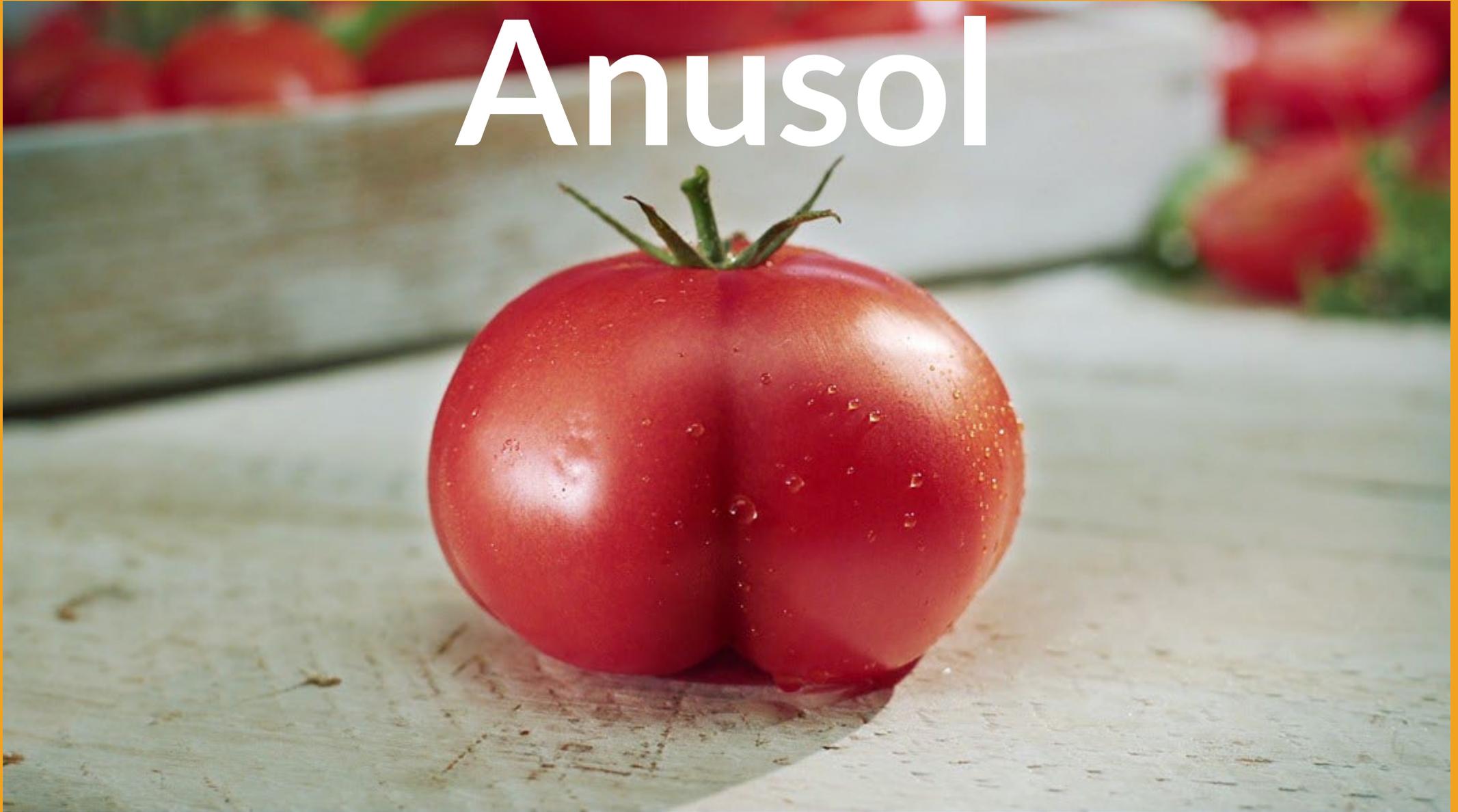


Anusol



TOGETHER WE HAVE
THE POWER TO WIN

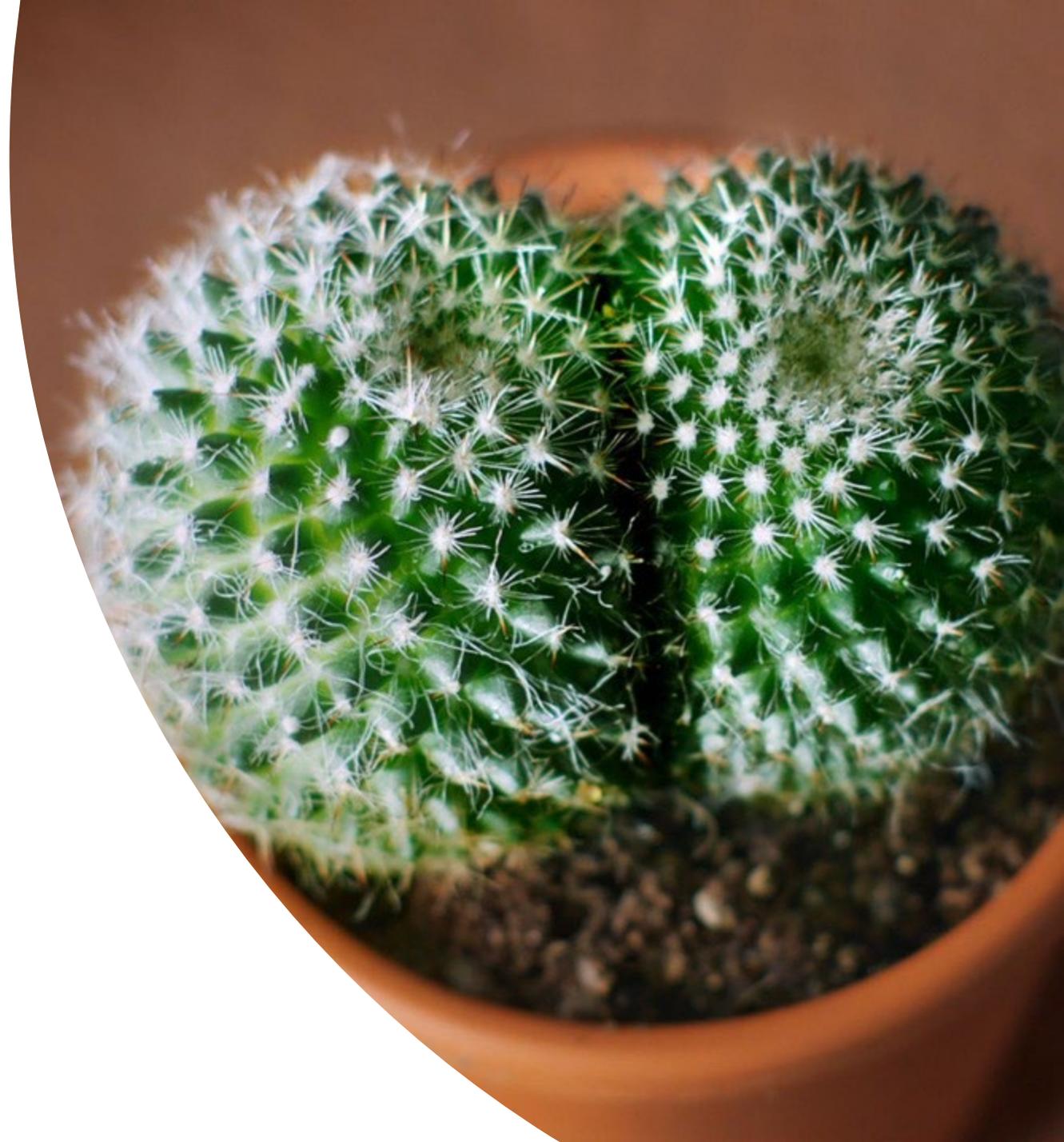
The brand: in decline



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The big problem: shame and ignorance

- Piles are very common - 1 in 2 Brits will get them at some point in their life
- But there was a huge taboo around all things bottom-related, including piles
- 52% of frequent sufferers didn't treat the problem at all - **they would rather not be able to sit down than face the embarrassment**



The opportunity: smash the taboo

That meant breaking some category conventions too...

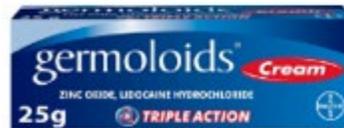
Clinical

59% saving against Proctosedyl™
32% saving against Xyloproct™

Uniroid-HC™
Ointment & suppositories for the treatment of haemorrhoids

Hydrocortisone & Chlorbutol Hydrochloride

- #1 piles brand with local anaesthetic for pain relief*
 - Triple action formulation for the effective treatment of piles
 - Cream can be used for both internal and external piles.
- *Wales Retail Sale Data: 15.07.2017



Terrifying



Fire in the hole!

Caution & Piles have similar symptoms:

- ✓ Itching and swelling
- ✓ Pain
- ✓ Bleeding

DONTSITONIT.COM

"Life changing" treatment for piles

Say goodbye to piles with eXroid haemorrhoid electrotherapy.

Approved by **NICE** National Institute for Health and Care Excellence

Retired Couples Laughing

Revolutionary remedy for haemorrhoids

Hemocyl

Piles...?

AT LAST A pain free, quick and proven procedure for haemorrhoid disease

The Ultroid® procedure is a proven, safe and quick treatment that allows you to return to your daily routine immediately and **ENJOY LIFE!**

Ultroid UK LIMITED 01227 634922

Contact us for further details or to book a consultation
Ultroid® UK Limited • 26 Castle Street, Canterbury CT1 2PX
Email: info@ultroiduk.com • www.ultroiduk.com

Quick • Painless • Proven • Convenient



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But the brand wasn't an obvious taboo-smasher...

At a party Anusol is the one that doesn't have another drink because they're going to work tomorrow.



Judy Kelly @mrsjudykelly · Oct 28, 2013

Thanks for choosing a name for your product that guarantees customers will suffer a total loss of dignity. #Anusol

Are you sitting comfortably?

As a new mum, you'll know piles can be an unpleasant result of pregnancy. So why wait for relief? With up to 1 in 2 people suffering at some point in their lives, there's no reason to be embarrassed about finding a treatment.

Anusol® provides soothing relief from the pain and discomfort of piles – protecting delicate skin, shrinking swollen tissue and encouraging healing. It's this effective combination that makes Anusol® Britain's best selling piles treatment.

Anusol CREAM

The most popular choice for piles relief

For expert advice and treatment options, visit www.pilesadvice.co.uk

Always read the label. It's important that you talk to your doctor or pharmacist before taking any medicine in pregnancy.



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Pushing boundaries with the brand insight



Neil Clements

★★★★★ **Like ice cream on very sore tonsills!**

Reviewed in the United Kingdom on 28 August 2017

Verified Purchase

Wow, this is the anal equivalent to ice cream on very sore tonsils. Seriously, when you've got what feels like a hot, itchy marble attached to your sphincter, the euphoric relief is like a cold lager on a hot summer's day. You'd happily sell your soul to the devil for a squirt of this heavenly cream when you know the instant relief it brings. Sitting down is no longer a ten-minute affair to find the point of least discomfort and life returns to near normality. I know this isn't the most pleasant subject, but I highly recommend the use of the tube applicator to apply the cream internally, because this offers much longer-term relief and less chance of these evil bum grapes returning. Get some now. You won't regret it.

60 people found this helpful



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[Click image to play ad on YouTube](#)



Hitting all the key points

CATEGORY BREAKING CREATIVE

- Cheeky visuals, serious purpose

EXPLAINS the symptoms of piles

NORMALISES the issue

- message that 1 in 2 people will get them
- Everyday language like “bums”
- Gently comical music
- Friendly typeface
- Miriam Margolyes VO

PRESENTS Anusol as the solution

- superiority claim.



Pushing boundaries with the research

Instead of the typical pre-test, we used facial coding, which tracks people's facial expressions to understand emotional responses **without rational processing** - i.e. the **taboo** - getting in the way.

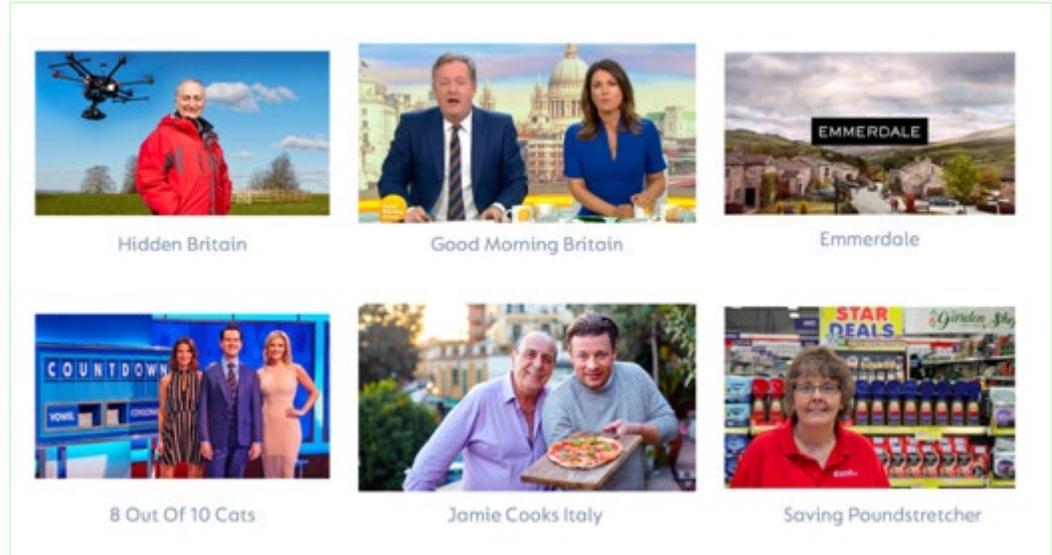
Our campaign beat the category norm on every single metric.



Taking risks with our media

To normalise piles, we needed to tackle the taboo in mass media

Counter-intuitively, given our modest budget, we invested in high attention and shared experience programming, reaching people at their most engaged.



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The Results

People loved and talked about the campaign

Jackie Kane @JackieKane · Aug 8, 2018
Liking the cheeky new #Anusol advert, hohoho

liv @livilicious · Sep 24, 2018
Anusol is so funny

rainy daysi @Rainy_Daysi · Aug 8, 2018
We just roared with laughter at that #anusol advert showing a pink balloon knot 🤣🤣🤣 #sowrong

Knock Knock Comedy @knockknockyork · Aug 7, 2018
I love that the #anusol advert shows an actual balloon funny.

GhettoVanguard @B_H_Lloyd · Oct 7, 2018
Laughing at the new #anusol advert 🤣
#piles

Twisted by design @doodlbug10 · Sep 27, 2018
I like the new Anusol advert.

Steve... @FixatedOn · Aug 7, 2018
I love that the #anusol advert shows an actual balloon funny.

wingate @winnngate · Sep 17, 2018
The Anusol advert is jank, I LOVE IT!
#littleknottedballoon

Geoff Scott @Geoffscott55 · Apr 8, 2019
Anybody else chuckle at the anusol advert?

Mike Smelt @maccasmelly · Apr 8, 2019
Loving the new anusol advert showing a balloon knot @fizzykni

terry @terryefc1 · Aug 3, 2018
🤣🤣🤣 the new anusol advert 🤣🤣🤣

Selby mkhize @ThisIsSelby · Apr 2, 2018
This Anusol advert though. 🤣🤣

NeeHalfPintATHOME @weehalfpint · Apr 6, 2019
That Anusol advert with the balloon tie 🤣🤣

tracy zerk @TracyZerk · Sep 3, 2018
Replying to @davidwalliams and @anusol
Best ad ever. I would defo buy this arse juice

corby macdonald @corbymac · Aug 5, 2018
Replying to @Smamfa75
I did a double take and then pissed myself laughing

Kirk @tackmethen · Aug 20, 2018
Only just clocked that #Anusol ad!! 🤣 Wicked use of the balloon knot!!
#SavingPoundstretcher

Sam @Smamfa75 · Aug 5, 2018
I did too! 🤣🤣🤣🤣

PeaBea™ @PeaBea22 · Sep 5, 2018
🤣 Anusol are using a balloon knot as a graphic in their TV advert 🤣

abcdefghoe @ayeshaahx
Anyone seen the Anusol ad lately looooooooooooooooooooooooooooooool

★ Maisie Lou Bogan #HopeDiesLast @SooleyBong · May 7, 2019
That anusol one 🤣🤣🤣

They noticed that piles had gone prime time

GEOGG+ @geo_geo_geo1971 · Sep 17, 2018
WELL THANKS A MILLION @ITV. SAT HERE EATING MY TEA WA
@emmerdale AND WHATS THE FIRST AD? ANUSOL 🤢🤢🤢🤢

Mark McCarthy @MarkMcCarthy61 · Aug 1, 2018
Since when did they advertise **Anusol** on the telly? Just starting my tea too! 🤢🤢

(((A J Newman))) @Youngliskander · Oct 5, 2018
Did I hear that right? They advertised **anusol** in GBBO: An Extra Slice?

Stay. At. Home. @creativeblock_ · Oct 5, 2018
AnuSol or Anus 'ole? #extraslice

Lee Woods @_leewoods123 · Sep 25, 2018
Replying to @MeeshLcfc

clownf1st @clownf1st · Aug 5, 2018
Nice half time **Anusol** advert #LEESTO

Kirsty @Kirstylnman · Aug 24, 2018
When you're eating whilst watching TV and the **Anusol** advert comes on...

Alan Willis @biddendencowboy · Apr 7, 2019
@ITV Enjoying @lisafaulkner1 and @JohnTorode1 on their cooking show. Not too certain about the ads during the break. **Anusol**?????? #allinthetiming

Steve B @SteveB · Aug 28, 2018
Cruel fate, but #gmb

MethleyLad @MarkSpark69 · Apr 14, 2019
#AnuSol in the ads during @SundayBrunchC4, now that is poor product placement. #SundayBrunch Do I really want intimate issues over my breakfast cereal #NO Let's not do Anal on Sunday Morning please!

Phil "furloughed now" Fandango @twitchingphil · Apr 14, 2019
Replying to @CosyandMonty
LOL. No. Literally just seen an ad for Anusol on channel 4. I was stunned.

Ally Ross
28 Aug 2018, 1:22

Supply and demand

INCIDENTALLY, can someone please explain why Good Morning Britain's commercial breaks weren't bombarded by adverts for Anusol Suppositories until Piers Morgan went on holiday? Supply and demand, people.



They *really* loved the balloon knot...



They even noticed our voiceover artist



ohchrissavidge @ohchrissavidge · Aug 21, 2018
Miriam Margolyes stretching her brand by doing voice over work for Cadbury's Caramel AND **Anusol** within my lifetime



Rich Gordon Music Co @rgmusicom · Apr 3, 2019
@MiriamMargolyes doing the narration for **Anusol** ads is now the best thing on tv. "Wicked child!"

Ho Ho Ho Malone @MattMaloneMD · Aug 21, 2018
I love that Miriam Margolyes is the new voice of **Anusol**.

joel @joelhuds · Aug 2, 2018
Why do I find Miriam Margolyes doing the voiceover for the **Anusol** advert so funny 🤔

JenJenA @jennyangliss · Aug 23,
Who is the voice of #Anusol? She manages to sound perky and positive while talking about piles. Respect.

Ken Wilson @KenWilson84 · Apr 9, 2019
God bless Miriam Margolyse, voicing a commercial for **Anusol**!

Atheist/Sceptic #Stayhome #StaySafe #StopBr... · Aug 23, 2018
Did I just hear Miriam Margolyes do an **Anusol** advert, or am I hallucinating? #C4News @Channel4

Sue Rose @Rosebudlia · Aug 5, 2018
Is #MiriamMargolyes the official voice of #Anusol?
Or as I thought it was pronounced when I was younger, anus 'ole. 🤔



Two unofficial comedian ambassadors joined in



We grew the category while competitors declined, and the campaign is an international success



Tackling the taboo: people are now buying Anusol with their supermarket shop



+

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The bottom line

- Healthcare is low-interest and high-regulation. But low-interest can just mean taboo. High regulation can just mean creativity has to work harder. If you capture people's interest, you can get a disproportionate impact for your spend.
- Traditional market leaders can adopt challenger thinking - being a challenger is about attitude not scale or history
- Bold insight and work can take on even the most profound taboo





Thank you