

CASE STUDIES

ATTENTION, TALKABILITY AND PRESS COVERAGE FROM LOCATION-SPECIFIC OOH

The Gut Stuff



BACKGROUND:

The Gut Stuff is an online business that aims to empower gut health in everyone.

The site is packed with straightforward, accessible information, advice, recipes and products all designed to help everyone take care of their gut.

CAMPAIGN DETAILS:

January - March 2021

Classic 6-sheet channel

Tightly targeted to South-West London (Balham, Clapham, Stockwell and Brixton)

Location-specific creative by purpose consultancy Revolt

OBJECTIVES:

Raise awareness of The Gut Stuff business to the greatest possible number of potential consumers

Position the brand as accessible and universally relevant

Attract attention and build intrigue for the brand, encouraging people to go online to the Gut Stuff website and social media channels to find out more

Increase on-site sales

CAMPAIGN RESULTS:

Direct to consumer website sales **+73%**

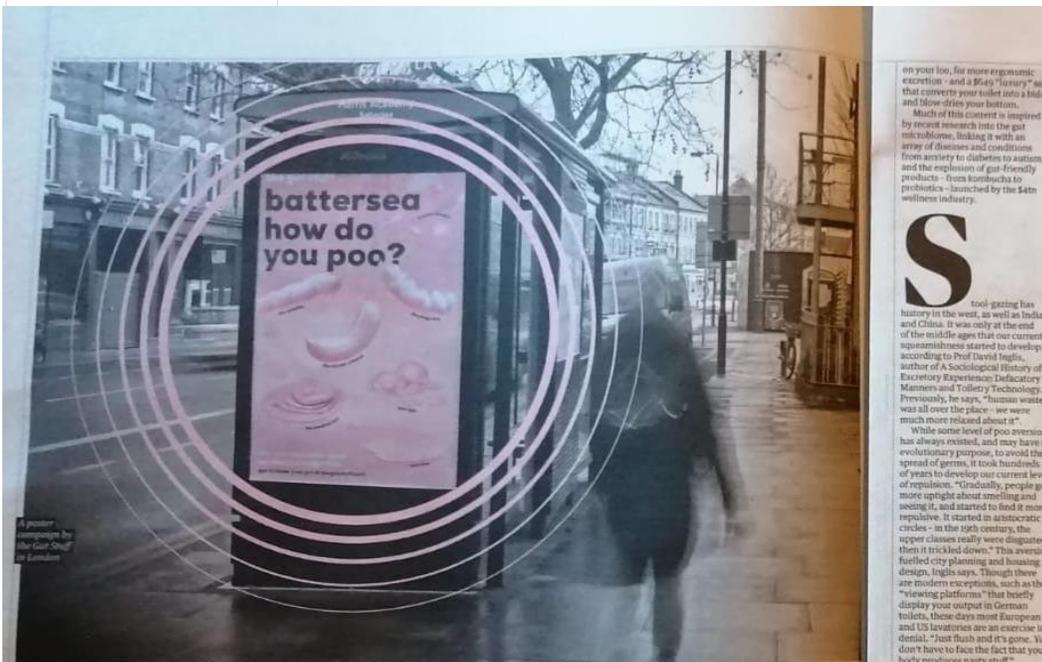
Website users **+165%**

Nearly **4m impressions** on Instagram

Health & wellbeing

Going through the motions: the rise and rise of stool-gazing

Locked down and worrying about our wellbeing, more and more of us have been looking for clues in what we leave in the toilet. Are we wasting our time?



Going through the motions

Stool-gazing has surged during lockdown. Can the contents of our toilets really give us clues to our overall

I was minding my own business on a lockdown walk when I saw the advert on the side of a bus shelter. It featured seven shiny pink stools. Were those sex toys,

metaphors for assorted types of stool. And, of course, in the Instagram era, they were millennial pink. Literally polished turds, they were part of a campaign by the Gut Stuff, a startup that has the strapline: "Empowering gut health in everyone".

My interest was piqued. So I went online and found that poo just kept popping up. A fascination with faeces - or stool-gazing, as it is sometimes known - is burgeoning

designed in 1997 to classify human waste, which it describes as "a decoder for your toilet bowl - and for your digestive health".

In 2020, Seed created a citizen-poo-pic database with which to train artificial intelligence to categorise excrement. The CEO and co-founder Ara Katz hopes that "more reliable and consistent data collection" via AI could "power important and actionable insights for gastrointestinal health and the

wheels on", however, and in a Wired review last July it could not always differentiate between the writer's face and her faeces.

Poo is frequently addressed to wellness and spirituality quizzes, many of which are inspired by the Indian alternative therapy *pranayama*, which has used faecal matter as a health indicator for thousands of years, as has Chinese medicine. Gwyneth Paltrow is, inevitably, the most famous proponent of

on your loo, for more ergonomic excretion - and a \$649 "luxury" seat that converts your toilet into a bidet and blow-dries your bottom.

Much of this content is inspired by recent research into the gut microbiome, linking it with an array of diseases and conditions from anxiety to diabetes to autism, and the explosion of gut-friendly products - from kombuchas to probiotics - launched by the \$4tn wellness industry.

Stool-gazing has history in the west, as well as India and China. It was only at the end of the middle ages that our current squeamishness started to develop, according to Prof David Inglis, author of *A Sociological History of Excretory Repression: Defecatory Manners and Toilet Technology*. Previously, he says, "human waste was all over the place - we were much more relaxed about it".

While some level of poo aversion has always existed, and may have an evolutionary purpose, to avoid the spread of germs, it took hundreds of years to develop our current level of repulsion. "Gradually, people got more uptight about smelling and seeing it, and started to find it more repulsive. It started in aristocratic circles - in the 19th century, the upper classes really were disgusted then it trickled down." This aversion fuelled city planning and housing design, Inglis says. Though there are modern exceptions, such as the "showing platforms" that boldly display your output in German toilets, these days most European and US lavatories are an exercise in denial. "Just flush and it's gone. We don't have to face the fact that you body produces nasty stuff."

But while beating taboos is generally considered a good thing, in 2021, a burgeoning interest in excrement was not necessarily welcomed by the clinicians I spoke to. To be clear, there are times when monitoring one's waste can be lifesaving. "If you have a change in the nature of your stool for three weeks, particularly if it gets looser, that is a reason to go and see your doctor. It can be associated with cancer, though most of the time it isn't," says Prof Laurence Lovat, the director of the London Gastroenterology Centre and a professor of gastroenterology at University College London.

The NHS advice is to visit your GP if there is blood in your stool for three weeks (which Lovat describes as the "magic time" - less than that and it might simply be



Gut Stuff campaign coverage, The Guardian March 2021



“At The Gut Stuff we really believe it’s vital to provoke thought and conversation, and through this strategy inspire consumers to find out more about gut health.

“The results of our Out-of-Home campaign reinforce the effectiveness of this strategy and really prove the power of a bold campaign.

“Despite this being a small, targeted campaign, our unique creative and OOH’s ability to attract attention and build intrigue and awareness led to exceptional business results as well as more than a few double-takes!

“When compared to the period prior to the campaign launch, we saw our website user numbers grow by 165%, and on-site sales increase by 73%. In addition, we achieved nearly four million Instagram impressions, 36% of which were from London during the campaign duration, including, through the social post of our OOH campaign, our highest engaged non-competition social post to date. This really demonstrated how Out-of-Home channels can enhance social media effectiveness. The campaign was also picked up by The Guardian, with a journalist inspired by the posters to write an article on the whole area of gut health.

“The campaign therefore achieved our ultimate goal, which is to see thousands more people ‘living that gut life’.”

LISA MACFARLANE

Founder & CEO, The Gut Stuff

“The sites offered us a chance to be relevant to the local area that really increases engagement, whilst adding in humour to delivery alongside a purposeful message. It’s a very powerful combination.”

PETER BARDELL

Founder, Revolt London