daredevil photographers who share passion of capturing extreme adventure sports



Indian Blade Runner : Maj. Devender Pal Singh



One man, one bike, one world

Other touchpoints at Passion Journeys

Bucket list / things to do before you die

Give people chance to fulfil their passion of extreme adventure

Profession



Dabbawala



**Bamboo
worker**



Handloom

**Women undergoing
Army training**



Touchpoints in a Professional Journey

Creating platforms / safety measures / training for various artisans of India
Web series of increasable journey of artisans of India (Sui Dhaaga Ref)

Diary of paratrooper cadet

Podcast of real stories

Brand Pyramid





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