
Get Comfortable
Andrex
THE POWER OF OWNING
UNCOMFORTABLE TRUTHS
campaign
LIVE

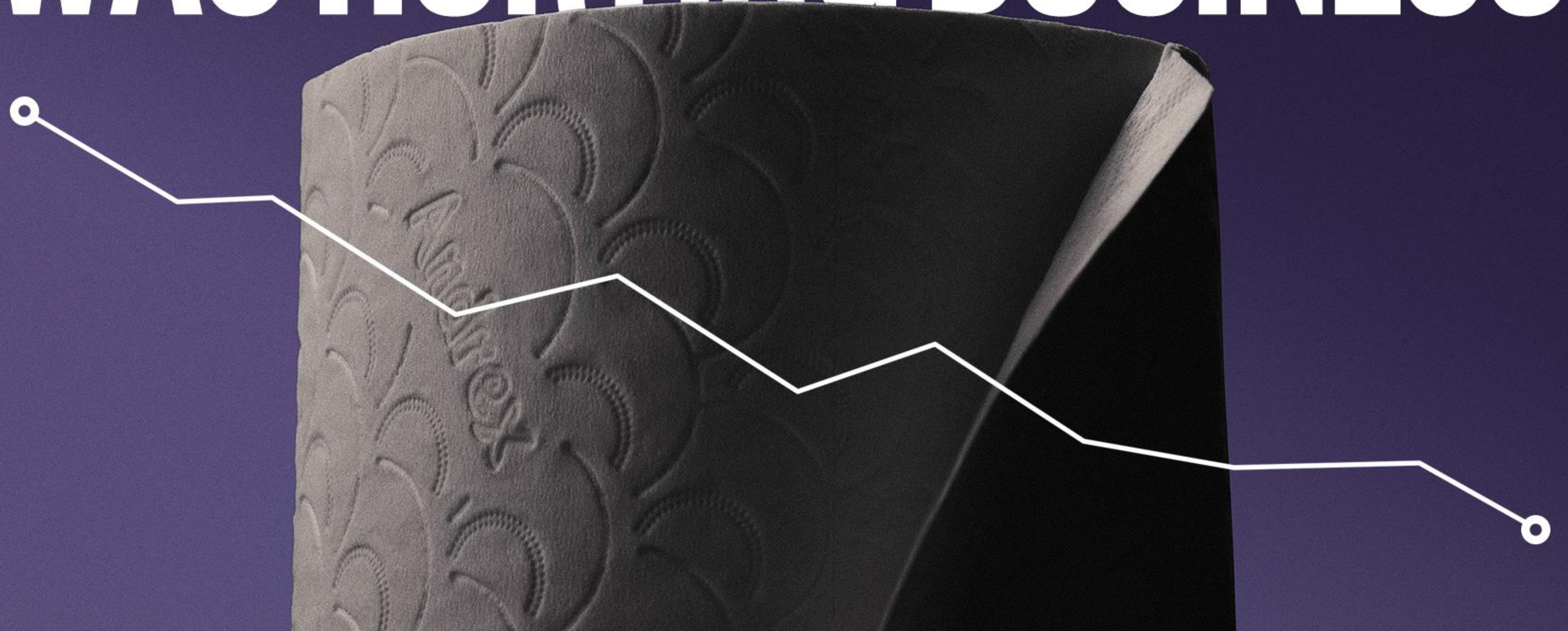

Andrex
campaign LIVE
POO

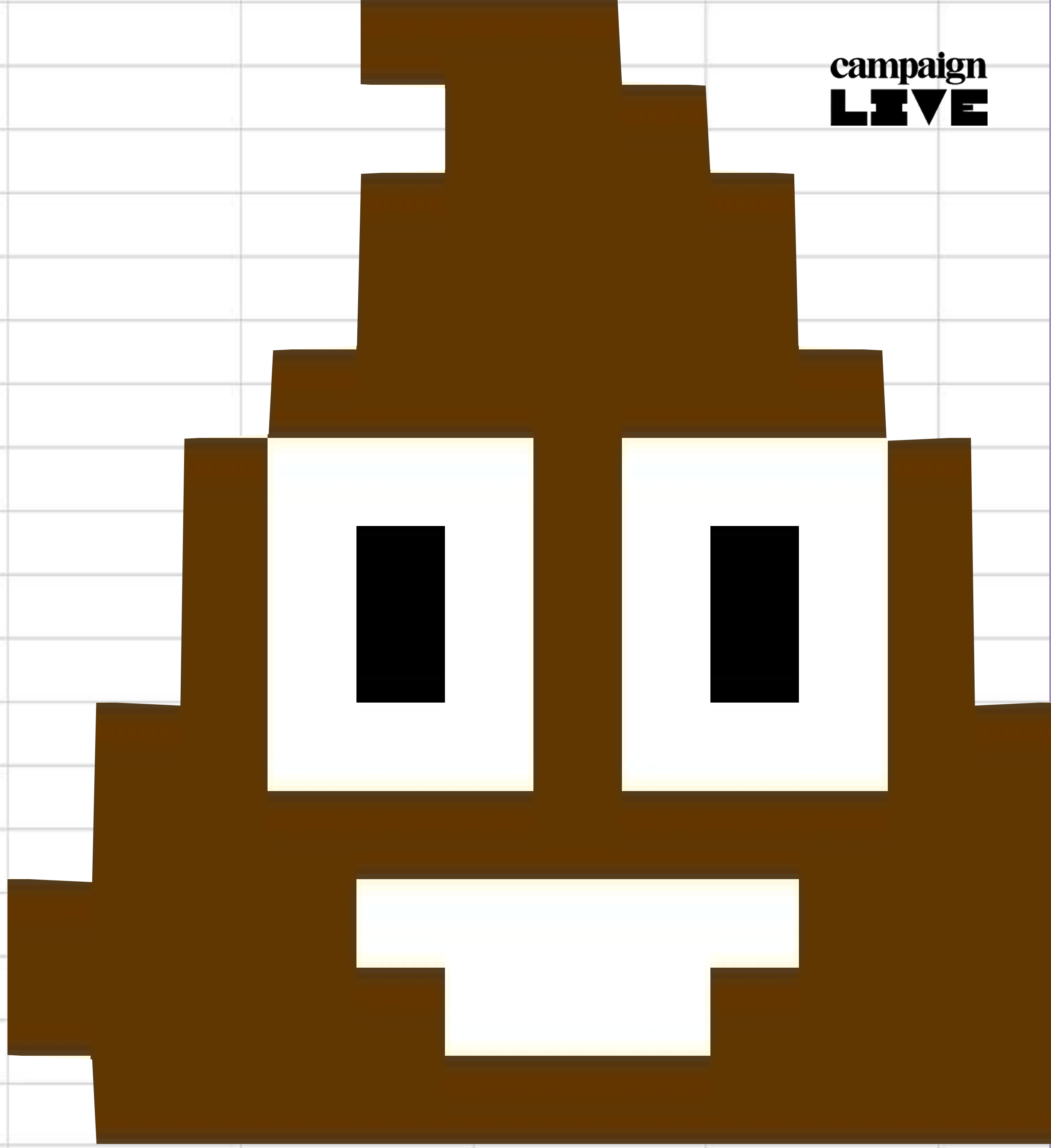

Andrex
campaign LIVE
OUR PUPPY HADN'T SEEN A POO IN 53 YEARS

Andrex

campaign LIVE

AVOIDING THE TRUTH WAS HURTING BUSINESS





Farted really loud in class once. Nooooooo.

I held in the toilet for too long at work and farted in the middle of the office. Mortified.

Went on a holiday with friends in a caravan.
It was very embarrassing as the toilet was so small and you could hear everything.

Had to use a shared bathroom at work that was right beside the bosses office and the reception desk.
Explosive diarrhea and a smell that could kill an elephant. Head held low for a few days after that one.

I was on a date. The lady came back to stay the night. After we had sex,
I needed a poo and I farted really loudly. She got the ick then blocked me the next day.

I was going for a poo at my girlfriend’s parents house. The poo splashed into the water and everyone heard.

Toddler in the cubicle with me started talking out loud; “Are you pooing mummy? I just heard your poo splash.
How many are you having? I just laughed and said I'm sure the other people waiting to use the toilet don't need to know that.

I was a teenager and we were on holiday in France. I did a rather large poo and it wouldn't flush
so my dad went to get a stick from outside to break it up with.
This became known as the 'baby seal' and was often brought up as a joke later on.
I didn't find this funny, it was embarrassing to start with and continued to be embarrassing as I became an adult.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1 IN 2 WON'T POO AT campaign LIVE


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POOING IS NOW
MORE FEARED
THAN PYTHONS


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DYING OF EMBARRASSMENT


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BRITAIN HAD A BAD CASE OF
SOCIAL CONSTIPATION


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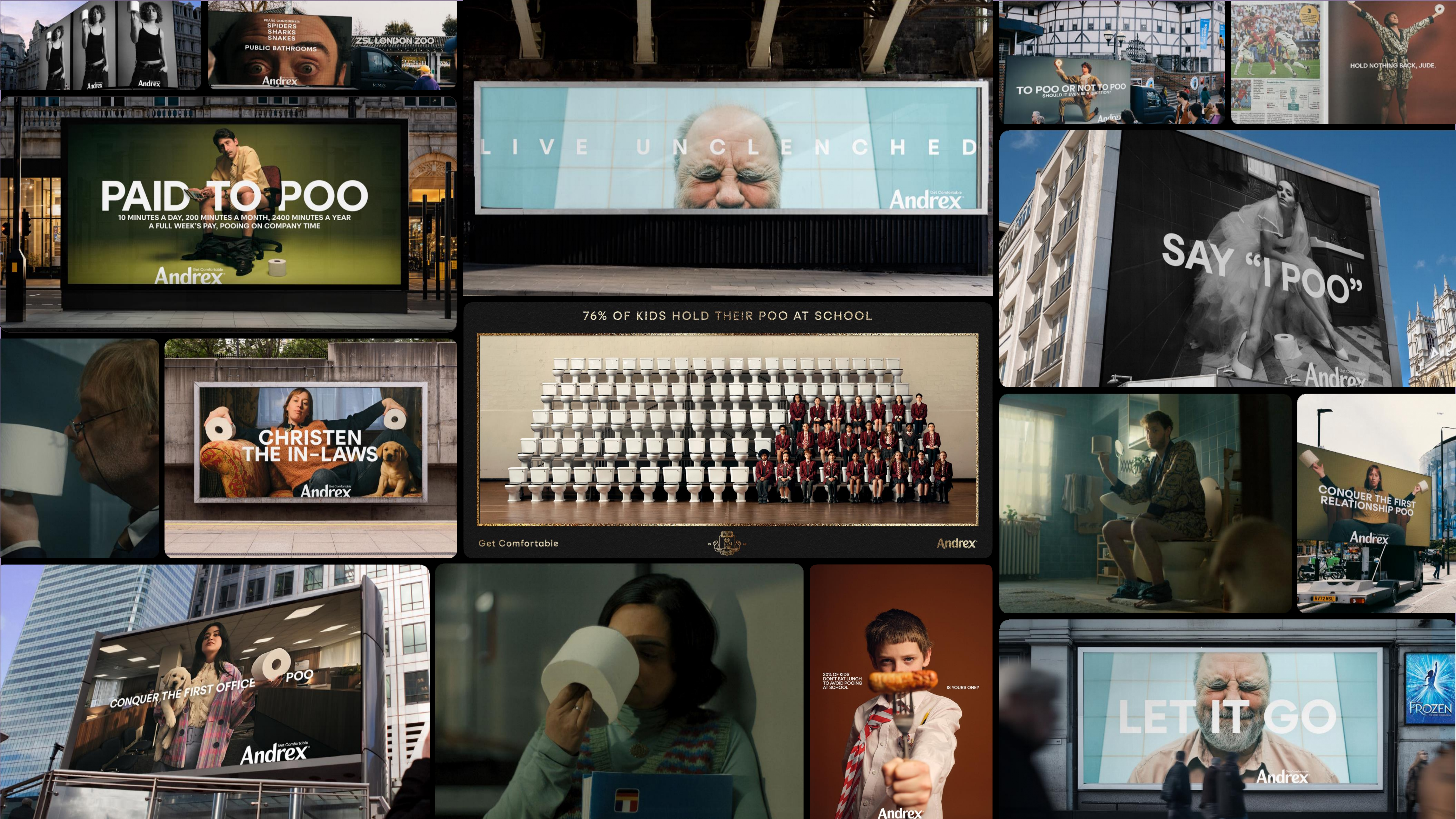
INTRODUCING
Get Comfortable


Andrex
FEARS CONQUERED:
SPIDERS
SHARKS
SNAKES
PUBLIC BATHROOMS
Andrex
ZSL LONDON ZOO
PAID TO POO
10 MINUTES A DAY, 200 MINUTES A MONTH, 2400 MINUTES A YEAR
A FULL WEEK'S PAY, POOING ON COMPANY TIME
Andrex
LIVE UNCLENCHED
Get Comfortable
Andrex
TO POO OR NOT TO POO
SHOULD IT EVEN BE A QUESTION?
HOLD NOTHING BACK, JUDE.
SAY "I POO"
CHRISTEN THE IN-LAWS
Andrex
76% OF KIDS HOLD THEIR POO AT SCHOOL
Get Comfortable
Andrex
CONQUER THE FIRST RELATIONSHIP POO
Andrex
CONQUER THE FIRST OFFICE POO
Get Comfortable
Andrex
30% OF KIDS DON'T EAT LUNCH TO AVOID POOING AT SCHOOL.
IS YOURS ONE?
Andrex
LET IT GO
Andrex
FROZEN


CONQUER THE FIRST OFFICE POO
Get Comfortable
Andrex

Andrex


LET IT GO
Get Comfortable
Andrex
FROZEN
THE WEST END MUSICAL
JAMIE OLIVER
MMG
campaign LIVE


32
Friday April 12 2024 | THE TIMES
Business
Interest rates kept at record highs by wary, watchful ECB
Jack Barnett
Economics Correspondent
4%
The ECB's record-high benchmark deposit rate remains unchanged
Christine Lagarde says rates will only be cut when price pressures recede
Inflation data lowers hopes of Bank cuts
Jack Barnett
Fed warned of risking 'Tepid Twenties'
IMF chief Kristalina Georgieva said activity was weak
Weak demand dampens Chinese price rises further
Jack Barnett
PAID TO POO
10 MINUTES A DAY
200 MINUTES A MONTH
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1 in 4 Brits won't look back at their poo,
even though it's a free daily health check.
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Get Comfortable
Bowel Cancer UK

Andrex

campaign LIVE

CHECK YOUR POO R'KID

76% OF KIDS HOLD THEIR POO AT SCHOOL

Get Comfortable

19 PRIMA SCHOLA POO 42

Andrex


Andrex
campaign LIVE
30% OF KIDS DON'T EAT LUNCH TO AVOID POOING AT SCHOOL
IS YOURS ONE?

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The Guardian

The latest Andrex ad is a life-changing masterpiece.

BBC

Students say school toilet rules create anxiety

INDEPENDENT

More than half a million pupils have not drunk during school day to avoid using toilet, study suggests.

The New York Times

Why Kids Get Emotional About Pooping

MADE FOR MUMS

Why 76% of school kids are holding in their poo – and what it could mean for their health

Andrex launches new campaign to help kids 'get comfortable' at school

Mirror

Students brand school toilets 'horror movie' as kids 'wet themselves instead'.

CREATIVE REVIEW

ANDREX AD TAKES THE DRAMA OUT OF SCHOOLTIME NUMBER TWOS

shots

ANDREX GIVES MORE POWER TO THE POOPER

Andrex

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"IT WOULD HAVE MADE MY SCHOOLDAYS MORE ENJOYABLE AND MIGHT EVEN HAVE HELPED ME TO PERFORM BETTER ACADEMICALLY."

www.theguardian.com/uk

The Guardian

UK

The latest Andrex advert is a life-changing masterpiece

Adrian Chiles

In scraping the bottom of the barrel to find something new to say about toilet paper, they've struck gold. If I had seen this as a kid, it would saved me years of fear and shame

"I MEAN, PUPPIES RUNNING AROUND UNRAVELLING THE STUFF AND SO ON. DRIVEL. BUT NOW THEY'VE COME UP WITH THIS WORK OF GENIUS."

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Richard Scott
@richscott42

Following

This totally brilliant campaign between @Andrex_UK & @BowelCancerUK aims to get people talking about their toilet habits and removing the embarrassment. A change in mine was a key symptom in my diagnosis, but like many, too late to stop it spreading. #GetComfortable

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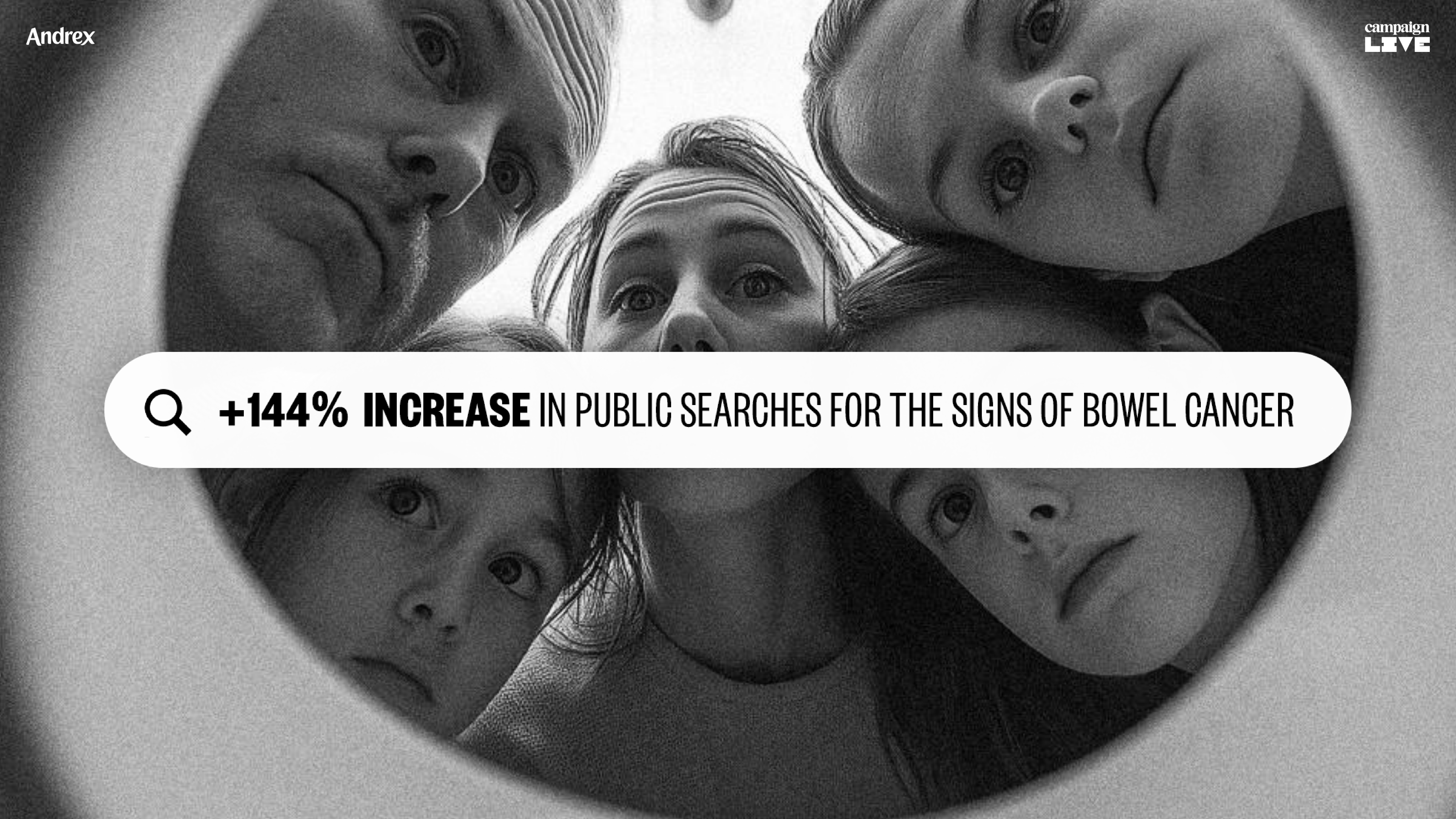
campaign LIVE

“YOUR BUM IS THE ORIGINAL SMART RING”

DR DIANA TAIT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+144% INCREASE IN PUBLIC SEARCHES FOR THE SIGNS OF BOWEL CANCER

Andrex

campaign LIVE

1 MILLION

NEW HOUSEHOLDS BUYING THE BRAND

£51M

VALUE INCREASE YEAR ON YEAR


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CLOSING TRUTH BOMBS
THE TRUTH IS UNCOMFORTABLE
(BUT CLARIFIES DIRECTION)
THE TRUTH UNLOCKS CREATIVITY
(ENDLESS POO STORYTELLING)
THE TRUTH ALREADY EXISTS
(DON'T MAKE UP A PURPOSE)


Andrex
campaign LIVE
Q&A
LET'S TALK S**T