

Get Comfortable
Andrex[®]



Bowel Cancer UK
Beating bowel cancer together

A match made in strategic partnerships heaven

The Corporate Charity Partnerships Conference
8th October 2025

Hello!

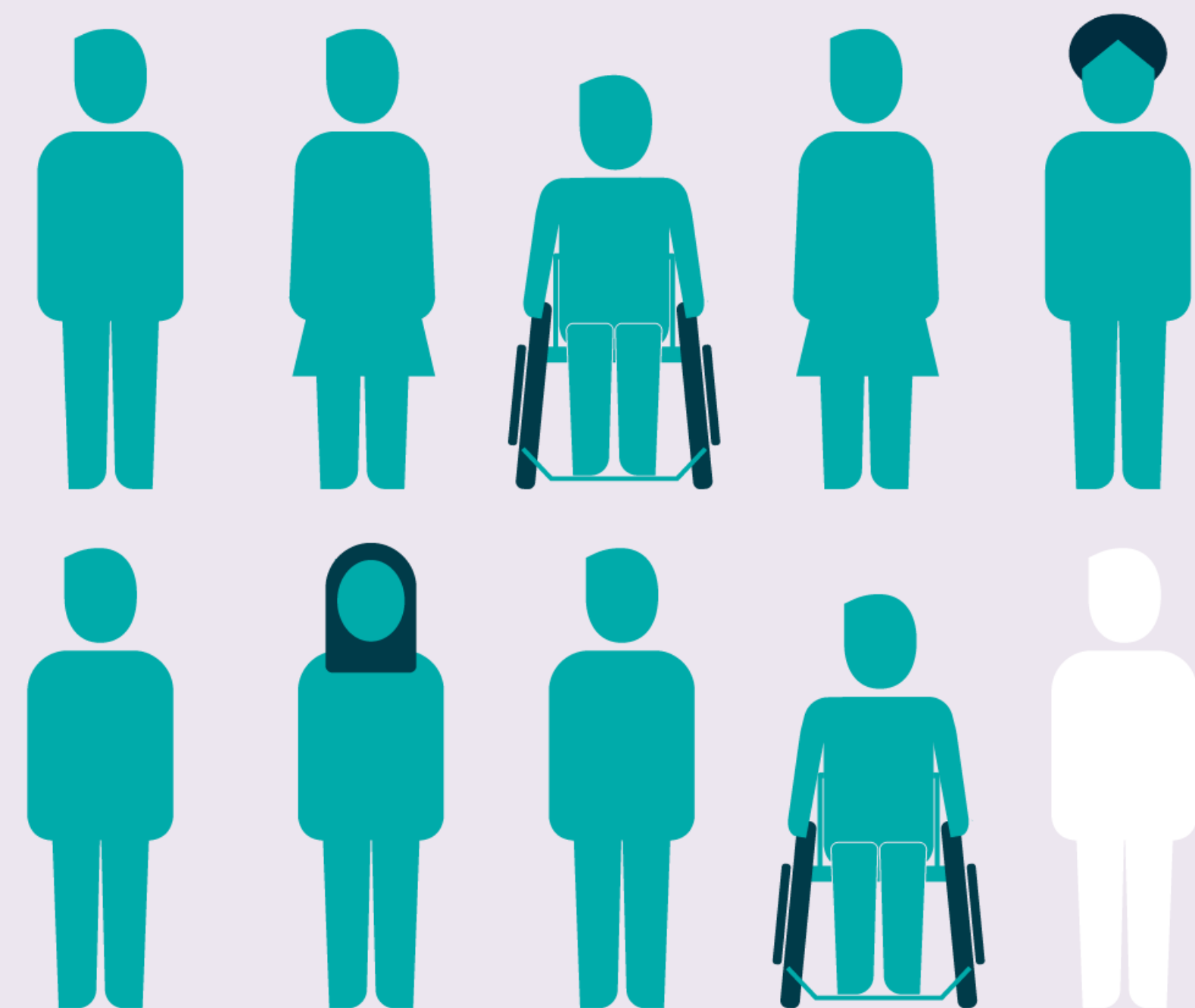


Get Comfortable
Andrex[®]



**But first,
over to you....**

Bowel cancer is treatable and curable



Stage 1

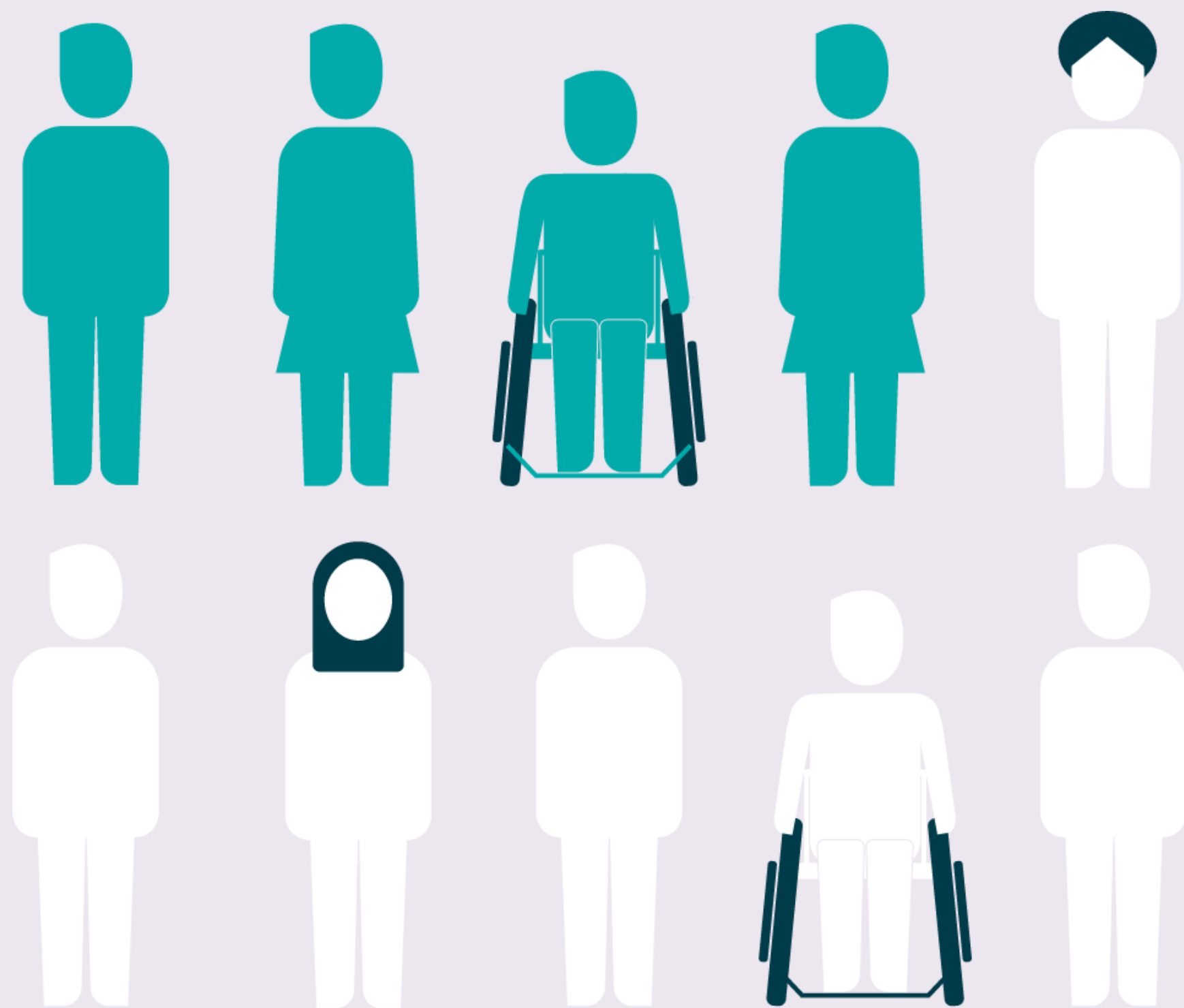
Around 9 out of 10 will survive



Stage 4

Around 1 out of 10 will survive

Yet...



...only 4 in 10 people
are diagnosed at the earliest
stages.



From #GetOnARoll to #GetComfortable

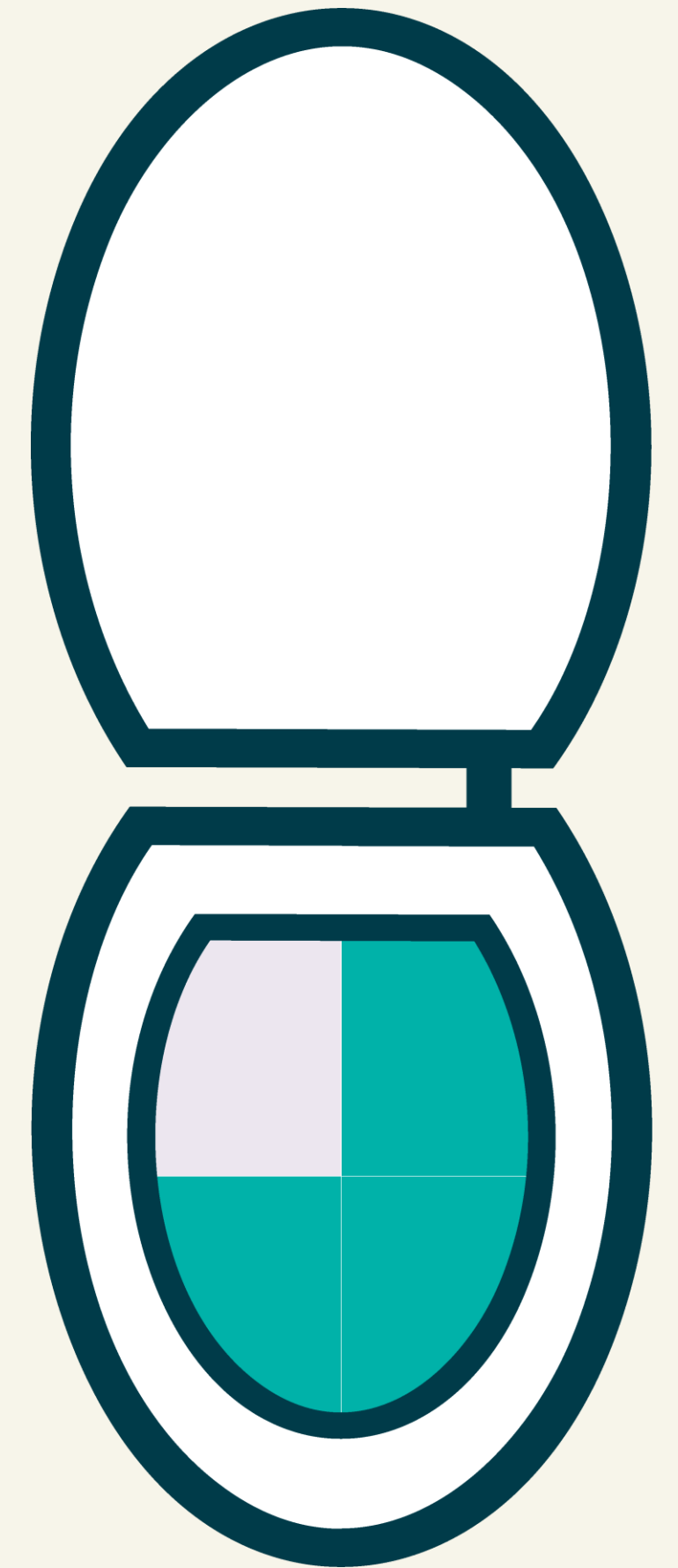
As a nation, we are suffering from social constipation and avoid talking about and engaging with our bowel health

“ I just think it’s a bit gross [to talk about toilet experiences] personally. Although...**maybe it would be better to be more open about this stuff and reduce anxiety around it if things aren’t as they should be.**

– Woman, 29, South West

1 in 4

**don't look back
at their poo
after going to
the toilet**



Introducing GET COMFORTABLE.

Transforming Andrex from being about functionality, to being a brand with purpose and a point of view on the world.



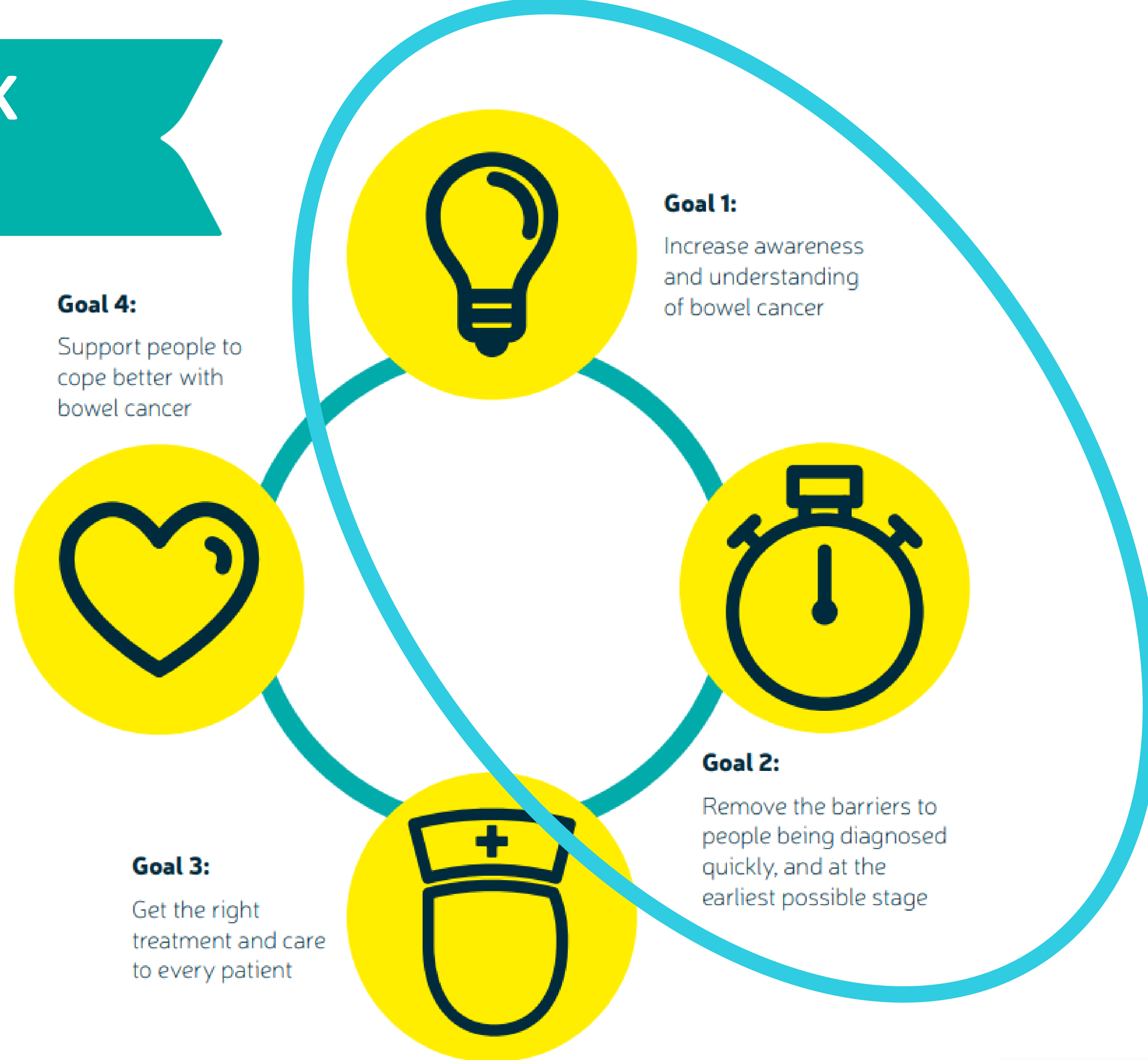
Get Comfortable

Our Purpose: Andrex exists to improve intimate care for all

Our Mission: To help people confront their intimate wellness & adopt healthier hygiene habits

Our Brand Promise: To enable confidence from the bottom up

Bowel Cancer UK strategy goals



Our partnership ambition:

Get every person in the UK to
have a healthier relationship
with going to the toilet to help
drive earlier diagnoses of
bowel cancer

£2.3m investment pledged over 3 years (2023 – 2025)

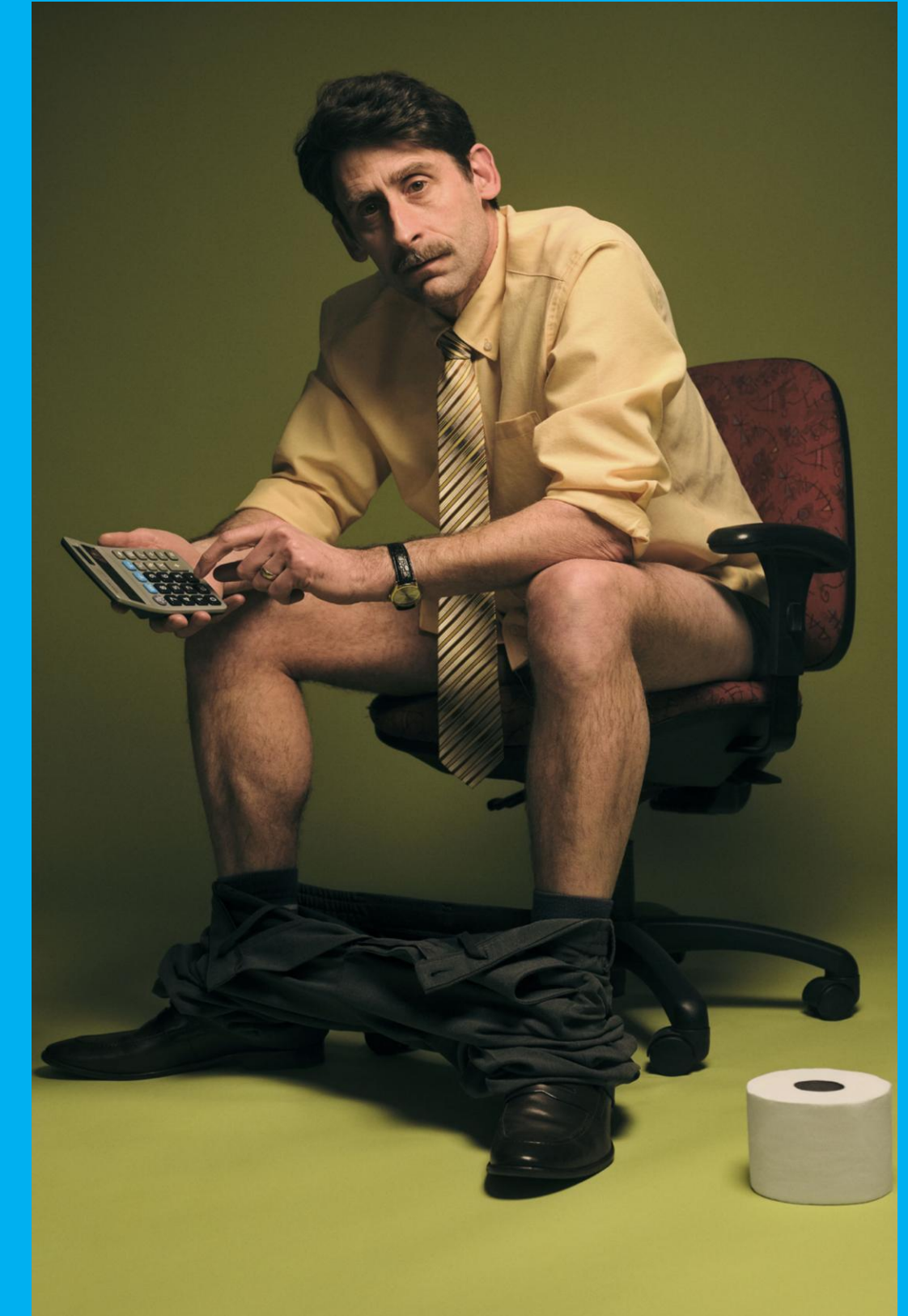
Creative, media &
retail support

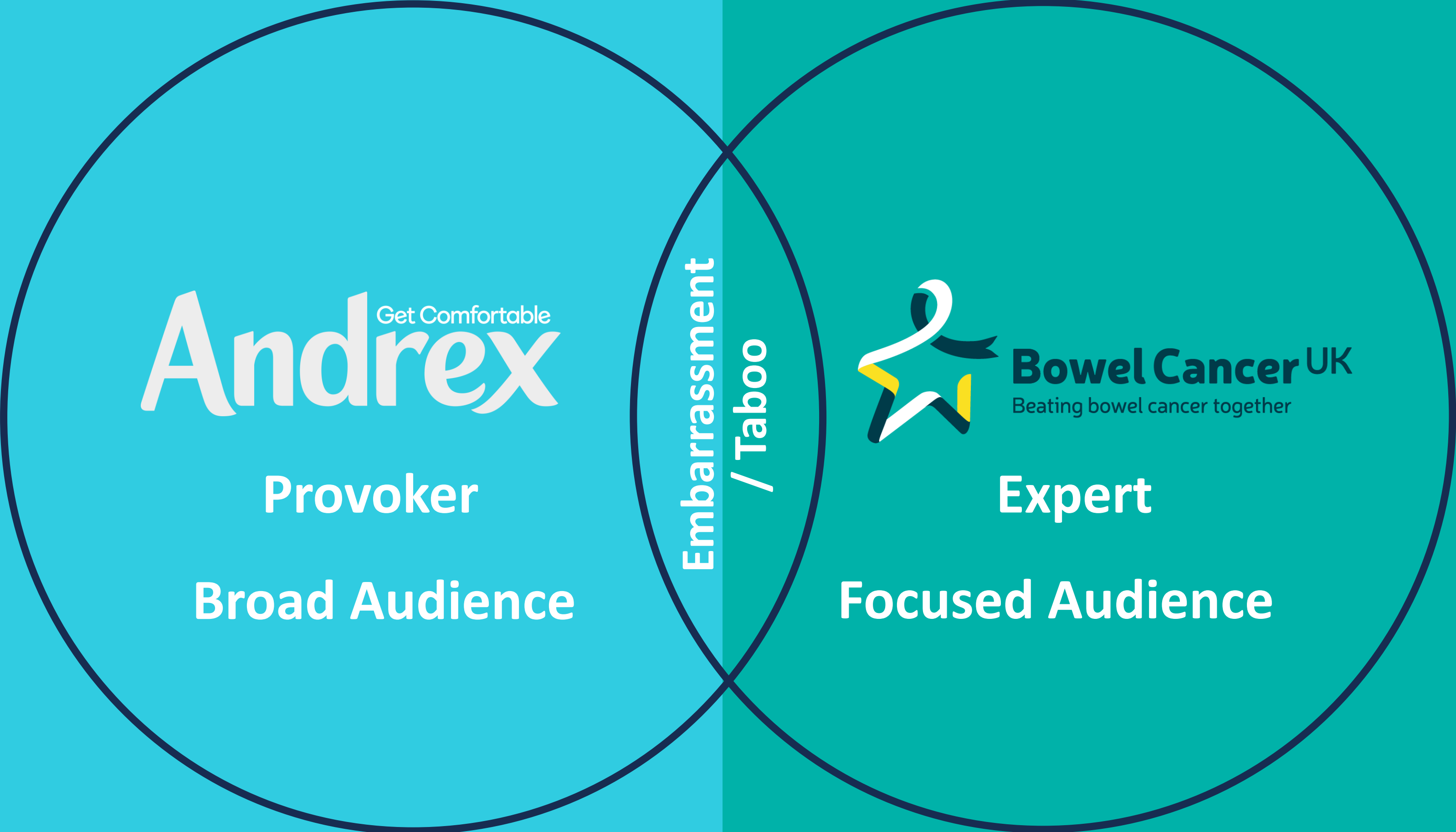


Packaging



Donation
(early diagnosis)





Get Comfortable
Andrex

Provoker
Broad Audience

**Embarrassment
/ Taboo**

 **Bowel Cancer**^{UK}
Beating bowel cancer together

Expert
Focused Audience

Here's how it rolled out...

2022

2023

2024

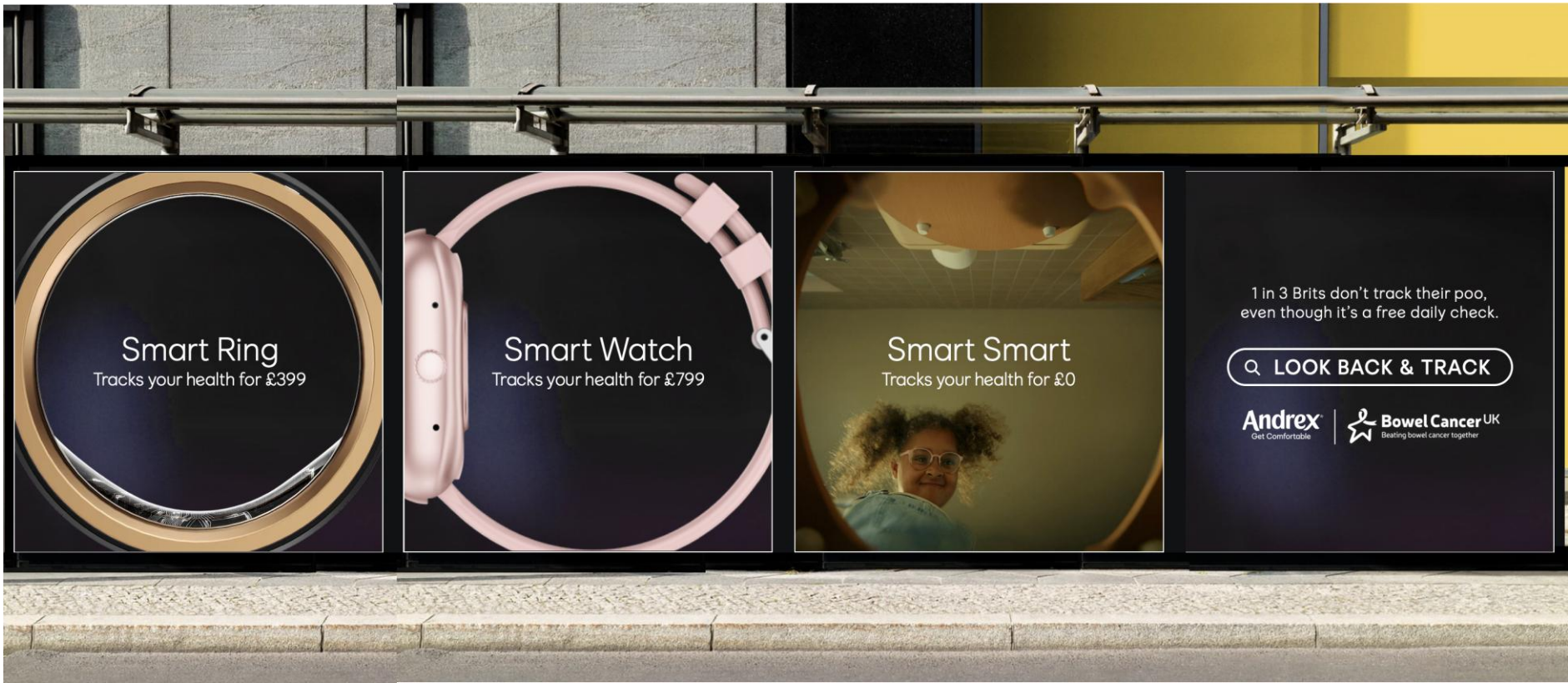
Andrex joins our #GetOnARoll campaign

 Tuesday 21 June 2022



Here's how it rolled out...

2025



It's early days, but we're changing the landscape already...

52% of viewers intended to act, such as checking their poo or seeking online information after seeing the partnership launch

100M packs per year, reaching 1 in 3 households,
+ 20million views of our activations
+ 10million people reached

+% Across the board increases for brand loyalty, perceptions and intent to purchase



9% increase in people reporting having spoken to the GP about blood in their poo



3-12% decrease in 'prefer not to say' answers in surveys about symptoms



5% improvement in being unable to name at least one symptom of bowel cancer

What have we learnt along the way?



Barriers are stubborn blockers; this isn't a 'flash in the pan' partnership



Strong call to actions are needed to drive behaviour change



Limitations to awareness from pack as disposed of post purchase



Data and direct correlations is challenging & charity brand awareness isn't inevitable

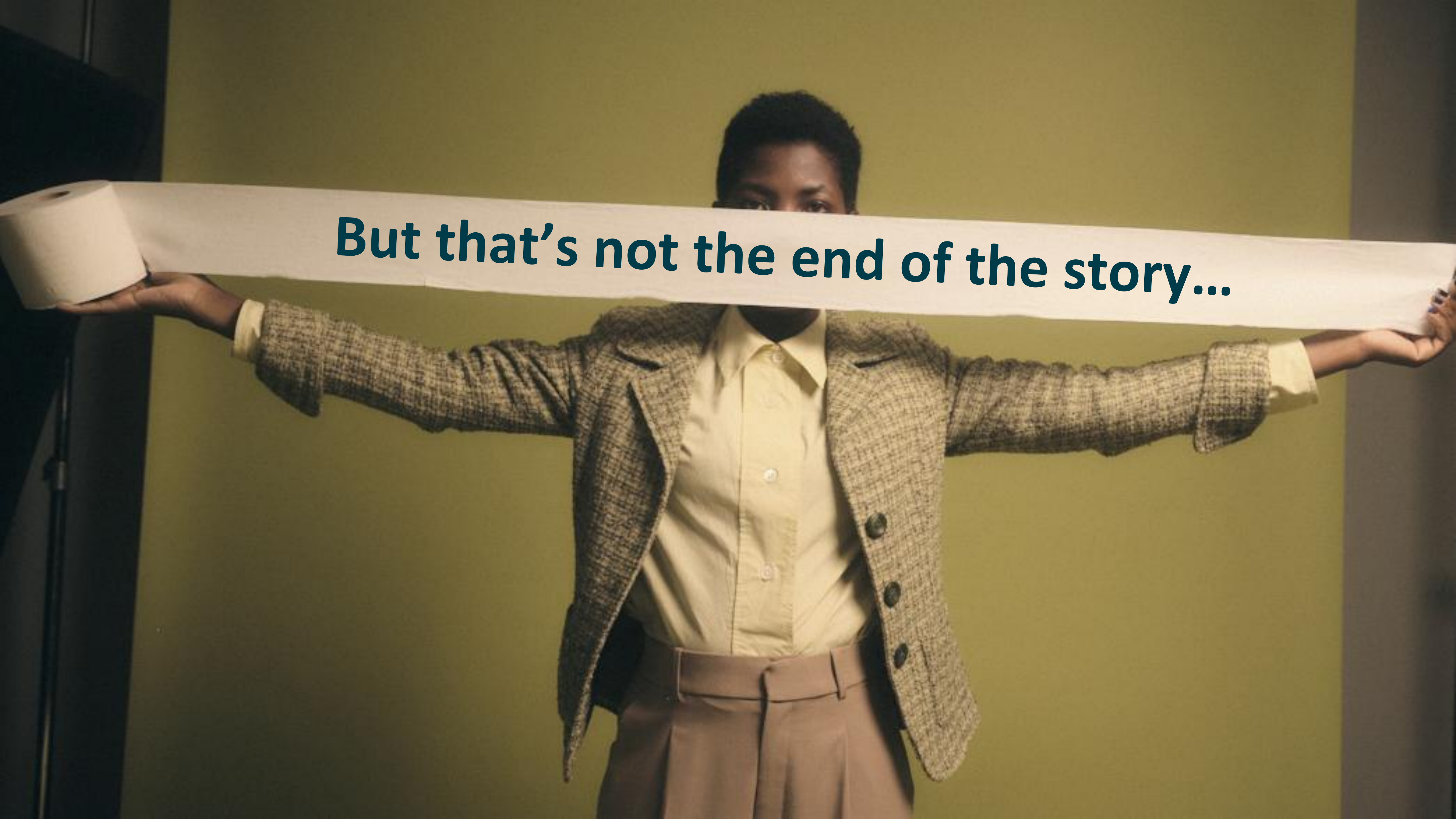


Creative bravery isn't easy, showing up appropriately together can be tricky



Building trust and mutual appreciation is key –prioritise each other and grow together



A person with dark skin and short dark hair is holding a long, continuous strip of white toilet paper horizontally across their face. The strip of paper is held taut by their outstretched arms, with a roll of toilet paper visible on the left. The person is wearing a light yellow button-down shirt under a textured, greyish-brown blazer, and light brown pleated trousers. The background is a solid olive green wall.

But that's not the end of the story...



"The partnership between Andrex and Bowel Cancer UK quite literally saved my life.

An educational meeting, that happened as a direct result of this collaboration, made me stand up to myself and get symptoms I had been ignoring for too long checked out.

I was diagnosed with Stage 2 bowel cancer.

I have since been through tough but successful operations and treatment. I am cancer free and here to tell my story. I can't bear to think about how different things might have been if it wasn't for that conversation. Thank you."

A circular frame, resembling a porthole or a camera lens, contains five people of diverse ages and ethnicities. They are all looking upwards with expressions of hope, anticipation, and wonder. The lighting is soft and focused on their faces, creating a sense of intimacy and shared purpose. The background within the circle is slightly blurred, showing what appears to be a ceiling with a light fixture.

2026 LOADING...
FOR US AND FOR YOU.

