



GolinHarris

Facebook Case Studies

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Vaseline: Global Approach, Local Activation




GolinHarris partnered with the global Vaseline team to strengthen the brand vision via social media.

- Brought multiple countries to shared Buddy Media platform
- Developed universal, modular content that conveyed brand essence
- Facilitated local deployment
 - FB is IP-based and allows for local activations
- Monitor and manage global conversations, with direction on issues and risk mitigation
- Provide guidelines and best practices to local markets



Vaseline: Untold Stories from Around The World




Your Stories

Pauline Olsen: My lovely Mum has only ever done the best for me, but if only we knew about being sunsmart way back in those days! Thankfully, Vaseline can protect and repair, so we can keep our beautiful English skin!

★★★★★
Average Rating: 5.00
Number of Votes: 1

SHARE



Your Stories

Glady Lou Lusing Lasquite: My Untold Skin Story is when I had my baby with me in my arms for the first time after labor. It's a feeling of joy to have god's gift in the family. Motherhood is an outstanding profession of all professions.

★★★★★
Average Rating: 0
Number of Votes: 0

SHARE



Your Stories

Ruchika Sehgal Dang: Whats sweeter than a Mother's Kliss? These postings are on behalf of my son who enjoys the love and affection provided by his mother who happens to be me..I have been there for him right from the stage of conceiving to ensuring that his recent needs...are well taken care of...There isnt a particular incident to highlight as mentioning one would not be justice to thousands and thousands of other Mother-son

★★★★★
Average Rating: 0
Number of Votes: 0

SHARE




Your Stories

Jane Leahy: My son Miles after finding the Vaseline. Head was covered head to toe!

★★★★★
Average Rating: 0
Number of Votes: 0

SHARE




Your Stories

Marjory Ilao: I was so blessed when I gave birth to my baby girl Jeleen I can't explain the happiness and emotions I've felt that day, a healthy baby girl came out to this world to give an extraordinary joy to me and to my family...Being mother is a very exiting part of a one women like me.and now a great feeling to watch her step by step growth and I can say this was the reality of life

★★★★★
Average Rating: 0
Number of Votes: 0

SHARE



Your Stories

Diane Dolan: Smbolizes my best friend who knows wheni need his help to get threw a hard time

★★★★★
Average Rating: 5.00
Number of Votes: 1

SHARE



PlaytexBaby: Managing Multiple Brands Through Authentic Conversations



Lisa Barnett Prcin
 Awesome customer service! I had an issue with all of my Twist-N-Click cups leaking and your representative Abby took care of it. Thanks so much!
 16 hours ago · Like · Comment

View all 5 comments

Lisa Barnett Prcin Calling definitely can't hurt. I went ahead and ordered the regular sippy lids to use on the cups I already have. I haven't had a problem with those leaking.
 10 hours ago · Like

Playtex Baby Lisa - we're so glad to hear that our customer service rep could assist!

Dori & Suzie - Please do contact our Playtex customer service about any product questions you have. We want to make sure we can best assist you so you can love every moment!

Our Consumer Affairs team can reach them at 1.800.222.0453 or via email at support@energizerpersonalcare.com. Thanks so much!
 9 minutes ago · Like

Write a comment...

Julie Majek Innocenti
 I was wondering if there was a coupons for the sippy cups? I have been wanting to get some for my son but I hate to pay full price for a cup and then him not like it.
 20 hours ago · Like · Comment

Amber Suttan likes this.

Write a comment...



Playtex Baby
 Have you tried our Playtex® Diaper Genie II Elite® Disposal System yet? Not only does it eliminate odors, but it helps protect against germs too! Learn more at PlaytexBaby.com: <http://bit.ly/eegcmi>

Playtex® Diaper Genie II Elite® advanced diaper disposal | Diaper Genie®
 playtexbaby.com

Diaper Genie II Elite Advanced™ Diaper Disposal System helps protect against unwanted germs and odors, includes built-in antimicrobial protection, and features a convenient hands free foot pedal.

Wednesday at 12:04pm · Like · Comment · Share

8 people like this.

Kimmy Adair Yes I have one. But it doesn't eliminate odors. It dulls them, but does not block them. I still love mine though.
 Wednesday at 12:09pm · Like

April Olinger Love mine!! Best baby shower gift!!
 Wednesday at 12:13pm · Like

Jessica Jones Love it!!! Had the original diaper genie with 1st child 5 years ago. I love the elite 2 soooo much better--our daughter actually like to help throw her brothers diapers away because of the little pedal release :)
 Wednesday at 12:15pm · Like

Alexandria Gigante Hoehl I love my elite... i do say that with two toddlers it really keeps EVERY smell in... well, except when you open it but you cant expect that to not happen... but otherwise it is a godsend
 Wednesday at 12:55pm · Like

Brooke Cooper I got mine as a shower gift for my 3rd child. My 2 older kids were 10 and 11 and I just threw those "special" diapers outside in the trash. I was going to return...



Key Lessons

- Authentic conversation drives engagement.
 - Consumers are more likely to respond to everyday posts vs. heavily branded product messages.
- Local activation is key to global success.
 - Relevant content and local promotions encourage participation and drive fan acquisition.
 - Plan for cross-cultural communications, with local habits in mind.
- To manage conversations around several products, appeal to a lifestyle or broader needs.
 - EX: Moms need to think about a number of products when setting up nurseries.

