

# Aquaphor<sup>®</sup>



## **SMAD 443 2026 - Creative Advertising Campaigns**

Kaylee Brown, Jamie Clingenpeel, Audrey Goldman, Julia Kruger,  
Frances Sanderson, Teagan Winn



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# MEET THE TEAM



## Kaylee Brown

Kaylee Brown is a senior at James Madison University studying Media Arts & Design and Sociology with concentrations in Creative Advertising and Public Policy, respectively. She is passionate about the intersection of creativity and consumer psychology with a focus on tailoring visuals that communicate. In her free time, you will often find her behind a camera or embarking on passion projects such as charcoal realism and abstract photo editing. Kaylee enjoys capturing all aspects of her and others' lives within the confines of her lens. As the photographer of Gold Stone Agency, she nurtures photo visuals and the overall editing cohesion that reflects both Aquaphor as a brand and overall campaign. After graduation, she aspires to transition into an advertising agency that allows her to strengthen her communicative and digitally creative skill set.



## Jamie Clingenpeel

Jamie Clingenpeel is a senior at James Madison University studying Creative Advertising in the School of Media Arts & Design. She's driven by the science behind consumer engagement. She is interested in using research, culture, and human behavior to build bold, insight-led campaigns. As the Copywriter for Gold Stone Agency, Jamie believes the best work doesn't just look good, but presents a clear message that resonates within an audience. Outside the classroom, she balances a serving job with creating deliverables at JMU's student-run public relations firm. After graduation, Jamie plans to continue learning and creating meaningful campaigns that spread positive change and spark real change.



## Audrey Goldman

Audrey Goldman is a senior at James Madison University studying Media Arts & Design with a concentration in Creative Advertising and minors in Entrepreneurship and British Media & Communications. In and outside the classroom, she has gained experience with visual design, creative strategy, social media management, and client relations. Outside of academics, she enjoys volunteering her time as a Tour Guide, designing as a SMAD student worker, and doing arts and crafts. As the Art Director of Gold Stone Agency, she leads the visual style and manages the designers. After graduation, she hopes to work on an in-house creative team.



## **Julia Kruger**

Julia Kruger is a senior at James Madison University majoring in the School of Media Arts & Design with a concentration of Creative Advertising and minoring in Sociology. She believes everything in life should have a creative spin on it, especially when it comes to advertising campaigns. She is fascinated by the creative process that goes behind the world of advertising. Outside of class, Julia feeds her creative juices by spending time creating mixed media collages within various journals, as well as capturing her life through photography.



## **Frances Sanderson**

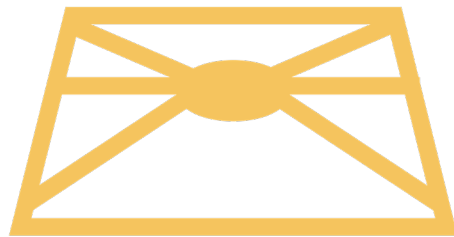
Frances Sanderson is a senior at James Madison University studying Media Arts & Design with a concentration in Creative Advertising and a minor in Communication Studies. She is passionate about building strategic, visually engaging campaigns that connect with audiences in authentic ways. Through her experience in social media marketing and content creation, she has developed strengths in brand storytelling, digital strategy, and trend-driven creative execution. She grew up in Richmond, Virginia, and in her free time enjoys spending time with friends and playing with her dog. After graduation, she hopes to join a creative team where she can continue bringing thoughtful, culturally relevant ideas to life.



## **Teagan Winn**

Teagan Winn is a senior at James Madison University studying Media Arts & Design and Studio Art with concentrations in Creative Advertising and Fiber Arts. She is passionate about the intersection of creativity and connection; whether that connection is built through art, philanthropic initiatives, or meaningful consumer insight. In her free time, Teagan can usually be found in an art studio. Being able to be hands-on in the artistic process is where she finds the most joy. As the Account Manager and Project Lead of Gold Stone Agency, she plays a pivotal role in overseeing the campaign and ensuring creative execution aligns seamlessly with brand objectives. After graduation, she hopes to step into a creative role at an advertising agency, where she can continue learning, collaborating, and growing as a designer and artist.

# AGENCY LOGO & RATIONALE



# GOLD STONE

# AGENCY LOGO

## *Rationale*

The name Gold Stone Agency is a direct play on the iconic material JMU used to build infrastructures across campus, “Bluestone.” On the JMU campus, the iconic sleek gray brick symbolizes tradition, strength, and identity. We decided to shift from blue to gold to honor that foundation while elevating it. To us, gold represents ambition and excellence, core values that all our agency members work by. Stone reflects durability and structure. There is solid groundwork behind every strategic decision we make. Together, the name communicates that our agency offers premium services while maintaining strength and tradition.

Our logo is inspired by JMU’s Quad, where our major building lives and where our creative journeys began. The silhouette grounds our agency in this special place. It connects us to the legacy of excellence that has come before us on this campus while promising innovation in the future. At the same time, the shape resembles an envelope. The envelope serves as a nod to bold communication and bold outreach. This double visual reinforces our teams motto, “pushing the envelope.”

Our envelope represents innovation, while the Quad represents foundation. By merging the two, the logo captures our agency’s philosophy: we push creative boundaries without losing sight of structure. We respect where we come from, but we are not confined by it.

Bluestone buildings are symbols of JMU, and the Quad represents JMU’s meeting point of growth and community. Gold Stone Agency aims to create bold, thoughtful work that’s built to stand out. Our final logo communicates that we will uphold fresh ideas that are smart, original, and impossible to ignore.

# SECONDARY RESEARCH



# PRODUCTION

## Product Timeline

- 1924** Aquaphor was created and developed in the US by Beiserdorf laboratories
- 1929** Beiserdorf sold Aquaphor trade marks to Duke Laboratories
- 1936** Aquaphor was being sold in 5 oz containers to doctors, pharmacists, and hospitals
- 1960** Aquaphor was discontinued during WWII
- 1973** Beiserdorf repurchased all trademarks from Duke Laboratories
- 1982** Aquaphor tube was sold to customers for the first time
- 1982** Aquaphor tube was sold to customers for the first time
- 1991** Aquaphor advanced Therapy Healing Ointment was launched
- 2003** Aquaphor created Baby Healing Ointment & wash
- 2006** Rebrand!
- 2011** Aquaphor launched lip repair
- 2012** Aquaphor was launched in other countries
- 2014** Launched mini jar Aquaphor

(Aquaphor.com, n.d.)

## Distribution Strategy: Mass Market Availability

- Distributed through a mass-market retail strategy
- Available at:
  - National retail chains, including big-box and mass retailers such as Walmart, Target, and Costco
  - Drugstores such as CVS, Walgreens, and Rite Aid
  - E-commerce and online marketplaces such as Amazon and Walmart.com
  - Beauty retailers such as Ulta and Sephora.
- Distributed wholesale and B2B, sold in bulk to pharmacies, supermarkets, mass merchandisers, and online health/beauty retailers. (Tuyenhuanhuan, 2025)
- Fastest-growing brand in the first aid ointment and antiseptic category at mass-market retailers during the 52-week period ending July 11. (Aquaphor Is Leader in Sales for First Aid Brands, 2021)
- Reached \$170.8 mil. in sales in 2023 (MMR/CIRCANA HBC Report, 2024)



# PRODUCT PRICING & MARKET POSITION

## Aquaphor Pricing



Aquaphor Healing Ointment 1.75 oz  
\$6.29 (\$3.59/oz)  
(Target Inc., n.d.)

## Competitors Pricing

1. Vaseline Healing Jelly  
\$4.49 (\$0.60/ounce)  
(Walmart Inc., n.d.)



2. Aveeno Eczema Cream  
\$12.79 (\$1.75/ounce)  
(CVS Pharmacy, n.d.)



3. CeraVe Healing Ointment  
\$10.29 (\$3.43/ounce)  
(Target Inc., n.d.)



4. Equate Advanced Healing Ointment  
\$10.52 (\$0.75/ounce)  
(Walmart Inc., n.d.)



# SWOT ANALYSIS

## STRENGTHS

- This product has infinite usage: moisturizer, makeup, ointments, tattoo care, and more (Gillette and Buddemeyer 2025).
- Large and diverse consumer pool, this product does not exclude age, race, or gender (Aquaphor, 2022).
- Highly recommended by dermatologists, especially for patients struggling with dry and cracked skin (Aquaphor, n.d.).
- Product contains no fragrances or preservatives (Aquaphor, n.d.).

(Icon Solutions, 2025)

## OPPORTUNITIES

- We are in the era of slugging, a skincare technique in which a product is used all over the face to seal in moisture (Cleveland Clinic, 2024).
- Diverse consumer pool including men and women, multiple ethnicities, babies, and even animals (Aquaphor, 2022).
- Mirco beauty social media celebrities that have influence over viewer purchasing behavior.

(Icon Solutions, 2026)

## WEAKNESSES

- Some dermatologists claim Aquaphor is not a moisturizer, but instead a occlusive product that only locks in current moisture instead of creating it (Tandon, 2025).
- Aquaphor is slightly more expensive than its main competitor, Vaseline.
- Customer complaints of the product not working and causing more harm (u/haleyoga, 2022).

(Icon Solutions, 2026)

## THREATS

- Giant competitors, Vaseline as the main competitor, but also many other similar alternatives (drugs.com, 2026).
- Due to Aquaphor's slightly higher price, consumers might turn to alternatives during a time of economic recession or inflation.
- Production relies on the oil and gas industry.

(Icon Solutions, 2023)

# PRODUCT SHELF SPACE



- Aquaphor is located on the top shelves of the skincare aisle in drugstores such as CVS.
- The Aquaphor product selection spans approximately three shelves.
- While many skincare products use white packaging, Aquaphor remains easily recognizable due to its dark blue caps and branded shelving and stands.
- Competitors such as Aveeno Eczema Relief are positioned on lower shelves, Vaseline is not located in the skincare aisle, and a generic brand version of Aquaphor is placed directly next to the Aquaphor products on the shelf.

(Winn, personal observation, 2026).

# TARGET DEMOGRAPHIC



## People with Dry Skin/Eczema prone skin:

Aquaphor is made to lock in moisture and protect and soothe dry, flaky skin.

## People with Dry Lips:

Aquaphor is known for healing and soothing dry lips.

## Health Care Professionals:

Recommended to patients, as well health care professionals who suffer from dry, irritated skin after excessive hand-washing.

## Parents:

Parents can use Aquaphor to soothe rashes on their babies.

## People who are Active:

Aquaphor can help with burns, windburn, and athletic rashes.

(Aquaphor®, n.d.)

# UNIQUE FACTORS

## Healing Ingredients

- Glycerin
- Panthenol
- Bisabolo
- Lanolin

## Multiple Uses

- Moisturizer
- Protection
- Healing
- Beautifying



## The Competition's Factors

### Vaseline

- Acts more as a sealant
- 100% petrolatum (Krietsch, 2025)

### Aveeno Eczema Care

- Specific towards eczema
- Aquaphor is more universal

### CeraVe Healing Ointment

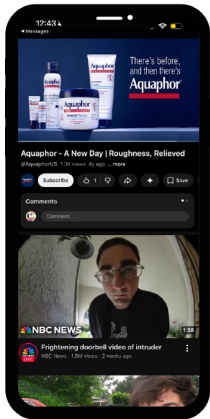
- Also multipurpose

### Generic Aquaphor

- Requires more usage for results
- Is not clinically tested by dermatologists



# IN THE MEDIA



## Current Advertisements (YouTube) 12.2k Subscribers

Aquaphor has covered all products using the tag line “There’s Before, and Then There’s Aquaphor” within clips ranging from 6 seconds to 28 seconds. The most recent ads were published in 2023 and the oldest in 2012.

### Style Notes

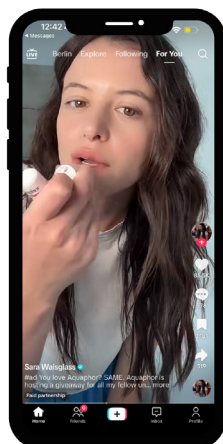
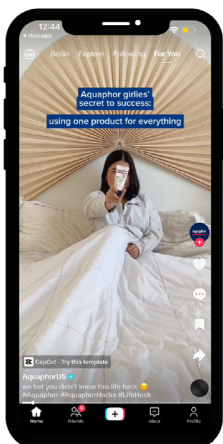
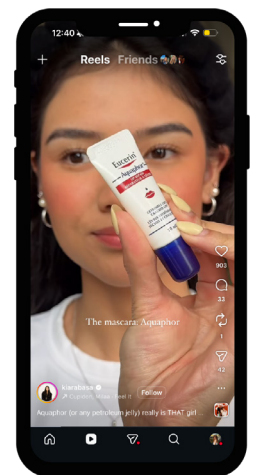
- YouTube Shorts cater to hacks and brand deals
- Traditional YouTube videos are repetitive and frequently reuse clips with different text
- The tone is widely educational and upbeat
- Bright coloring, often warm to contrast the blue

## Current Advertisements (Instagram) 164k Followers

Aquaphor utilizes the hashtag “#HowIAquaphor” for partnerships and media circulation. Trending, verified influencers post with this hashtag encouraging followers to post how they use their own Aquaphor products.

### Style Notes

- Beauty driven
- Female representatives
- Aquaphor as a versatile product
- Casually presented
- Focus on the product not the performance
- #HowIAquaphor
- The tone is persuasive



## Current Advertisements (TikTok) 296.3k Followers

Aquaphor focuses on partnerships with public figures and humor driven/relatable marketing. Their most popular videos currently sits at 40.5 million views: a brand deal with Sara Waisglass, actress.

### Style Notes

- Skit friendly
- Tag lines: Using One Product For Everything, Tis' the Season for Aquaphor, Just a Girl and Her Aquaphor
- Influencer Partnerships
- Caters to a female audience (few deviants)
- The tone is humorous

(YouTube.com, n.d.) (TikTok.com, n.d.) (Instagram.com, n.d.)



# AGENCY MEMBER REVIEW

## *Kaylee Brown*

### Personal Impressions:

- Soft texture and good amount in the packaging
- Keeps hydration longer than other products and useful in multiple aspects
- Easy to keep clean, sharable while remaining hygienic, easy to use/open

### Strengths:

- Word of mouth popularity
- Variety in sizing/products
- Consistent ingredients and distinctive packaging (shape + red and blue accent)

### Weaknesses:

- Is a personal staple
- Pricey in comparison

## *Jamie Clingenpeel*

### Personal Impressions:

- Iconic packaging (red, white, and blue)
- Super practical
- Cool brand

### Strengths:

- Versatile usage
- Large and diverse consumer pool
- Range of different sizes and product types that support the brand's overall mission

### Weaknesses:

- Not cute/trendy packaging or brand personality
- Many competitors in the skincare industry, the main one being Vaseline, a product that does virtually the same thing as Aquaphor

# AGENCY MEMBER REVIEW

## *Audrey Goldman*

### Personal Impressions:

- Highly recognizable and widely trusted brand
- Its versatility makes it feel useful for multiple everyday needs like chapped lips and hands

### Strengths:

- Effectively serves a wide range of purposes
- Appeals to a broad consumer base due to its multi-use functionality
- Convenient for travel and on-the-go use in bags

### Weaknesses:

- Lacks a trendy or “viral” appeal in a market driven by new beauty launches
- Higher price point

## *Frances Sanderson*

### Personal Impressions:

- Simple packaging
- Jelly-like consistency
- Hydrating on the skin and easy for on the go

### Strengths:

- Safe for any kind of usage
- Can be used for anything, EX. Lips, skin, burns
- Packaging makes it easy to bring it anywhere

### Weaknesses:

- Basic packaging that has stayed the same for many years
- Lots of competition (every pharmacy has a knock off)

## *Julia Kruger*

### Personal Impressions:

- Simple and clean
- No frills making them appear as a confident brand and confident in their product

### Strengths:

- Unscented, can be used by a range of people
- Easy to take on the go packaging
- Easy to understand the product and its uses
- Several uses in one small container

### Weaknesses:

- Packaging doesn't catch your eye or stand out
- Several products like it also on the market

## *Teagan Winn*

### Personal Impressions:

- Melts into the skin easily
- Very versatile
- Feels breathable but still very hydrating

### Strengths:

- Aquaphor is a staple. It fixes everything and can be generally used for a lot of skin concerns.
- Universal distinguishing packaging
- Consistent and long lasting product

### Weaknesses:

- Run of the mill
- New products consistently coming out that are more advertised or seen as more inventive



# PRIMARY RESEARCH



# SURVEY REPORTING

## *Research Goals*

Using Qualtrics software, we built our survey with the goal of collecting large-scale statistical data that would deepen our understanding of consumer perceptions of Aquaphor. Understanding the opinions, feelings, and demographics of our participants was a crucial step in our campaign process.

## *Participants*

Our participant pool consisted of JMU students, staff, and community members in Harrisonburg. There were 162 respondents.

## *Procedure*

We created a 36-question survey with questions ranging from multiple choice, open response, and select all that apply. All researchers sent the survey through their own interpersonal communication channels. Additionally, we designed a promotional flyer that we distributed on our university's campus as well as in spaces in our community. We gathered 162 of responses in the 12 days the survey was open.

# SURVEY REPORTING

## Theme 1: Product Usage / Current Consumer Base

Gender of users

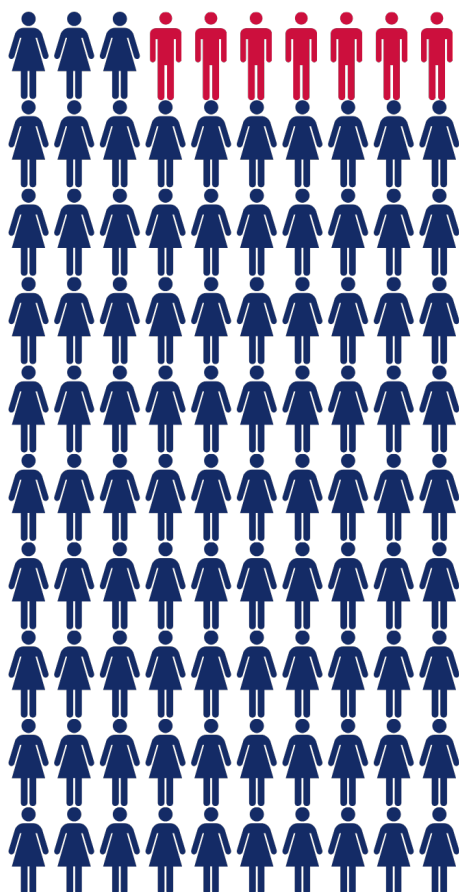


Figure 1

### Gender of Aquaphor Users

When we asked survey participants if they use Aquaphor or not, 65.9% of respondents said yes, they used the product. Out of that consumer pool, 93% are female, 7% are male.



93%



7%

### Ages of Aquaphor Users

Out of all Aquaphor user respondents, 18-20 year olds use our product the most, and 31-50 year olds use our product the least.

Ages of Aquaphor users

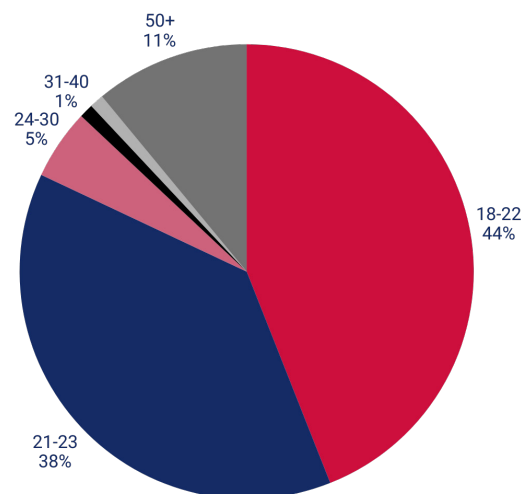


Figure 2

# SURVEY REPORTING

## Theme 2: Brand Perception

### “What comes to mind when you think of Aquaphor?”

In a free-response question, participants were asked to describe our product. These are the most recurring descriptors of our product.



Figure 3

### “What would people change about our product?”

In a free-response question, participants were asked what they would change about our product. The majority said nothing, and others who wrote what they would change seemed misinformed about the diverse product packaging and product benefits.

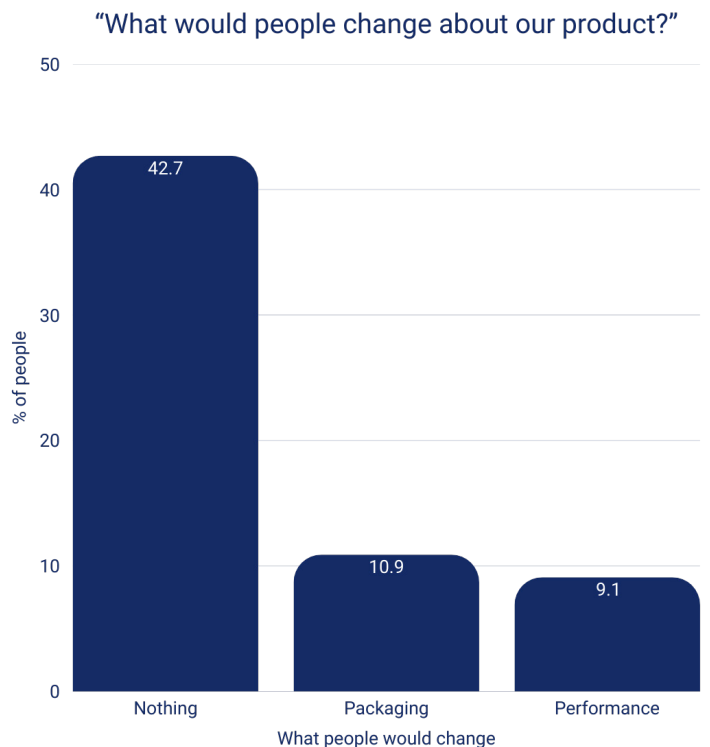


Figure 4

# SURVEY REPORTING

## Theme 3: Statistics of Male Participants

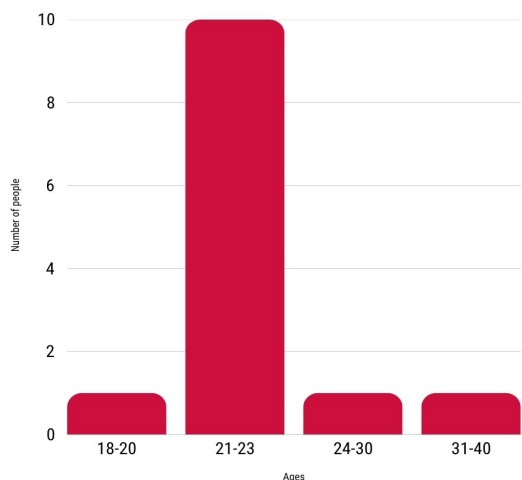


Figure 5

### Ages of Male Participants

Out of all male participants, the largest age range was 21-23 year olds that use our product the most at 76.92%. Age ranges of 18-20, 24-30, and 31-40 use our product the least at 7.69%.

### Usage & Awareness

73% of our male participants have used Aquaphor, while 27% have never used it. However, among that 73%, usage frequency is low. Men are not entirely unfamiliar with Aquaphor, but it is not integrated into their daily habits. This indicates an opportunity to shift the product from occasional use to routine use.

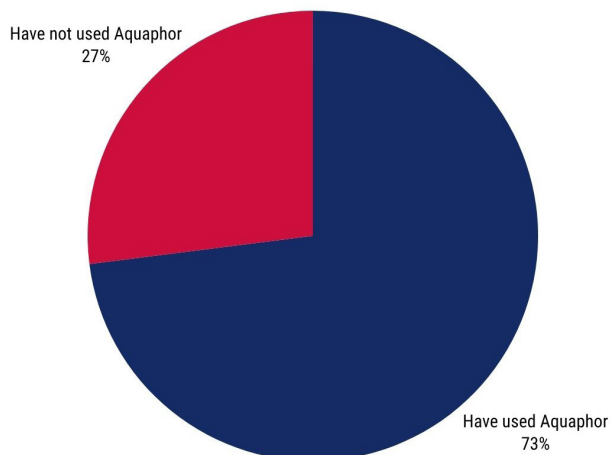


Figure 6

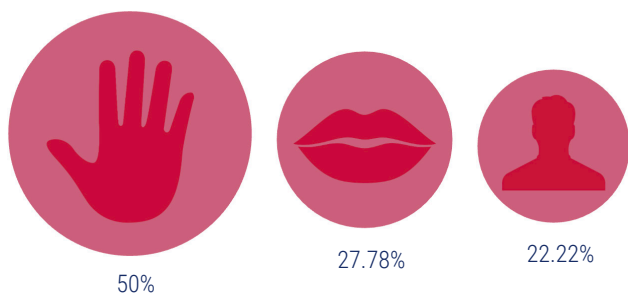


Figure 7

### Skin Care Habits

87% of respondents do not carry skincare products with them, and usage habits are split in half between inconsistent and occasional use. When asked "Where do you typically apply skincare products?" hands are the most common application area at 50%, lips being 27.78%, and face at 22.22%.

# SURVEY REPORTING

## *Theme Analysis*

Our survey results show that Aquaphor already has an extremely strong presence with Gen Z, with almost 99% of the participants recognizing it. Most users were younger women (18-23), and many heard of Aquaphor through family, friends, or doctors. This product was mainly used on the lips, but also on the hands and the face. Common words people associated with the brand were moisturizing, reliable, healing, smooth, and trustworthy. Aquaphor users also described the brand as “clean” and “cool,” which suggests Aquaphor already fits into the Gen Z skincare culture.

Because of this, the campaign should focus on reinforcing Aquaphor as a reliable, everyday skin-care staple. Most respondents said they wouldn't change the product itself. The main feedback focused on packaging and the fact that many participants rarely see Aquaphor ads or feel that the current advertising doesn't represent the brand to its full potential. This suggests the product itself is already strong, but the marketing could be more modern and visible. The campaign should update how Aquaphor is presented while maintaining its classic identity as a trusted staple on the shelves.



# EXPERIMENT REPORTING

## *Research Goals*

The main goal of our experimental research was to gain an understanding of where Aquaphor stands in comparison to its competitors, anonymously. While keeping each product unlabeled, we facilitated the experiment to allow for unbiased reactions on texture appearance, and confidence in usability. We aimed to learn which physical characteristics stood out for each product formula and whether Aquaphor was recognizable based on feel without the influence of packaging.

## *Participants*

Our experiment consisted of 6 JMU students. 5 of the participants were female and 1 participant was male, both aged between 21 and 22.

## *Procedure*

In our study, 6 participants were presented with three unlabeled skincare products, one of which held the authentic Aquaphor formula. The other two products were Vaseline and CeraVe. Each container was labeled as Product A, Product B, and Product C. Participants were asked to observe, touch, and test each product while being asked questions about their sensory experience, impressions, and opinions. We asked questions about the product's texture, appearance, and familiarity, as well as rating perceived effectiveness for healing dry or irritated skin, and their level of confidence in using the product on their own skin. Finally, participants were asked to identify which sample they believed was the "real Aquaphor" and explain their reasoning. Through this process, we were able to collect both quantitative and qualitative data.

# EXPERIMENT REPORTING

## Theme 1: Comfortability

### Texture

This graph shows a visual representation of which characteristics were most prominent when assessing Aquaphor's texture. Positive responses were drawn in comparison to the competitor brands.



Figure 8

### Familiarity of Aquaphor

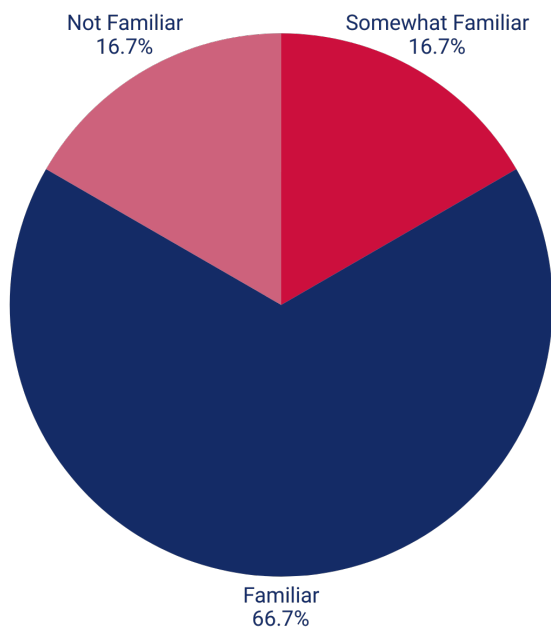


Figure 9

### Familiarity

Participants largely felt they were familiar with Aquaphor based on the texture and appearance of the anonymous product. This shows us that the formula is recognizable even when anonymous. 83% of participants guessed correctly that product B was the real Aquaphor.

# EXPERIMENT REPORTING

## Theme 2: Usability

### Effectiveness

Most participants perceived the product to be effective at treating dry or irritated skin. The majority of female participants rated the product as either effective or very effective, suggesting strong confidence in Aquaphor's healing abilities.

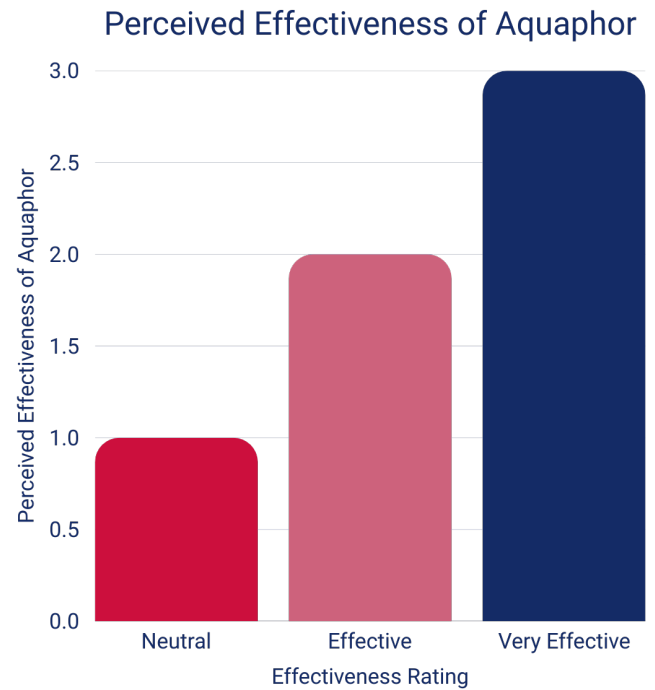


Figure 10

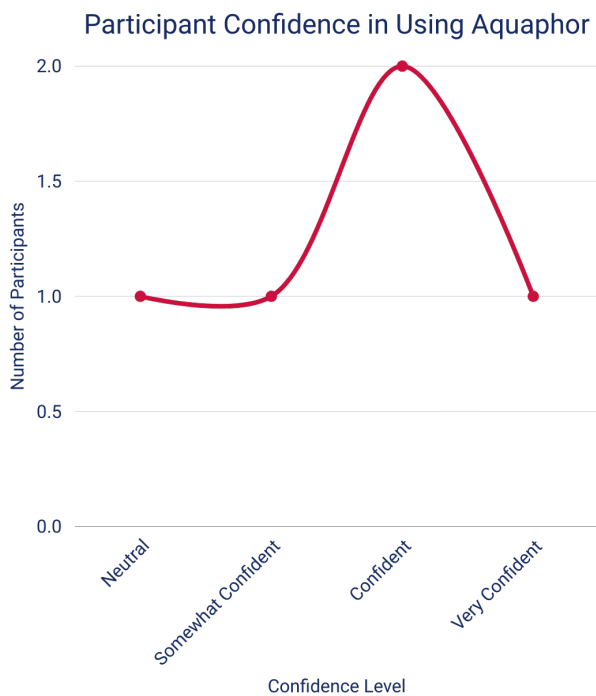


Figure 11

### Confidence

Participants generally felt confident using the product on their skin. This suggests that Aquaphor is perceived as a reliable and comfortable skincare product for consumers.

# EXPERIMENT REPORTING

## *Theme Analysis*

While analyzing our data, we found that Aquaphor was the most identifiable product among the samples tested. Participants consistently described it using characteristics such as thick, soft, shiny, and effective, suggesting that the formula feels familiar and recognizable. These qualities indicate that many participants have either used Aquaphor before or would be comfortable using it.

These findings support our initial hypothesis that Aquaphor resonates strongly with the Gen Z skincare market. By emphasizing the product's moisturizing ability and distinctive texture, Aquaphor can position itself as both effective and enjoyable to use compared to competing brands.

Moving forward, instead of highlighting competing brands, the emphasis should remain on Aquaphor's recognizable formula and its ability to deliver reliable hydration and skin protection reinforcing the idea that Aquaphor is something consumers need.



# CREATIVE STRATEGY BRIEF

## BIG IDEA: AQUAPHOR WILL CURE MEN'S DRY SKIN.

### MESSAGE OBJECTIVES

1. Increasing Awareness
2. Persuading Consumers
3. Driving Action

### EVIDENCE

Aquaphor is recommended by dermatologists, for patients struggling with dry and cracked skin (Aquaphor, n.d.).

### TOPE

1. Heroic & Helpful
2. Comical & Satirical
3. Exaggerated & Critical

### COMPETITORS

1. Vaseline
2. CeraVe
3. Aveeno

### DELIVERABLES

Magazine print ads, tv ad, jingle, social media ads, out of home ads, viral video, guerilla marketing, branded product placements.

### MANDATORIES

- Aquaphor logo
- Consistent brand tone
- Action-driven, naturalistic aesthetic



(Google, 2026)

## KEVIN CASTORELLI

### DEMOGRAPHICS

**Age:** 24-30

**Gender:** Male

**Education:** Bachelors of Science from Ohio State University

**Occupation:** Financial Analyst

**Income:** 70-90k

**Location:** Chicago, Illinois U.S.

### PSYCHOGRAPHICS

**Activities:** Work, walking his dog, going to the gym, watching sports, and scrolling on his phone

**Interests:** Outdoors, watching sports, investing, going out with friends, and fishing

**Opinions:** Politically moderate, non-religious, believes in wellness

### VALS

**Achiever** career driven, routine oriented, and focused on efficiency, practicality, and a polished image.

**Maker** independence and preference for simple, functional routines over complex and experimental habits.

**Believer** shows a steady, traditional outlook, avoiding conflict, and preferring familiar/trustworthy products over new or unconventional options.

### BEHAVIORS

**Social Media:** Kevin is a listener. Most used platforms are Instagram, TikTok, LinkedIn, Tinder, and Hinge. He uses social media for personal, entertainment, connection, and community purposes.

**Buying:** Kevin is a functional buyer. He purchases toiletries out of necessity and never buys self-care products on a whim.

**Frustrations:** Kevin feels unsure about self-care and skin care because no one taught him how to use them. He prefers easy and quick products. He gets overwhelmed by product aisles and doesn't know what's worth buying. Kevin feels like he's doing "everything right" but still isn't making significant romantic progress.

**Motivations:** Kevin craves stability in his career, relationships, and routines. Kevin ultimately wants to feel more confident in dating. He wants to make a strong first impression with a date.

**Desired:** Kevin should think Aquaphor is the missing piece to elevate his potential. He should know the benefits of Aquaphor and its varied uses.

**PRINT ADS**

# BRAINSTORM

*Brainstorming headlines and taglines*

## 30 HEADLINES

1. Smooth talk is good. Smooth skin is better.
2. The ultimate wingman for your first kiss.
3. He's got your back. And your elbows. And your lips.
4. Because "chapped" isn't a great conversation starter.
5. Your plus-one to every event.
6. The best backup you'll ever carry.
7. Your pocket-sized confidence boost.
8. Dryness shouldn't be this bad.
9. The solution to 99 problems. Dry skin isn't one.
10. The best first impression you'll ever wear.
11. Your skin's favorite plus-one.
12. Who needs abs when you have Aquaphor?
13. Don't let your skin be the most "irritating" thing on the date.
14. The only thing that should be dry is your sense of humor.
15. Dry texts and Dry Skin? Pick a struggle.
16. **Don't let dryness get this bad.**
17. The quiet guy who saves the night.
18. Not all wingmen drink your beer.
19. The only thing that should be "cracked" is a joke.
20. The only thing that should be "cracked" is your date.
21. Small tube. Massive confidence boost.
22. Dry texts. Dry Skin. Aquaphor fixes both.
23. A better wingman than Dave.
24. The best man at your wedding.
25. Women don't kiss sandpaper.
26. Aquaphor: Your smoothest wingman.
27. Look like you've got it together.
28. Love is complicated, skincare shouldn't be.
29. Outperforms your entire friend group.
30. Smooth talk is a gift. Smooth skin is a purchase.

## 30 TAGLINES

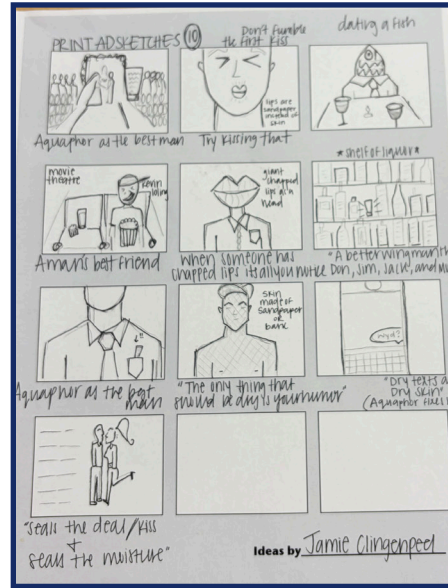
1. Aquaphor is your wingman.
2. The best backup you can carry.
3. The hardest worker in your pocket.
4. Aquaphor. Always has your back.
5. Aquaphor. Stay smooth out there.
6. **Beat the dry.**
7. Aquaphor. Engineered for the save.
8. Your routine's missing piece, found.
9. Seals moisture. Seals the deal.
10. Every good man needs a wingman.
11. Your skin's best wingman.
12. Because every legend has a wingman.
13. Your routine's missing piece.
14. The wingman that shows up.
15. When your skin needs backup.
16. Smooth skin, smooth night.
17. The detail that makes the difference.
18. Stay smooth out there.
19. Looks like you planned ahead.
20. Good skin. Good game.
21. Small tube, big assist.
22. Helping \_\_ since forever.
23. Helping Kevin, since forever.
24. Smooth move.
25. Small tube. Big assist.
26. Aquaphor: The smoothest thing about you.
27. The assist before the kiss.
28. Stay smooth.
29. Aquaphor. The wingman that actually helps.
30. Don't be dry in any way.

# PRINT SKETCHES

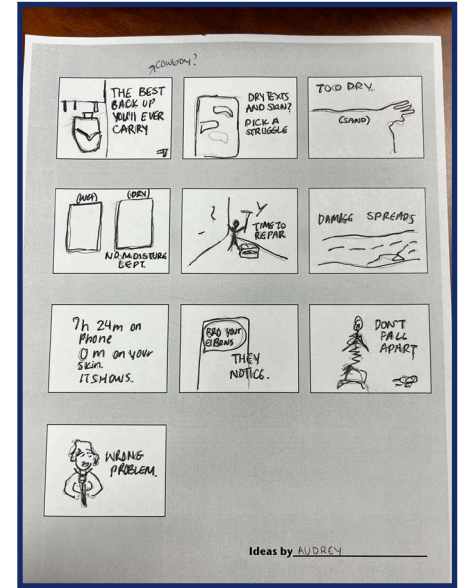
Kaylee



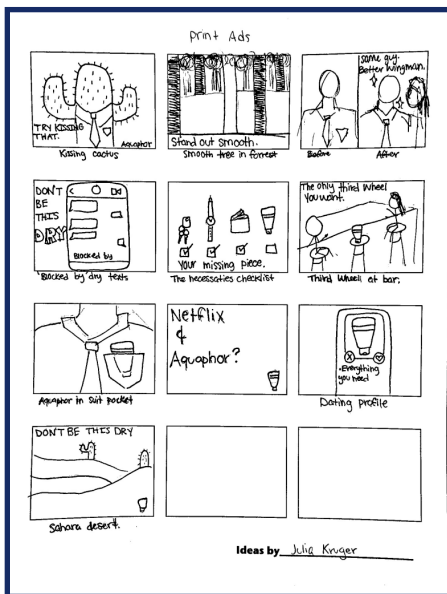
Jamie



Audrey



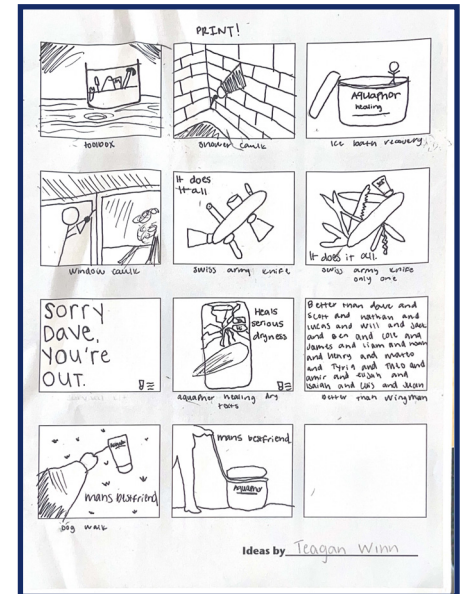
Julia



Frances



Teagan



# PRINT DELIVERABLES

**DON'T LET DRYNESS GET THIS BAD.**

A man wearing a white t-shirt, dark pants, a baseball cap, and sunglasses is fishing in a vast, arid desert landscape. He is holding a fishing rod that extends across the frame. The ground is composed of rolling sand dunes, and several dead fish are scattered on the sand, illustrating the extreme dryness. The sky is a clear, pale blue.

**BEAT THE DRY.**  
Aquaphor locks in hydration so dryness never gets this bad.  
Heal Now at [AquaphorUS.com](http://AquaphorUS.com)

A tube of Aquaphor Healing Ointment is shown in the bottom right corner. The tube is white with a blue cap and features the Aquaphor logo and the text "HEALING OINTMENT" and "Advanced Therapy".

**Aquaphor**  
HEALING OINTMENT  
Advanced Therapy  
Helps lock in hydration so dryness never gets this bad.  
NET WT 1.75 OZ. 50g

# PRINT DELIVERABLES

**DON'T LET DRYNESS GET THIS BAD.**



**BEAT THE DRY.**

Aquaphor locks in hydration so dryness never gets this bad.  
Heal Now at [AquaphorUS.com](http://AquaphorUS.com)



# PRINT DELIVERABLES

**DON'T LET DRYNESS GET THIS BAD.**



**BEAT THE DRY.**

Aquaphor locks in hydration so dryness never gets this bad. Heal Now at [AquaphorUS.com](http://AquaphorUS.com)



# PRINT MOCK-UPS



# PRINT ADVERTISEMENT

## *Rationale*

Our campaign centers around the concept of “Beat the Dry.” positioning the product as an essential everyday defense against dryness for active men. Rather than presenting Aquaphor as a product used only after skin becomes damaged, this campaign reframes it as a proactive tool that helps men stay ahead of dryness before it becomes a problem.

Each print advertisement uses bold, metaphor-driven visuals to dramatize the effects of extreme dryness, reinforcing the campaign’s central message: dryness is something to beat before it gets out of hand. The headline, “Don’t let dryness get this bad,” paired with activity-based scenarios relevant to our target audience, creates a striking contrast between the user’s lifestyle and the exaggerated consequences of neglected skin.

Visually, the campaign relies on hyperbolic imagery to make dryness feel impossible to ignore. Each metaphor is designed to be visually uncomfortable, memorable, and immediately attention-grabbing, while the featured activities help the audience see themselves in the scenario. This balance of relatability and exaggeration allows the ads to connect emotionally while remaining highly noticeable in print environments.

Aquaphor is then presented as the simple solution, the product that helps men beat dryness before it escalates. The tagline, “Beat the Dry.” directly ties back to the campaign platform.

The minimalist design approach ensures the metaphor and product remain the focal points of each ad. Clean layouts, concise copy, and strong visual hierarchy allow the message to be processed instantly, maximizing effectiveness in print media where viewer attention is limited.

Overall, the “Beat the Dry” campaign positions Aquaphor as a practical, indispensable grooming essential for men—something simple to keep on hand and use before dryness becomes severe. By combining exaggerated metaphors, activity-driven relevance, and preventative messaging, the campaign transforms Aquaphor from a reactive skincare product into an everyday solution men can rely on.

**TV AD**

# BRAINSTORMING

Possible themes: (Aquaphor is your western, horror, romance wingman)

Method of TV testimonials, who can Kevin trust

Tell a story... Aquaphor is a savior

Aquaphor saves a life possible inspo: Dry DUNE STARWARS

Dry as an enemy

Mate Kevin

hiking walking running

Backpacking... Backpack full of our product

we know Kevin is interested

we must remember "DON'T LET DRYNESS GET THIS BAD." BEAT THE DRY

Aquaphor in a fight/battle

Aquaphor as a winner/champion

Film elements:
 

- music
- SFX (whoosh)
- refreshment

Beerr. cooler full of [wide shot] ←

Aquaphor

hiking walking running

Backpacking... Backpack full of our product

we know Kevin is interested

we must remember "DON'T LET DRYNESS GET THIS BAD." BEAT THE DRY

Aquaphor in a fight/battle

Aquaphor as a winner/champion

Film elements:
 

- music
- SFX (whoosh)
- refreshment

SAND Hot SAND

LOTS OF SAND

raaisins, dead cactuses

Hydration

man on a deserted island?

rocks, sand, dirt, drought, mars?

TV: 30

Advertisement

Brainstorm

Dessert

The opposites

Flood ocean

Water pool

Water bottle

FRUITS

Beer. cooler full of [wide shot]

Aquaphor

hiking walking running

Backpacking... Backpack full of our product

we know Kevin is interested

we must remember "DON'T LET DRYNESS GET THIS BAD." BEAT THE DRY

Aquaphor in a fight/battle

Aquaphor as a winner/champion

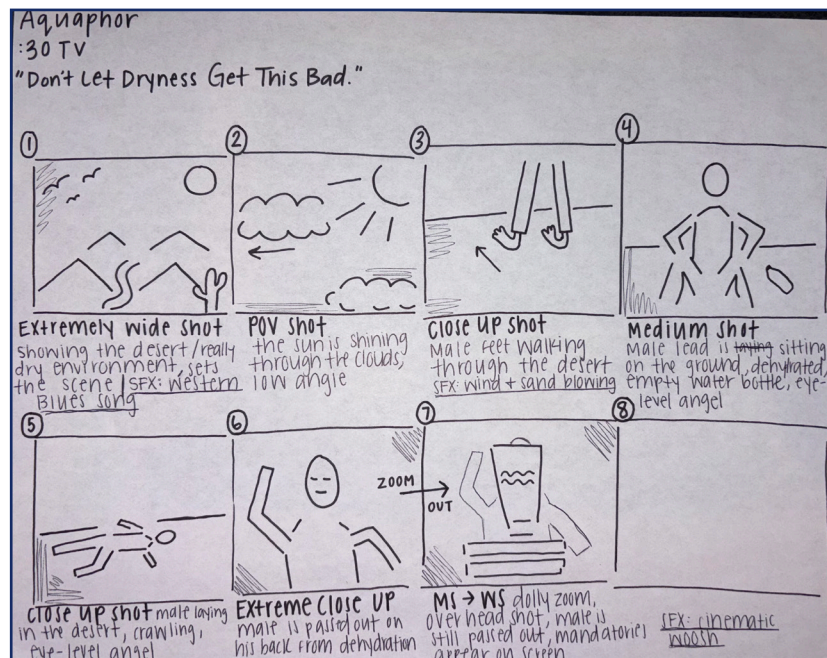
Film elements:
 

- music
- SFX (whoosh)
- refreshment

# SCRIPT & STORYBOARD

(AQUAPHOR, "DON'T LET DRYNESS GET THIS BAD.", :30 TV)

VIDEO	AUDIO
1.) EWS, THE DESERT (HIGH ANGLE)	<u>MUSIC:</u> WESTERN BLUES SONG (PLAYS UNTIL THE END OF THE VIDEO)
2.) POV, THE SUN IS SHINING THROUGH THE CLOUDS (LOW ANGLE)	
3.) CU SHOT, MALE FEET WALKING THROUGH THE DESERT BAREFOOT (HIGH ANGLE)	<u>SFX:</u> WIND AND SAND BLOWING THROUGH THE WIND
4.) MS, MALE LEAD SITTING ON THE GROUND IN THE DESERT, CLEARLY IN DISTRESS (EYE-LEVEL ANGLE)	
5.) CU SHOT, MALE LEAD IS LAYING ON HIS SIDE IN THE DESERT, DEHYDRATED AND CRAWLING (EYE-LEVEL ANGLE)	<u>SFX:</u> CINEMATIC WHOOSH WHEN PRODUCT APPEARS ON SCREEN
6.) ECU, MALE LEAD IS PASSED OUT ON HIS BACK FROM DEHYDRATION (HIGH ANGLE)	
7.) MS → WS / DOLLY ZOOM / OVERHEAD SHOT, MALE LEAD IS STILL PASSED OUT ON HIS BACK, HEADLINE APPEARS ON SCREEN, THEN THE PRODUCT, THEN TAGLINE, AND THEN THE COMPANY'S WEBSITE	



# CASTING/LOCATION

(AQUAPHOR, "DON'T LET DRYNESS GET THIS BAD.", :30 TV)

FILM FRAME	DESCRIPTION	LOCATION
	<ul style="list-style-type: none"> <li>STOCK VIDEOGRAPHY OF THE DESERT, SET THE SCENE</li> </ul>	<ul style="list-style-type: none"> <li><a href="https://www.storyblocks.com">STORYBLOCKS.COM</a></li> </ul>
	<ul style="list-style-type: none"> <li>LOW ANGLE, POV SHOT OF THE SKY, THE SUN IS BLASTING</li> </ul>	<ul style="list-style-type: none"> <li>IN THE BACK YARD OF MY APARTMENT COMPLEX</li> </ul>
	<ul style="list-style-type: none"> <li>MALE LEAD'S BARE FEET WALKING ON SAND, ROCKS, OR DIRT (SOMETHING DRY)</li> </ul>	<ul style="list-style-type: none"> <li>JMU BASEBALL FIELD, OR LAKE SHENANDOAH</li> </ul>
	<ul style="list-style-type: none"> <li>MALE LEAD SITTING WITH AN EMPTY WATER BOTTLE, HE IS DISTRESSED</li> </ul>	<ul style="list-style-type: none"> <li>JMU BASEBALL FIELD, OR LAKE SHENANDOAH</li> </ul>
	<ul style="list-style-type: none"> <li>MALE LEAD LAYING ON THE GROUND, TRYING TO SIP HIS EMPTY WATER BOTTLE</li> </ul>	<ul style="list-style-type: none"> <li>JMU BASEBALL FIELD, OR LAKE SHENANDOAH</li> </ul>
	<ul style="list-style-type: none"> <li>MALE LEAD IS LAYING FLAT ON THE GROUND, ZOOM OUT SHOT</li> </ul>	<ul style="list-style-type: none"> <li>JMU BASEBALL FIELD, OR LAKE SHENANDOAH</li> </ul>
	<ul style="list-style-type: none"> <li>MALE LEAD IS LAYING ON THE GROUND, AD MANDATORIES APPEAR ON SCREEN</li> </ul>	<ul style="list-style-type: none"> <li>JMU BASEBALL FIELD, OR LAKE SHENANDOAH</li> </ul>

# KEY FRAME



DON'T LET DRYNESS GET THIS BAD.

*Scan to watch!*



# TV AD

## *Rationale*

Our TV advertisement extends the same naturalistic, outdoor-driven, action-based aesthetic established across the rest of our campaign. Every part of this video was included to reinforce the core metaphor of our campaign: life without Aquaphor is unbearably and almost comically dry.

To visualize that idea at its most extreme, we set our story in a desert, the ultimate symbol of dryness and discomfort. Throughout the video, our male lead wanders through the hot desert. He carries an empty water bottle, visibly dehydrated and desperate for relief. At the end of the video, after our male lead has spent hours under the sun, he collapses. At that moment, our headline appears: "Don't let dryness get this bad."

We hold for a second to let the audience sit in the moment, then reveal Aquaphor as the solution. Our advertisement places Aquaphor as a savior in a crisis. We close with our tagline: "Beat the Dry."

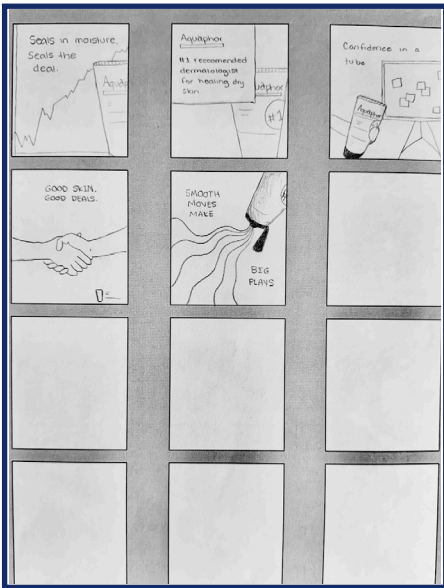
The sound choices lean into Western film tropes to heighten the drama: a blues-inspired guitar track, wind and sand ambiance, and a cinematic whoosh when the product appears. We use a range of shots to keep the viewer visually stimulated. We start with an extreme wide shot to establish the environment, moving into close-ups and medium shots to show his struggle, and ending with a zoom-out for a dramatic finish.

Our goal was to tell a simple, visual story that would catch our target audience's eye. We wanted to make something he wouldn't skip. By leaning into Western drama, high contrast visuals, and a clear narrative, we created a TV ad that feels entertaining, thoughtful, and a core component our campaign.

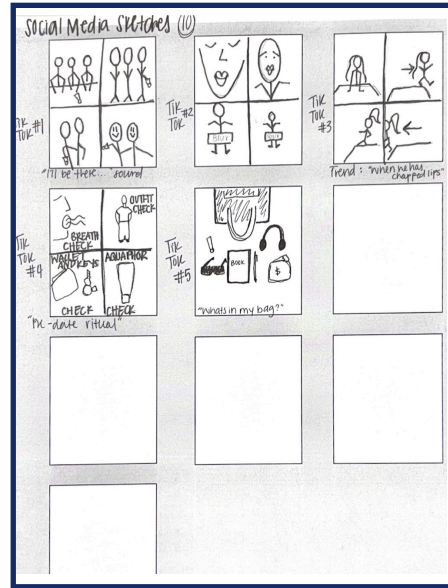
# **SOCIAL MEDIA ADS**

# SOCIAL MEDIA SKETCHES

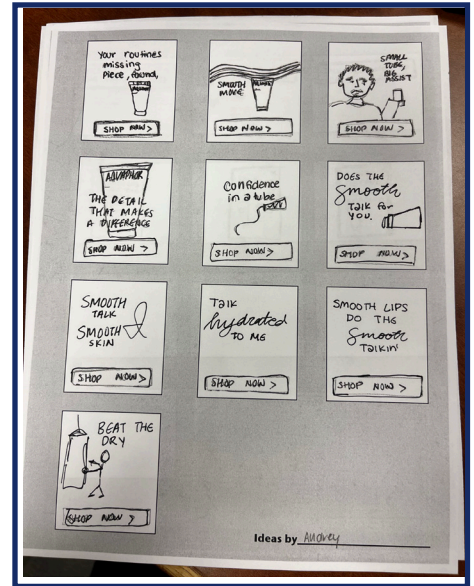
Kaylee



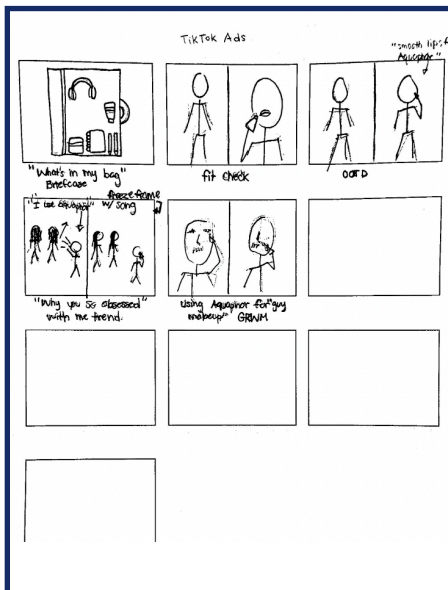
Jamie



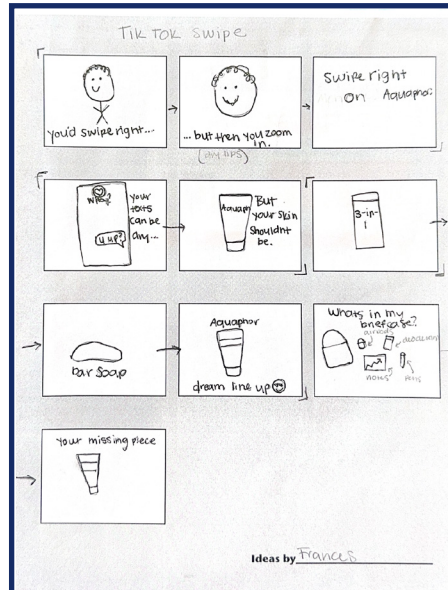
Audrey



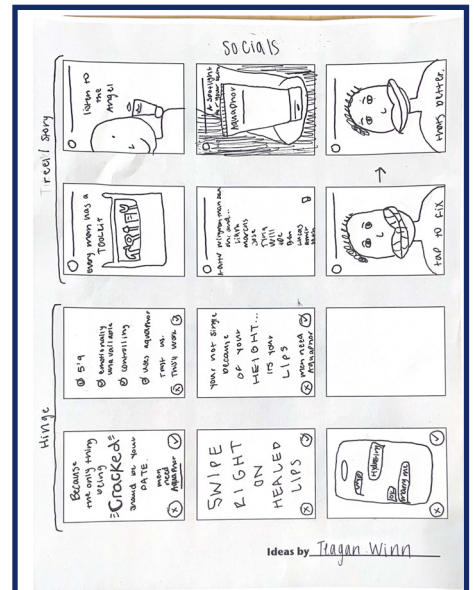
Julia



Frances



Teagan



# SOCIAL MEDIA MOCK-UPS

## STORY



## SPONSORED POST



## CAROUSEL



## NOTE



# REEL



*Scan to watch!*



# SOCIAL MEDIA

## *Rationale*

We chose Instagram as our main platform because it's where our target audience already spends their time and engages with content. We created 5 ads that work together to position Aquaphor as the solution for men's dry skin by using humor and relatable "dry" scenarios, both literally and metaphorically.

The story ad and carousel builds on this with waterless visuals of activities our target audience would be doing, and adds an interactive "touch to add hydration" or "swipe to add hydration" feature, to keep the audience engaged and make them feel part of the experience. Both close out with our tagline "Beat the Dry." The Instagram note states our tagline, which keeps everything short and consistent. Our reel uses the "I'll be there" trend to show that once Aquaphor is introduced, it becomes an everyday essential to men.

Overall, everything works together to create a cohesive, humorous campaign that makes Aquaphor feel like the go-to fix for dry skin.

**VIRAL VIDEO**

# KEY FRAME & RATIONALE



*Scan to watch!*



**DRY SKIN WAS THE FIRST THING THEY NOTICED.**

## VIRAL VIDEO

### *Rationale*

This video is designed to be bold, attention-grabbing, and impossible to scroll past. It opens with an extreme close-up of a guy's face, which immediately creates discomfort. The zoom out revealing that the guy is nude, with a blur for comedic and platform-appropriate censorship, adds shock value and humor without crossing into explicit territory. This unexpected reveal disrupts viewer expectations, making the content feel surprising and memorable. An important factor for virality. Using a satirical tone that matches with the rest of our campaign, we create consistency while also switching it up for the viral effect. Our video starts with a man aged 24-30 visibly confused why someone is walking away from him. Despite his nudity, his "date" notices his dry, flaky lips before his nudity. The copy "Dry skin was the first thing they noticed." adds more context if needed.

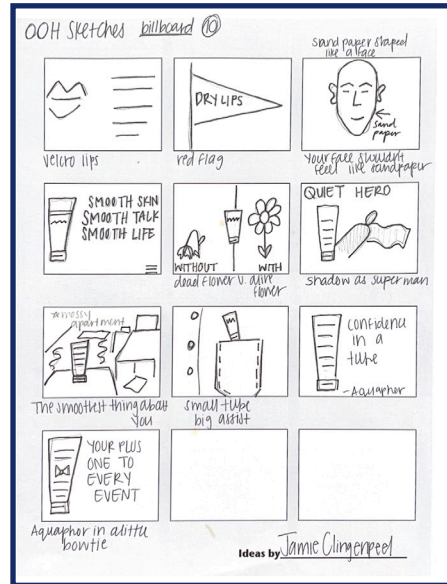
**OUT OF  
HOME ADS**

# OUT OF HOME SKETCHES

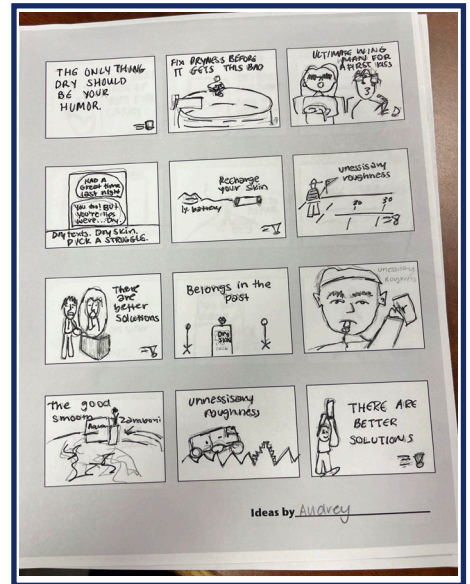
Kaylee



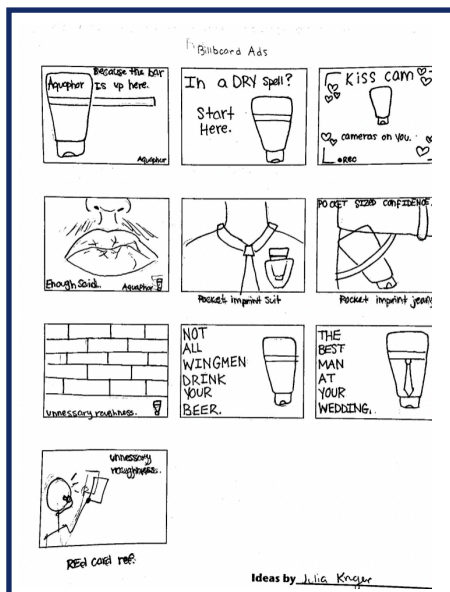
Jamie



Audrey



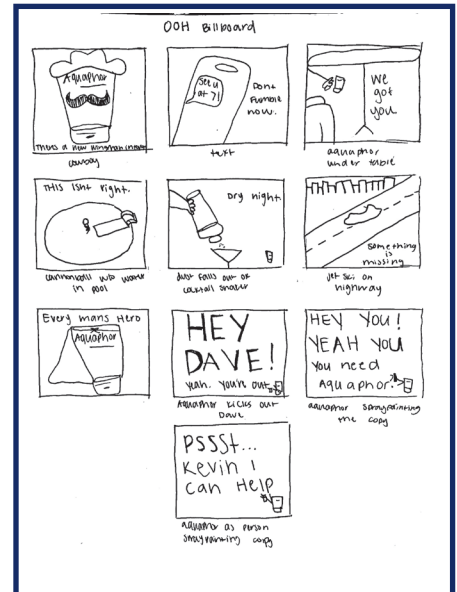
Julia



Frances



Teagan



# OUT OF HOME ADS

**BECAUSE SOME THINGS JUST NEED HYDRATION.**



**BEAT THE DRY.**  
Heal Now at [AquaphorUS.com](http://AquaphorUS.com)

**BECAUSE SOME THINGS JUST NEED HYDRATION.**



**BEAT THE DRY.**  
Heal Now at [AquaphorUS.com](http://AquaphorUS.com)

# OUT OF HOME MOCK-UPS



# OUT OF HOME MOCK-UPS



# OUT OF HOME

## *Rationale*

To maintain consistency across our campaign, we designed our OOH ads to be easily seen and understood at a glance. We achieved this through clear and visually striking executions that continue our dramatic metaphor theme. Our billboard and transit ads are simple yet intentional. The immediate visual disruption of missing hydration captures attention and reinforces our message, allowing it to resonate and connect directly back to the product.

Our ad placement is specific so that our target audience has the highest chance of viewing each ad. These placements are located throughout the streets of busy metropolitan areas where our persona lives. For our transit ad, our placement includes the horizontal advertisements above the seats in subway cars. Since this is a popular commuting method, it increases the likelihood that our target persona will see the advertisement.

Our headline again is simple and intentional: "Because Some Things Just Need Hydration". It directly supports our visual metaphors, highlighting the problem of missing hydration and the discomfort and inconvenience that come with it, especially for skin. The message is clear, easily tied back to our product, memorable, and quick to understand.

**JINGLE**

# SCRIPT

(AQUAPHOR, “BEAT THE DRY.”, :20 JINGLE)

AUDIO

MUSIC: RHYTHMIC GUITAR STRUMMING

[MALE VOCALS]

WHEN YOUR SKIN FEELS CRACKED AND DRY

FIX IT FAST, DON'T LET IT SLIDE

KEEP IT SMOOTH AND MOISTURIZED

THIS ONE SMALL TUBE WILL GET YOU BY

AQUAPHOR: BEAT THE DRY

WHEN YOUR SKIN FEELS CRACKED AND DRY

FIX IT FAST, DON'T LET IT SLIDE

KEEP IT SMOOTH AND MOISTURIZED

THIS ONE SMALL TUBE WILL GET YOU BY

AQUAPHOR: BEAT THE DRY



*Scan to listen!*

# JINGLE

## *Rationale*

Using Suno AI Music Generator, we built our jingle by referencing earlier trials and recording vocals directly into the platform's audio input feature. After generating an initial version, we refined it with the prompt "make this punchy and add vocals like Drake." This decision was intentionally made to match the interests of our target audience. Drake is currently one of the most influential artists within hip-hop, the dominant genre for men aged 24-30. By aligning the vocals as well as backtrack of our jingle with a widely consumed musical style, we are actively appealing to a larger audience, increasing our exposure.

Our goal was to create a combination of lyrics and sound that doesn't just communicate a message but feels like something our audience would already choose to listen to. Hip-hop has consistently ranked as the top genre amongst men aged 24-30 for nearly two decades which makes it a reliable and relevant foundation for inspiration. Our jingle will resonate on a deeper level with our audience because of this and likely be something they remember even when our campaign comes to an end.

# **GUERRILLA MARKETING**

# GUERRILLA MARKETING

## Sketches

GURILLA MARKETING ③

Aquaphor pop up in the desert

Aquaphor traffic cones on cracks in the street

Aquaphor sponsor boxing gloves

Ideas by Jamie Clingenpeel

# GUERRILLA MARKETING MOCK-UP



# GUERRILLA MARKETING

## *Rationale*

To emphasize the dryness our persona faces, we created an Aquaphor pop-up set in the desert, specifically Death Valley. By placing the brand directly in an extremely dry environment, we highlight Aquaphor's hydrating power in a way that feels bold, action-driven, and memorable. The pop-up would be built in a national park known for its dry, rugged landscape. The setup would feel authentic, rustic, and outdoorsy. The unexpected location would make it highly shareable on social media. Visitors could "earn" Aquaphor products by hiking or walking through the dry terrain, reinforcing the core of our campaign, "Beat the Dry." The contrast between the harsh environment and the hydrating product brings our big idea to life and creates a memorable and thoughtful guerrilla marketing moment.

# **BRANDED PRODUCT PLACEMENT**

# SCRIPT

## Breaking Bad: Product placement image

Breaking Bad – “4 Days Out” (Season 2, Episode 9)

**WALT**

(annoyed)

Three entire bags of Funyons?

**JESSE**

Yeah. Funyons are awesome.

(beat, shrugs)

Hey, more for me.

Walt glares, scanning the mess.

**WALT**

What about something with protein? Something green, huh?

Jesse checks his phone, pacing.

**JESSE**

I’m getting no service...

Walt picks up a bag of gummies, unimpressed.

**WALT**

How are you even alive?

(then, noticing something)

He reaches into the pile, pulls out a tube.

**WALT**

(holding up Aquaphor)

Well... at least we have something valuable.

**2.20:15**

**WALT**

You know what? Pull this.

**JESSE**

I am pulling.

It just needs to warm up a little. All right.

**Walt**

Oh, my God.

Oh, jeez.

Well done, Jesse, as always. Just...

Well done.

*(He rubs his face, wincing. His skin is dry, cracked from sun and stress. He reaches into his pocket and pulls out a small tube.)*

**JESSE**

...Dude, is that—?

**WALT** *(snapping)*

It’s for burns. And dryness. Which, thanks to you, is now a factor.

*(He aggressively applies Aquaphor to his hands.)*

**WALT**

God.

**3. 29:35**

**JESSE**

Hey... Mr. White.

(beat)

Hey!

**WALT**

Yeah...

**JESSE**

Yo, man, you hanging in?

**WALT**

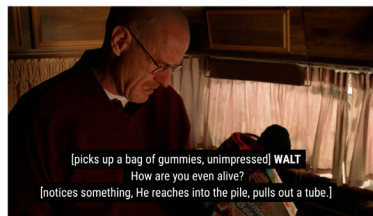
Yeah... I’m good.

(weakly)

Just... dehydrated.

# VISUAL SCREENSHOTS WITH BPP

## Scene 1



## Scene 2



## Scene 3



# BRANDED PRODUCT PLACEMENT

## *Rationale*

For our branded product placement, we chose Breaking Bad as the ideal environment to integrate Aquaphor. The series aligns closely with our target audience of men ages 25–29 who actively consume content on streaming platforms like Netflix. With a strong following among young to middle-aged male viewers, Breaking Bad remains culturally relevant and consistently popular with younger audiences discovering or rewatching the series.

We specifically selected Season 2, Episode 9, “4 Days Out,” which features Jesse Pinkman and Walter White stranded in the desert after their RV breaks down. The harsh, dry environment creates a natural and believable opportunity to introduce Aquaphor as a practical solution for extreme skin dryness. This setting allows the product to feel seamlessly integrated into the storyline rather than forced. Additionally, choosing an earlier season increases the likelihood of exposure, as it captures both first-time viewers and returning fans who revisit the series.

Aquaphor was placed into 3 scenes throughout the show:

Aquaphor is first introduced when referenced during a conversation about survival, with Walt calling it “something valuable.” This positions the product as a necessity in a resource-limited setting, reinforcing its importance beyond just skincare and tying back to its everyday reliability within Breaking Bad.

Aquaphor is later introduced again during the RV malfunction scene, where Walt uses it to treat burns and dry skin after the explosion mishap. This moment fits naturally with his problem-solving character and highlights the product’s multi-purpose functionality in a harsh desert environment without feeling forced.

In the final scene, Jesse notices Walt looks weak, sitting uncomfortably in the sun. Jesse rushes over after asking if he is okay, where Walt responds that he is good and just dehydrated, with Aquaphor subtly laying next to him.

# AI DISCLOSURE

Appendix

AI Assistance Disclosure

AI was used only as an assistive tool during selected parts of the campaign development process (see Table 1). All concepting, brainstorming, sketching, strategic decisions, creative direction, copy-writing, copy revisions, design choices, execution selections, and campaign rationale were completed by the agency.

In cases where AI was used to create or refine a visual execution, it was used as a visualization tool based on the agency’s original idea, sketches, written prompts, and art direction. The agency is responsible for the accuracy, originality, quality, and professional presentation of the final campaign.

Campaign Element	AI Tools Used	AI Contribution
Guerrilla	Adobe FireFly	Concept visual mockup
Jingle	Suno / ChatGPT	Exported original audio and changed voice, added backtrack, lyric inspiration, and rhythmic assistance
Extra Feature	Gemini	Concept visual mockup
Social Media	Adobe Firefly	Generate image
OOH	ChatGPT	Mockup
Social Media	ChatGPT	Placed product in images
Social Media	ChatGPT	Generate image
Branded Product Placement	Adobe Firefly	Placed product in screenshot
Social Media	Adobe Firefly	Mockup

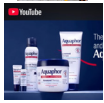
# Text Citations

- Aquaphor. (2024, April 23). Discover 100 years of skin healing. Aquaphor® Official Site. <https://www.aquaphorus.com/specials/in-the-press/discover-100-years-of-skin-healing>
- Aquaphor. (n.d.). 5 self care moments in a day [Video]. YouTube. <https://www.youtube.com/watch?v=VDddiz4iExc>
- Aquaphor. (n.d.). Aquaphor advanced therapy body spray [Video]. YouTube. <https://www.youtube.com/watch?v=hC-7r2YUkzI>
- Aquaphor. (n.d.). Aquaphor advanced therapy lip balm [Video]. YouTube. <https://www.youtube.com/watch?v=A0qRYPnxDFg>
- Aquaphor. (n.d.). Aquaphor advanced therapy lotion: No more dry skin [Video]. YouTube. <https://www.youtube.com/watch?v=biluHI81c44>
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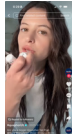
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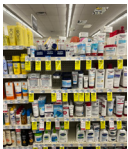
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Figure 1. Note. Graph created by the authors based on survey results collected in 2026.

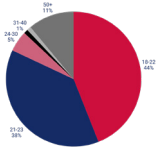


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Figure 3. Note. Graph created by the authors based on survey results collected in 2026.

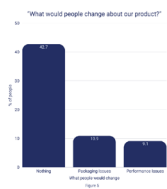


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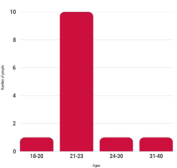


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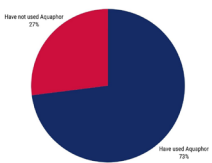


Figure 6. Note. Graph created by the authors based on survey results collected in 2026.



Figure 7. Note. Graph created by the authors based on survey results collected in 2026.



Figure 8. Note. Graph created by the authors based on experiment results collected in 2026.

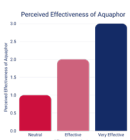
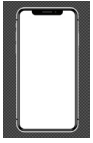


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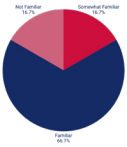


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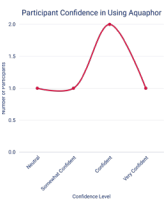


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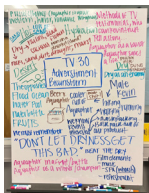
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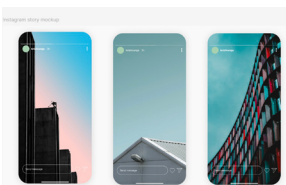
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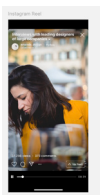
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