



VASELINE

AMINEE SIRIBOE
PR524



LORI HARVEY WILL BE
INTRODUCED AS THE NEW FACE
OF VASELINE'S CAMPAIGN
“UNLIMITED USES”

LORI HARVEY is the daughter of Talk show host, Steve Harvey and has accumulated a fanbase of GEN Z and millennial women who are into wellness, fitness, and skincare.



(BUS STOP AD)

INSTAGRAM FEED

Vaselines current IG feed is a mix of graphic and still images. In order to appeal to the GEN Z, they should use less graphics and only use it for informational things like DIY recipes.





BILLBOARD AD

These billboards will be showcased on major roads and highways specifically in Los Angeles, New York, Miami, Dallas, Austin, Atlanta, and Chicago