

(fake) Bodyform sanitary napkins video on Facebook

Posted by jkeichholz - 18 Oct 2012 14:42

The following video may only be fully understood when we look at the discussion/comment culture on Facebook and what kind of interactions this provides for marketing videos (i.e. even the initial comment may be a staged marketing trick), BUT still - anything that makes people talk about MHM in public is a good thing in my books:

Hi Richard. We loved your post on our Facebook page. (www.facebook.com/Bodyform/posts/10151186887359324). We are always grateful for input from our users, but your comment was particularly poignant. If Facebook had a "love" button, we'd have clicked it. But it doesn't. So we've made you a video instead. Unfortunately Bodyform doesn't have a CEO. But if it did she'd be called Caroline Williams. And she'd say this.

Do let us know if we can help you further...

Regards,

The Bodyform Team

Fart consultant: Mike Koenig

To see the original Mashable article click here -

mashable.com/2012/10/09/maxipad-rant-facebook/

Richard Neill to Bodyform 8 October at 21:30 via Mobile

Hi , as a man I must ask why you have lied to us for all these years . As a child I watched your advertisements with interest as to how at this wonderful time of the month that the female gets to enjoy so many things ,I felt a little jealous. I mean bike riding , rollercoasters, dancing, parachuting, why couldn't I get to enjoy this time of joy and 'blue water' and wings !! Dam my penis!! Then I got a girlfriend, was so happy and couldn't wait for this joyous adventurous time of the month to happenyou lied !!

There was no joy , no extreme sports , no blue water spilling over wings and no rocking soundtrack oh no no no. Instead I had to fight against every male urge I had to resist screaming woaaaahhhhh bodddyyyyyyfooorrrmmm bodyformed for youuuuuuuu as my lady changed from the loving , gentle, normal skin coloured lady to the little girl from the exorcist with added venom and extra 360 degree head spin. Thanks for setting me up for a fall bodyform , you crafty bugger

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Re: (fake) Bodyform sanitary napkins video on Facebook

Posted by GTO - 24 Oct 2012 12:02

Thanks for the interesting post.

To stay tuned here the response from Ruby Cup:

! "let's start the conversation about menstruation" !

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Re: (fake) Bodyform sanitary napkins video on Facebook

Posted by muench - 13 Nov 2012 10:26

Ha-ha, these two videos are pretty funny and somehow reverse-psychology marketing (as in, the product that is being marketed is not even mentioned - but the video gets you curious; I love how she spills that Bloody Mary Drink!).

Juergen and Robert: Where did you find these two videos? I am curious. What reactions did Ruby Cup get on this video?

Regards,

Elisabeth

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