

**METAMUCIL SHIT CAMPAIGN  
THE NETHERLANDS**

**OCTOBER, 2016**

# METAMUCIL 'SHIT' - CAMPAIGN

## BACKGROUND

Metamucil is a remedy against constipation. An issue more people suffer from than you would expect. That's easy to understand because we just don't like to talk about it.

## CHALLENGE

Our goal was clear: strengthen brand name awareness for Metamucil, link it to constipation and make the issue of constipation as 'easy to talk about' as possible.

## STRATEGIC APPROACH

First of all: budgets were limited, so we needed bold work to make an impact. Secondly, we wanted to stay away from medical or pharmaceutical connotations to keep barriers low. In creative concept as well as in media. Thirdly, putting a smile of recognition on people's face would be our strongest weapon to take away any social barriers or feelings of embarrassment.

## CREATIVE SOLUTION

As embarrassing as we may find talking about constipation, 'shit' is something we have no problems saying. In fact, 'shit' is in the Dutch Top 2 when swearing! In other words: 'Shit is sometimes easier said than done'. This hilarious, but at the same time very true insight, gave us the best tool possible to open up this subject in a straightforward way, to create an impact, generate some buzz and to put a smile on people's face.

## RESULTS

To early to tell (campaign month is October!) but we're hopeful...

TVC 25'



END SHOT TVC



**METAMUCIL. HELPT BIJ VERSTOPPING VAN DE DARMEN**

Metamucil is een geneesmiddel. Lees voor het kopen eerst de aanwijzingen op de verpakking.

## BILLBOARDING 5'



**METAMUCIL. HELPT BIJ VERSTOPPING VAN DE DARMEN**

Metamucil is een geneesmiddel. Lees voor het kopen eerst de aanwijzingen op de verpakking.

# OUTDOOR



SHIT. What an exciting billboard!



SHIT. An abriposter in front of my door!

PRINT

# SHIT

WEER ZO'N SUFFE ADVERTENTIE



SHIT IS SOMS MAKKELIJKER  
GEZEGD DAN GEDAAN

METAMUCIL. HELPT BIJ VERSTOPPING VAN DE DARMEN

Metamucil (Dietary Fiber) helpt bij constipatie of overmatige verstopping. Metamucil is een geneesmiddel, het moet gebruikt worden. Gebruik bij kinderen alleen op doktersvoorschrift. Niet gebruiken bij obliteratieve colitis, verzwakte of ontstoken darmen, darmobstructie of andere ernstige aandoeningen.  
NUTRITION 10000 / 100g, samen 2540 000-100, verkrijgbaar bij drogist en apotheker. Metamucil wordt gedistribueerd door Tiva Nederland.



BANNERS : SHIT what an annoying banner.

**SHIT**  
**WAT EEN DRUKKE BANNER.**



**SHIT IS SOMS MAKKELIJKER  
GEZEGD DAN GEDAAN**

**METAMUCIL. HELPT BIJ VERSTOPPING VAN DE DARMEN**



