

Ruch Vaseline Campaign Reviewed By NY Times

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Jay Barrett/KMXT

The newspaper of record for pretty much the entire planet has taken notice of a Kodiak mother of four. The New York Times featured Petal Ruch Wednesday in an article about her starring in the latest advertising campaign for Vaseline Intensive Rescue Clinical Therapy body lotion.

The web site Vaseline set up for the advertising campaign is: "Prescribe the Nation ," which opens with shots of Kodiak and Ruch. It will have more video content soon.

The media and advertising section article in the Times says the web site will feature short videos of Ruch "prescribing" the lotion to friends and acquaintances here in Kodiak. The story says that Clinical Therapy is a background player in the vignettes, and that the focus is on the residents of Kodiak and the town itself. It says, "There are shots of moody blue-gray skies and sea lions, and stories about residents...."

The article says the Vaseline campaign is building on social networks and viral marketing trends. The commercials have started airing on national TV and will eventually go international. As soon as the broadcast schedule is available, we'll post it here on KMXT.org.