

Is a Unicorn The New Face of British Bowel Movements?

Submitted by: Savantini

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East Yorkshire, UK – The StressNoMore headquarters in Hull have been rushed off their feet trying to meet the exceptional consumer demand for the Squatty Potty toilet stool. This demand is a direct result of what happens when you add to the mix a mythical creature, a British Prince and rainbow ice-cream of course. The latest Squatty Potty advert proudly boasts a Prince of Poop and a cute unicorn which uses its healthy and correct bowel movements to create beautifully coloured rainbow poo which is used as ice-cream. This magical, satirical and out-there advert for Squatty Potty has taken the world by storm and with its gentle faced unicorn and inoffensive ‘rainbow ice cream’ has started to chip away at the stigma attached with ‘toilet issues’ here in the UK and throughout the world.

Recommended by medical doctors, healthcare professionals, princes and unicorns alike, The Squatty Potty is a toilet stool which enables you to adopt the correct position when toileting. It incorporates an ergonomic and patented design which enables you to mimic the natural squat posture. As the official UK retailers of Squatty Potty – StressNoMore have experienced what it feels like to be on the receiving end of a product which currently has over 2Million views on YouTube and 24Million views on Facebook and is being shared relentlessly on all social media platforms.

‘The Squatty Potty kicks the Thomas Crapper upright-toilet into touch; no more will we laugh at ‘primitive’ squat toilets because we have finally learned that this is the healthiest, most natural way for us to toilet cleanly and effectively. It is quite simply a health revolution, not just for those with a medical condition such as piles, constipation or a weak pelvic floor – it is for everyone who wants to feel good again!’ - Stephanie Taylor, MD of StressNoMore

The advert is risqué, smart and informative, the perfect recipe to grab people’s attention...and attention it is getting - in the millions of views!

A squat a day keeps the bowel problems away...

We’ve seen the ‘eat your 5 a day’ campaigns and the ‘isn’t milk brilliant’ push, but could it be that a squatting unicorn is the best thing to happen to British health? Brits are often known as being rather reserved and embarrassed to talk about issues surrounding sitting on their porcelain thrones such as constipation and bowel problems, but the viral advert which educates men, women and children alike on the correct position to adopt when emptying your bowels is changing the way we think and view the issue.

One of the three founders of Squatty Potty Robert Edwards from Saint George, Utah, talks to us about the making of the advert which features Dookey the unicorn showing the world how to squat to pooping success while become a global megastar.

What made you choose a unicorn? Because unicorns are magical and so is the Squatty Potty stool. Also, pooping unicorns are easier to watch than pooping humans.

Did you have any reservations about the video concept? A few yes, however risks need to be taken. When the concept of a cute unicorn was presented I knew it was the way we needed to go.

Why did you choose an English accent for the Prince actor? Was this something to do with British attitude? It may be a nod to Monty Python or other British comedic geniuses. Americans think British accents are hilarious.

What made you think of the Unicorn poo? Again, human poo is gross.

Did you have any idea the advert would be so huge? NO, but in order to increase the chances we went to THE guru's on viral marketing; The Harmon Brothers. They have a record for producing videos that people want to share. We were hoping for the best but you never know how the public will respond.

What were the challenges of the advert? Selling the concept to our partners and the Unicorn Puppet. He proved to be a bit of a diva.

Do you feel as though there is a difference in attitudes between the American attitude and the British attitude to the subject matter? I'm actually not too familiar with British perception of toileting and pooping. I can tell you that Americans perception of poop has drastically changed in the past few years. What once was a very taboo topic has become more common, especially when talking about health. We speak so much about diet and nutrition. We are now starting to realize that elimination is as important and that pooping needs to be a part of the conversation.

How much did the advert cost? It costs far less than its worth.

Were you prepared for the global response to the advert and how have you coped? Sales are very brisk. Global interest has peaked and we are very happy with the response. Thankfully we have global partners the help.

Are you planning to adopt the unicorn for more marketing campaigns or is it going to be the new face of Squatty? YES! We have a hit on our hands and I'm sure this isn't that last you've seen of Dookey (the unicorn) nor the Prince of Poop.

If you haven't already you can view the video here (<http://www.stressnomore.co.uk/blog/2015/10/13/squatting-gone-viral/>). If a unicorn can change the nation's perceptions and encourage a healthier life then so be it. The genius behind the Squatty Potty advert continues to be appreciated as the views and shares keep on going up, not to mention they are flying out through our doors! Get your Squatty Potty today from StressNoMore.co.uk. A healthy colon equates for a happy life and the Squatty Potty is the nation's favourite stool for better stools.

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