# Vaseline launches 'Vaseline World' campaign to scientifically validate viral skincare hacks



Vaseline is capitalising on its viral presence with an innovative campaign designed to test and validate popular beauty and skincare hacks using its renowned petroleum jelly. Titled "Vaseline World," the initiative is a collaborative effort developed by Ogilvy Singapore, alongside teams from Ogilvy UK, Edelman, Mindshare, and VaynerMedia. This strategic direction comes on the heels of a growing trend, particularly on platforms like TikTok, where users have shared over 6,000 organic posts showcasing unconventional applications of Vaseline, from its use as a makeup primer to an unusual barrier for spicy snacks.

As the campaign unfolds, it features engaging lab-style videos starring brand scientist Siphiwo, who evaluates these community-driven beauty tips under scientific scrutiny. Only those ideas that successfully pass testing will receive the coveted "Vaseline Verified" seal, effectively transforming online DIY hacks into dermatologist-approved recommendations. This approach not only aims to solidify the brand’s credibility but also enhances engagement by encouraging users to contribute their own hacks.

Purnima Lamba, the global brand vice president of Vaseline, remarked, “We are consistently inspired by the ingenuity of our community... our users are demonstrating how Vaseline Jelly indeed lives up to its iconic nickname of the ‘Wonder jelly’.” This sentiment reflects a broader strategy that embraces user-generated content, positioning Vaseline not just as a product but as a cultural touchstone linked to everyday life experiences.

Historically, Vaseline has surged into the spotlight owing to the so-called ‘slugging’ trend—a skincare practice hailing from South Korea that involves applying petroleum jelly as an overnight mask for ultimate hydration. In 2023 alone, Vaseline was referenced in 30% of all slugging videos on TikTok in the U.S., which speaks to its substantial influence within the skincare community. The hashtag #slugging has racked up over 1.2 billion views, highlighting a significant shift toward embracing this timeless product among younger consumers.

As part of its ongoing strategy, Vaseline has expanded its product offerings with innovations like Gluta-Hya and Radiant X, aiming to meet the evolving demands of its customer base. Its success has been monumental; the brand recently reported a turnover of €1 billion in 2023, further solidifying its status in the beauty market. This financial growth is complemented by its expansion into emerging markets, such as China, where it has rapidly gained popularity since its relaunch in 2015.

Continuing down this path of cultural engagement, Vaseline has recently collaborated with Doritos Extra Flamin' Hot in the UK to endorse a cheeky hack that uses its jelly as a protective layer on lips while enjoying spicy snacks. This partnership allowed fans of both brands to engage directly with Vaseline through targeted promotions that highlighted the jelly's multifunctional appeal.

Looking forward, "Vaseline World" is set to evolve further with additional creator partnerships and content drops aimed at demonstrating the versatility of this 150-year-old product. This campaign follows Vaseline’s recent, high-profile collaboration with HBO’s popular series *The White Lotus*, which was positioned as a blending of premium skincare with pop culture narratives.

With such initiatives, Vaseline not only seeks to celebrate its rich heritage but also aims to continuously change perceptions around its product, reinforcing its efficacy and relevance in a modern, diverse marketplace. By promoting authentic stories rooted in everyday experiences, Vaseline is forging an even deeper connection with consumers, ensuring its place as a staple in both beauty and skincare routines for generations to come.

### Reference Map

1. Paragraph 1: Source 1
2. Paragraph 2: Source 1
3. Paragraph 3: Source 1, Source 2, Source 3
4. Paragraph 4: Source 2, Source 4
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8. Paragraph 8: Source 1, Source 7

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.marketing-interactive.com/vaseline-turns-viral-beauty-hacks-into-verified-gold> - Please view link - unable to able to access data
2. <https://www.unilever.com/news/news-search/2024/how-vaseline-grew-to-become-a-1-billion-beauty-brand/> - Vaseline, a 150-year-old brand, achieved €1 billion turnover in 2023, marking its growth into a major beauty brand. This success is attributed to innovative product lines like Gluta-Hya and Radiant X, and a strong presence on social media platforms, particularly TikTok, where Vaseline was mentioned in 30% of all 'slugging' videos in the U.S. in 2023. The brand's growth is also supported by its expansion into new markets, with China becoming its second-largest market since its relaunch there in 2015.
3. <https://www.retailbrew.com/stories/2023/09/14/slugging-beauty-trend-vaseline-tiktok> - Vaseline has capitalized on the 'slugging' trend, a skincare practice involving applying petroleum jelly to the face overnight for deep hydration. This trend, which originated in South Korea, gained significant popularity on TikTok, with videos tagged #slugging amassing 1.2 billion views. Vaseline partnered with dermatologists and influencers to promote the practice, emphasizing the importance of using a small amount to avoid issues like staining pillows. The brand's involvement has solidified its position in the skincare community.
4. <https://www.latterly.org/vaseline-marketing-strategy/> - Vaseline's marketing strategy effectively leverages TikTok's popularity to reach a vast audience, particularly Generation Z. The brand's involvement in the 'slugging' trend, where users apply petroleum jelly to their faces overnight, has been instrumental in its success. Collaborations with dermatologists and skincare professionals have provided authentic recommendations, enhancing credibility. Additionally, partnerships with skinfluencers on platforms like Instagram and YouTube have expanded Vaseline's reach, establishing it as a leader in the skincare industry.
5. <https://skincaredailynews.com/2024/06/how-vaseline-grew-to-become-a-e1-billion-beauty-brand/> - Vaseline, a 150-year-old brand, achieved €1 billion turnover in 2023, marking its growth into a major beauty brand. This success is attributed to innovative product lines like Gluta-Hya and Radiant X, and a strong presence on social media platforms, particularly TikTok, where Vaseline was mentioned in 30% of all 'slugging' videos in the U.S. in 2023. The brand's growth is also supported by its expansion into new markets, with China becoming its second-largest market since its relaunch there in 2015.
6. <https://ads.tiktok.com/business/en/inspiration/unilever-international-global-vaseline-lip> - Unilever International's Vaseline Lip Care campaign on TikTok achieved over 600 million impressions across key markets. By collaborating with content creators and leveraging TikTok's platform, the campaign resulted in a 472% higher click-through rate compared to the market median and a threefold increase in units sold during the campaign periods. The success underscores the effectiveness of creator-led marketing strategies in the beauty industry.
7. <https://www.thevibes.com/articles/lifestyles/82403/at-over-150-years-old-vaseline-is-sliding-into-more-than-dms-on-social-media> - Vaseline, a 150-year-old brand, has experienced a resurgence in popularity due to its association with the 'slugging' skincare trend on TikTok. The hashtag #slugging has garnered nearly 800 million views, highlighting users' interest in this technique, which involves applying a thick layer of Vaseline to the face overnight to deeply moisturize the skin. The trend has led to increased sales and a renewed interest in the brand among younger consumers.