

NATIVE VML to manage Vaseline Men's digital engagement

Unilever has named NATIVE VML as the lead digital agency for Vaseline's men hand and body range. NATIVE VML is to provide digital engagement across various channels for the heritage brand.

“We believe NATIVE VML has the proficiency to place Vaseline in the mind of the modern man through deep and meaningful engagement across various channels. We have no doubt that we will shift market perception,” says Richard Kohler, Global Brand Director, Skin Care at Unilever Singapore.

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