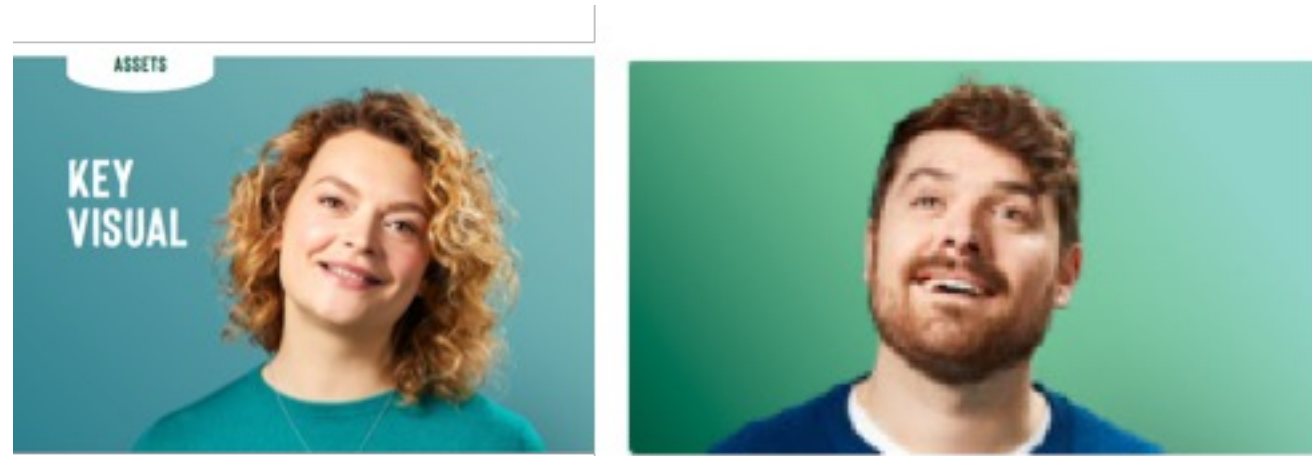


LISTEN TO YOUR GUT

Empowered to Go Your Own Way

A few considerations for our work

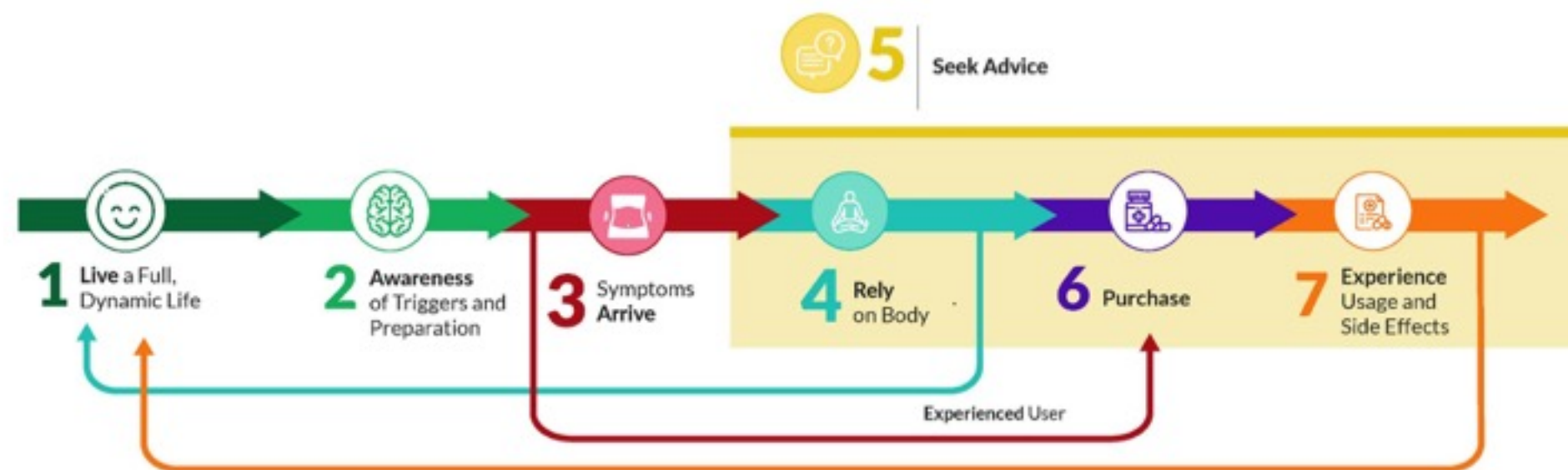


Dulco helps your body go. Dulco solutions initiate/ensure (regular) bowel movement.		
NUDGE Gentle/Natural feeling relief <ul style="list-style-type: none"> Nudge bowel movement Provide natural feeling relief Provide gradual relief over time 	RESET Overnight/Instant relief <ul style="list-style-type: none"> Initiate release of bowel content Provide relief in a predictable time frame 	RESTORE After care <ul style="list-style-type: none"> Promote regularity Enrich the digestive system Increase gut resilience
<ul style="list-style-type: none"> Provide overnight or instant relief 	<ul style="list-style-type: none"> Provide gradual relief over time 	<ul style="list-style-type: none"> Provide direct relief of blockage
<ul style="list-style-type: none"> Macrogol, Lactulose, Docusate-Sodium, Magnesium Hydroxide etc. 	<ul style="list-style-type: none"> Bisacodyl, SPS 	<ul style="list-style-type: none"> TBD: e.g. probiotics, fibers, polyphenols

S2 Always on consumers – as inspiration for DH addressable market in total

- Ease of implementation and build from the existing Our Mission campaign and assets.

- Worldwide market adaptability — unique product ranges, cultural nuances and business variation.



- Alignment with consumer journey research.

Listen to Your Gut

“Listen to your gut.”

It's a saying as old as time.

So if we listen to our gut figuratively, why don't we do it literally?

At the first sign of constipation, you know there's a problem and you're already thinking of ways to solve it:

- Drinking water
- Increasing fiber
- And lastly, an OTC solution

Why is an OTC solution last? Why take your body (and yourself) through these changes?

We think it's time that you feel good about going on your terms.

Only you've got the power to take control of your digestive health, and it starts with having the confidence to **Listen to Your Gut**.

Dulco. Feel good. Inside and out.

Listen to Your Gut Campaign Overview

- Dulco's 'Listen to Your Gut' campaign brings your gut to life by introducing a unique and identifiable character Sophia Stoolson.
- Sophia serves as a brand educator and a voice and guide to help you find answers for your gut issues, and knowledge to choose which Dulco product is right for you.
- By including her throughout social and within the campaign content, audiences will have a face to recognize and turn to for support.

Meet Sophia

Name: Sophia Stoolson

Sex: Female

Age: Between 35 and 50
(You can tell she's distinctly older, but not mature)

Tone:
Elevated, sophisticated, in control

Distinguishing Features:
Dulco branded bow, green shoes, green glasses

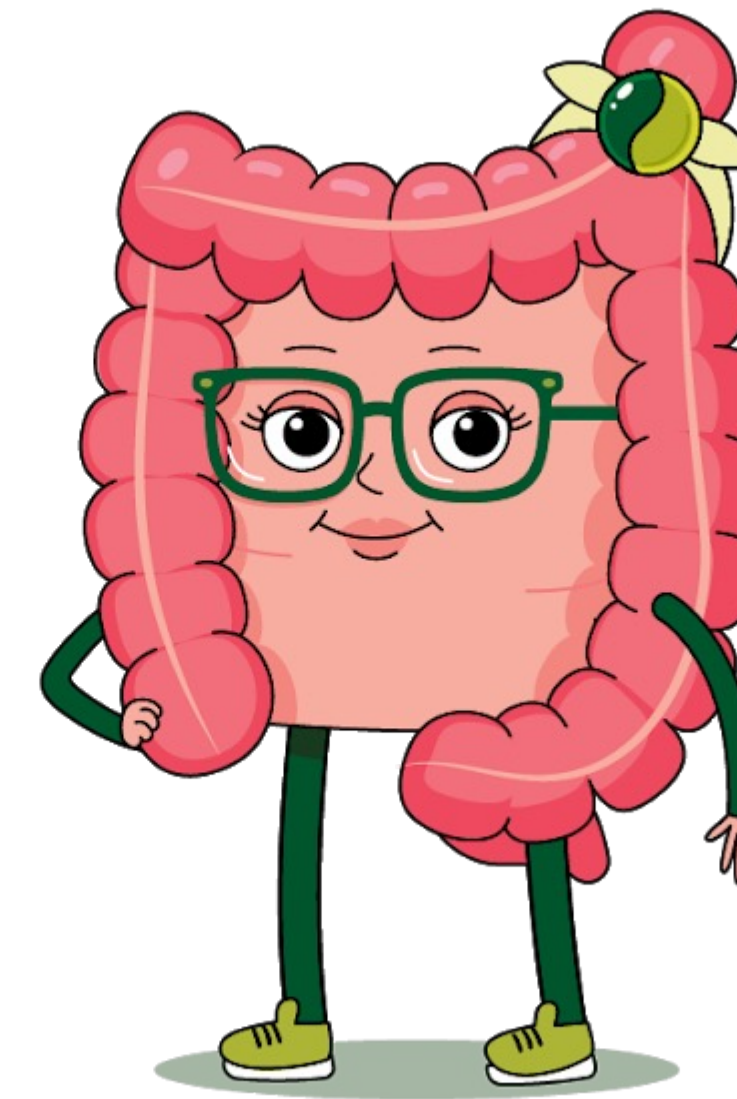
Sophia's Bio

This lady is sharp, funny and all about the business of getting your bowels going again.

She's been around for a while and definitely knows her stuff. She isn't afraid to ask for what she wants — and she doesn't want you to be afraid, either.

She's got a sharp sense of humor and the richness of her voice automatically puts you at ease.

She's cognizant and appreciative of natural remedies, but she only *trusts* the science behind Dulco's products to get you going again.



Sophia Stoolson

Sophia's Purpose

Global Dulco Brand Spokeswoman

Sophia represents the voice of the Dulco brand globally and exists to bring the “Listen to Your Gut” campaign to life.

Dulco is a market leader, and this will give her instant credibility within the category — allowing her to speak freely, frankly and directly about digestive issues, staying true to the brand mission of “breaking the Poo Taboo.”

Primary Source for Poo & Constipation Issues

Sophia represents the voice of the brand globally in a warm, confident and friendly manner — all while providing answers and information related to myriad Dulco products.

Sophia's age is a nod to her experience, which leads to her to be perceived as a trusted source of information.

And her glasses help to visually acknowledge her “poo smarts,” while helping to further validate her as a go-to source for education on digestive health and Dulcolax products.

Must-haves for Dulco moving forward

Breaking the poo taboo

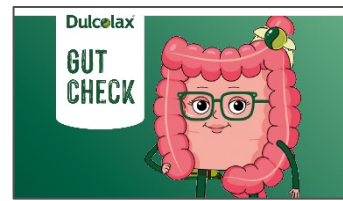
Shifting consumer mindset

Creating new paths for engagement

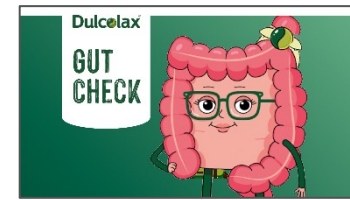
The Dulco Consumer Journey & Marketing Assets

	LIVE A FULL, DYNAMIC LIFE		TRIGGER AND PREPARATION		SYMPTOMS ARRIVE		RELY ON BODY	SEEK ADVICE		PURCHASE			PRODUCT EXPERIENCE	
MOMENTS THAT MATTER	Live a Full, Dynamic Life		Bad Diet/Irregular Eating	Pregnancy	Medication Side Effects	Observe and Ask Advice	Multiple Symptoms	Food/Drink to Relieve Symptoms	Tipping Points	Ask My Doctor	Experience Severe Symptoms	Brand Comparison	Overwhelmed in Laxative Aisle	Product Experience
MESSAGING OBJECTIVES	Find the right Dulco product to prepare for potential symptoms and manage overall health.		Dulco is here to help and support while providing the solution.	Focus on the common symptoms of pregnancy, the safety aspect of Dulco and the downside of not resolving constipation ASAP.	Focus on the safety aspect of Dulco and address the medical interaction concern. Let Dulco take the weight away.	Educate the consumer on what Dulco product is best for them and their specific symptoms.	Get the constipation sufferer to understand their symptoms and triggers, and Dulco's ability to work on multiple symptoms.	Focus on the natural way Dulco products work in the body and how they do not need to suffer for a week to have their issues resolved. Try to map their needs with the best Dulco solutions.	Help people understand they're not alone and help is available. Their symptoms can be treated effectively and safely.	Doctor endorses and recommends different Dulco products based on patient needs.	Let Dulco take away the weight/burden, both mentally and physically. Dulco can provide fast relief while also addressing concerns about side effects and pregnancy.	Provide Dulco family products and intercept purchase for more gentle release (magnesium, zofcherin). Create comparison chart within family of brands that is simple and clear.	Help them make a decision before they arrive at the store. Or, when at the store, provide them assistance to make their decision factor.	Instructions for first-time user, including dosage and hydration.
MEDIA BEHAVIOR	Impact HCP and other opinion leaders in press to educate the target with the importance of taking DM supplements for overall health.		Create content and the role Dulco plays in this moment via blog and articles. Target people during holiday and travel seasons that lead to bad diet and irregular eating.	Use search and display to target expecting mothers who might suffer from gas, bloating, constipation, etc.	Medical websites and forums relating to their medical issues. Materials in doctor's offices.	Always-on Precision Marketing Strategy with credible sources of information to associate Dulco as solution.	Ensure brand top of mind in awareness and support channels that lead target to information.	Targeted Reach via Precision Marketing Strategy with right message in the right moment to increase consideration and influence.	Targeted Reach via Precision Marketing Strategy to increase consideration and influence on the path to purchase journey.	Targeted Reach via Precision Marketing Strategy to increase consideration and influence on the path to purchase journey.	Re-target with personalized messages to engage audience via Precision Marketing strategy and enable easy purchase offline and online.	Manage reviews and serve up display and message.	Re-target with personalized messages to engage audience via Precision Marketing strategy and enable easy purchase offline and online.	Re-target with personalized messages to engage audience via Precision Marketing strategy and enable easy purchase offline and online.
PRECISION MARKETING ASSETS CREATED	<ul style="list-style-type: none"> PR Article Native Ad 		<ul style="list-style-type: none"> Display Social OLV YT Bumpers PR Article Native Ad 		<ul style="list-style-type: none"> Social OLV YT Bumpers 		<ul style="list-style-type: none"> Display Social OLV YT Bumpers 	<ul style="list-style-type: none"> Display Social OLV YT Bumpers 	<ul style="list-style-type: none"> Display Social OLV YT Bumpers 					

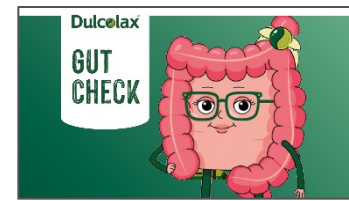
PR
NATIVE



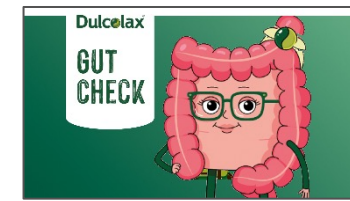
PR
NATIVE
YT Bumper



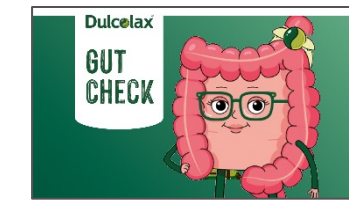
YT Bumper



YT Bumper



YT Bumper



YT Bumper

Asset List

Asset Number	Format	Asset Length	Microsegment	Product	Sound On	Size
1	Trueview	15"	Generic	Core	Yes	16:9
2	Trueview	15"	Generic	Range	Yes	16:9
3	Trueview	15"	Generic	Soft	Yes	16:9
4	Trueview	15"	Stress	Core	Yes	16:9
5	Trueview	15"	Pregnancy	Soft	Yes	16:9
6	Trueview	15"	Junk Food	Core	Yes	16:9
7	Trueview	15"	Healthy Food	Soft	Yes	16:9
8	YouTube Bumpers	6"	Generic	Core	Yes	16:9
9	YouTube Bumpers	6"	Generic	Range	Yes	16:9
10	YouTube Bumpers	6"	Generic	Soft	Yes	16:9
11	YouTube Bumpers	6"	Stress	Core	Yes	16:9
12	YouTube Bumpers	6"	Pregnancy	Soft	Yes	16:9
13	YouTube Bumpers	6"	Junk Food	Core	Yes	16:9
14	YouTube Bumpers	6"	Healthy Food	Soft	Yes	16:9
15	Social Media OLV	10"	Generic	Core	Yes	as wide as possible (markets will crop it to 1:1, 9:16, 16:9)
16	Social Media OLV	10"	Generic	Range	Yes	as wide as possible (markets will crop it to 1:1, 9:16, 16:9)
17	Social Media OLV	10"	Generic	Soft	Yes	as wide as possible (markets will crop it to 1:1, 9:16, 16:9)
18	Social Media OLV	10"	Stress	Core	Yes	as wide as possible (markets will crop it to 1:1, 9:16, 16:9)
19	Social Media OLV	10"	Pregnancy	Soft	Yes	as wide as possible (markets will crop it to 1:1, 9:16, 16:9)
20	Social Media OLV	10"	Junk Food	Core	Yes	as wide as possible (markets will crop it to 1:1, 9:16, 16:9)
21	Social Media OLV	10"	Healthy Food	Soft	Yes	as wide as possible (markets will crop it to 1:1, 9:16, 16:9)
22	Animated and static Display Ads	1 master & declination in IAB formats	Generic	Core	No	160x600, 300x250 and 728x90
23	Animated and static Display Ads	1 master & declination in IAB formats	Generic	Range	No	160x600, 300x250 and 728x91
24	Animated and static Display Ads	1 master & declination in IAB formats	Generic	Soft	No	160x600, 300x250 and 728x92
25	Animated and static Display Ads	1 master & declination in IAB formats	Stress	Core	No	160x600, 300x250 and 728x93
26	Animated and static Display Ads	1 master & declination in IAB formats	Pregnancy	Soft	No	160x600, 300x250 and 728x94
27	Animated and static Display Ads	1 master & declination in IAB formats	Junk Food	Core	No	160x600, 300x250 and 728x94
28	Animated and static Display Ads	1 master & declination in IAB formats	Healthy Food	Soft	No	160x600, 300x250 and 728x94

Asset List

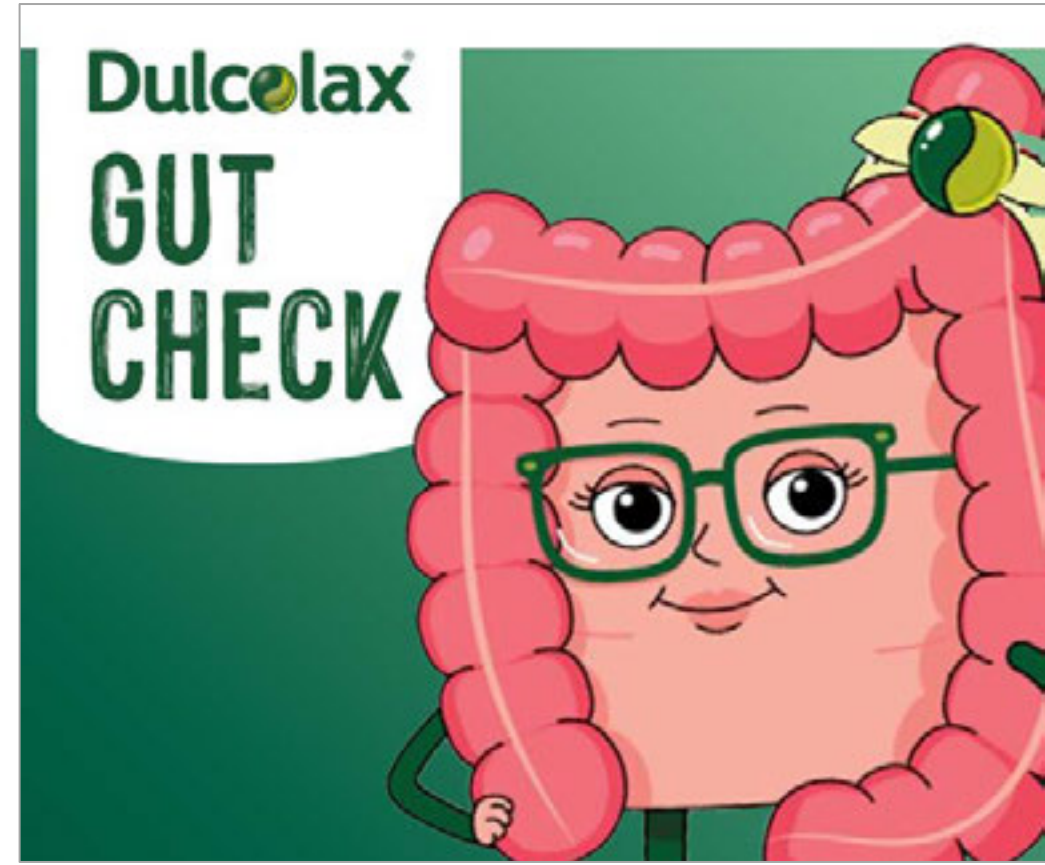
17	Social Media OLV	10"	Generic	Soft	Yes	as wide as possible (markets will crop it to 1:1, 9:16, 16:9)
18	Social Media OLV	10"	Stress	Core	Yes	as wide as possible (markets will crop it to 1:1, 9:16, 16:9)
19	Social Media OLV	10"	Pregnancy	Soft	Yes	as wide as possible (markets will crop it to 1:1, 9:16, 16:9)
20	Social Media OLV	10"	Junk Food	Core	Yes	as wide as possible (markets will crop it to 1:1, 9:16, 16:9)
21	Social Media OLV	10"	Healthy Food	Soft	Yes	as wide as possible (markets will crop it to 1:1, 9:16, 16:9)
22	Animated and static Display Ads	1 master & declination in IAB formats	Generic	Core	No	160x600, 300x250 and 728x90
23	Animated and static Display Ads	1 master & declination in IAB formats	Generic	Range	No	160x600, 300x250 and 728x91
24	Animated and static Display Ads	1 master & declination in IAB formats	Generic	Soft	No	160x600, 300x250 and 728x92
25	Animated and static Display Ads	1 master & declination in IAB formats	Stress	Core	No	160x600, 300x250 and 728x93
26	Animated and static Display Ads	1 master & declination in IAB formats	Pregnancy	Soft	No	160x600, 300x250 and 728x94
27	Animated and static Display Ads	1 master & declination in IAB formats	Junk Food	Core	No	160x600, 300x250 and 728x94
28	Animated and static Display Ads	1 master & declination in IAB formats	Healthy Food	Soft	No	160x600, 300x250 and 728x94
29	PR Article	Based on local media specs	N/A	N/A	No	N/A
30	Native Ad	Based on local media specs	N/A	N/A	No	N/A
31	Social Carousel ad	Static	Generic	Core	No	1:1
32	Social Carousel ad	Static	Generic	Soft	No	1:1
33	Social Carousel ad	Static	Generic	Range	No	1:1
34	Social Carousel ad	Static	Pregnancy	Soft	No	1:1
35	Social Carousel ad	Static	Pregnancy	Soft	No	1:1
36	Social Carousel ad	Static	Pregnancy	Soft	No	1:1
37	Social Carousel ad	Static	Junk Food	Core	No	1:1
38	Social Carousel ad	Static	Junk Food	Core	No	1:1
39	Social Carousel ad	Static	Junk Food	Core	No	1:1
40	Social Carousel ad	Static	Healthy Food	Soft	No	1:1
41	Social Carousel ad	Static	Healthy Food	Soft	No	1:1
42	Social Carousel ad	Static	Healthy Food	Soft	No	1:1
43	Social Carousel ad	Static	Stress	Core	No	1:1
44	Social Carousel ad	Static	Stress	Core	No	1:1
45	Social Carousel ad	Static	Stress	Core	No	1:1

Animated and Static Display Banners

Sound: Yes

300x250

300x250 with sound



Sophia waves.
SOPHIA: Hi, friends! Sophia here sharing my gut feeling.



White flag animates up into the logo as we zoom out. Text animates on as Sophia speaks. She has an empathetic and friendly expression and gestures.
SOPHIA: Tired of feeling bloated and not being able to poo?



Packs appear in her hands on "clear your system." Text animates on as Sophia speaks, one word at a time.
SOPHIA: Clear your system of constipation symptoms!

Trigger and Preparation, Rely on Body,
 Seek Advice, Purchase



Cut to close-up of Sophia's hand holding a Dulcolax tablet pack with a sunburst animation behind it, claim copy animates on.
SOPHIA VO: Dulcolax activates your gut overnight...

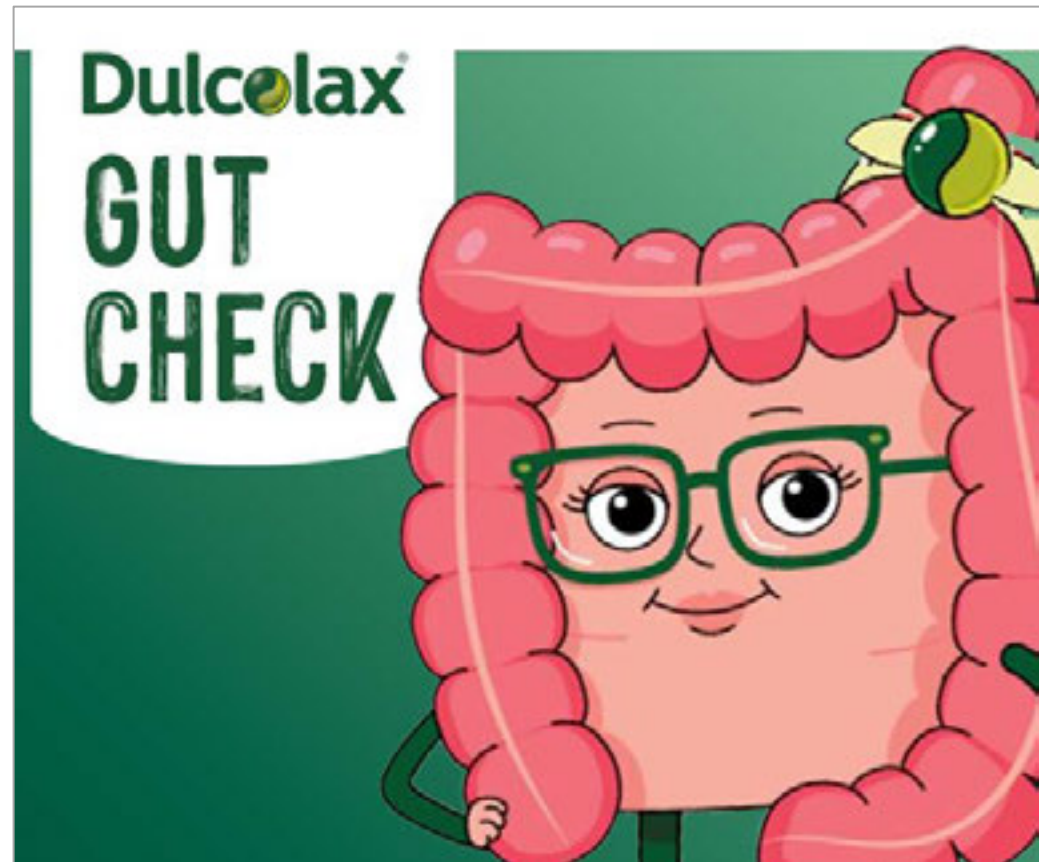


Sophia switches to suppository pack. Claims copy animates on.
SOPHIA VO: ...or in minutes to help you poo and confidently face the world.



Logo flag expands and tagline and button appear, Sophia holds up both Dulcolax packs with sunburst animation. Yin-yang on CTA button swirls.
SOPHIA VO: Dulcolax. Feel good. Inside and Out.

300x250 with sound



Sophia waves.
SOPHIA: Hi, friends! Sophia here with another gut check.



White flag animates up into the logo as we zoom out. Text animates on as Sophia speaks. She picks up the milkshake on "a cheat meal." She has an empathetic but friendly expression.
SOPHIA: Sometimes, a cheat meal or two can make it hard to poo.



Sophia puts the milkshake back on the table and walks to the right. Text animates on as Sophia speaks. Packs appear in her hands on "Dulcolax," and she smiles
SOPHIA: Dulcolax can help!

Trigger and Preparation, Rely on Body, Seek Advice, Purchase



Cut to close-up of Sophia's hand holding a Dulcolax tablet pack with sunburst animation. Claim copy animates on.
SOPHIA VO: It provides effective relief overnight...



Sophia switches pack shot to suppository. Claim copy animates on.
SOPHIA VO: ...or in minutes so you can taste all life has to offer.



Logo flag expands and tagline and button appear. Sophia holds up both Dulcolax packs with sunburst animation. Yin-yang on CTA button swirls.
SOPHIA VO: Dulcolax. Feel good. Inside and Out.

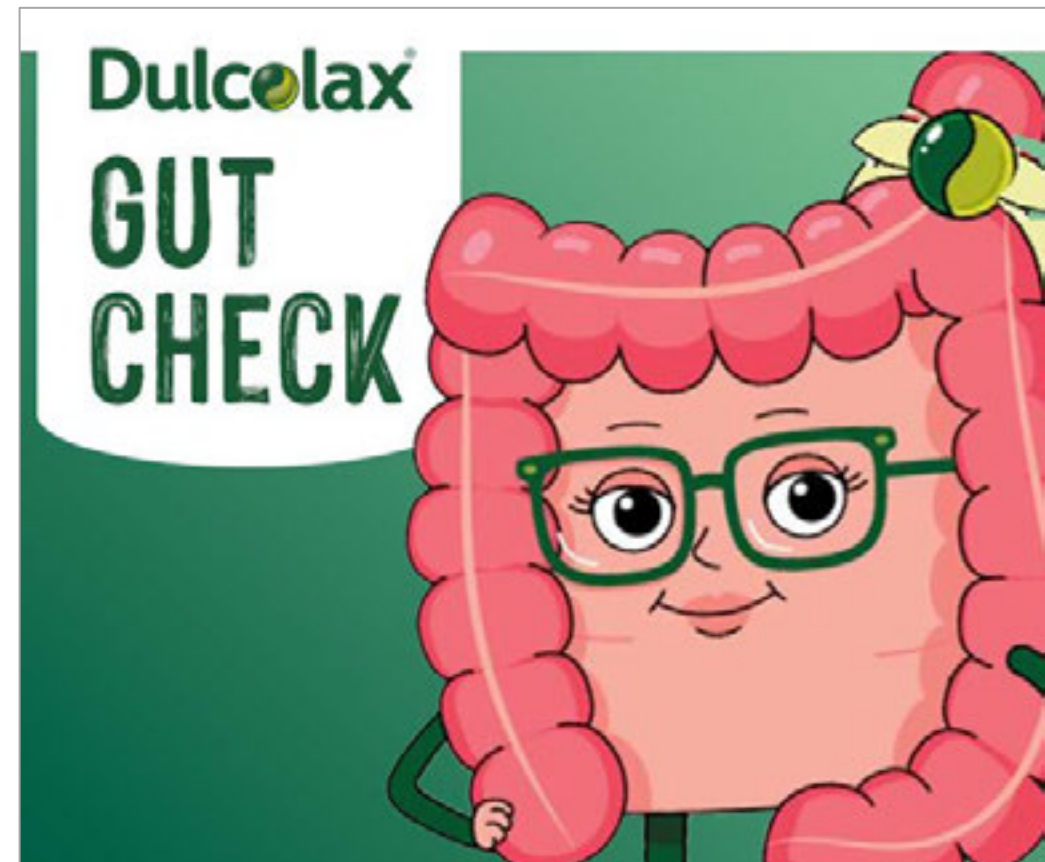
Stress and Business / CORE

MARKET: GLOBAL

LINK: [Undetermined ecommerce](#)

300x250 with sound

Trigger and Preparation, Rely on Body,
Seek Advice, Purchase



Sophia waves.
SOPHIA: Hi, friends! Sophia sharing some gut instincts.



White flag animates up into the logo as we zoom out. Text animates on as Sophia speaks. She types on the laptop. She has an empathetic but friendly expression.
SOPHIA: Work stress can back you up.



Sophia walks a bit to the right. Text animates on as Sophia speaks. Packs appear in her hands on "Dulcolax," and she smiles.
SOPHIA: You're not alone and Dulcolax can help!



Cut to close-up of Sophia's hand holding a Dulcolax tablet pack with sunburst animation. Claim copy animates on.
SOPHIA VO: It gently activates your gut overnight...



Sophia switches pack shot to suppository. Claim copy animates on.
SOPHIA VO: ...or in minutes, so you can get back to business.



Logo flag expands and tagline and button appear. Sophia holds up both Dulcolax packs with sunburst animation. Yin-yang on CTA button swirls.
SOPHIA VO: Dulcolax. Feel good. Inside and Out.

300x250 with sound



Sophia waves.
SOPHIA: Hi, friends! Sophia here with more gut instincts.



White flag animates up into the logo as we zoom out. Text animates on as Sophia speaks. She has an empathetic and friendly expression and gestures.
SOPHIA: Not pooing is no fun.



Text animates on as Sophia speaks, one word at a time. Pack appears in her hand on "DulcoSoft", she smiles.
SOPHIA: So take Dulcosoft and get going.

Trigger and Preparation, Rely on Body,
 Seek Advice, Purchase



Cut to close-up of Sophia's hand holding DulcoSoft pack with a sunburst animation behind it. Claim copy animates on.
SOPHIA VO: It provides gentle relief without cramps...



New claim copy animates on. Sophia gives the pack a little shake.
SOPHIA VO: ...and sudden urges, so you can poo and get back to your life.



Logo flag expands and tagline and button appear. Yin-yang on CTA button swirls.
SOPHIA VO: DulcoSoft. Feel good. Inside and Out.

300x250 with sound



Sophia waves.
SOPHIA: Hi, friends! Sophia here with another gut check.



White flag animates up into the logo as we zoom out. Text animates on as Sophia speaks. She places the "U" block to spell "DULCO." Her expression is friendly but empathetic.
SOPHIA: Having post-partum irregularity?



Cut to close-up of Sophia's hand holding a DulceSoft pack with sunburst animation. Claim copy animates on. Sophia gives the pack a little shake.
SOPHIA VO: DulceSoft can help! It gently gives your bowels a little nudge...

Trigger and Preparation, Rely on Body,
 Seek Advice, Purchase



New claim copy animates on.
SOPHIA VO: ...to provide relief without sudden urges...

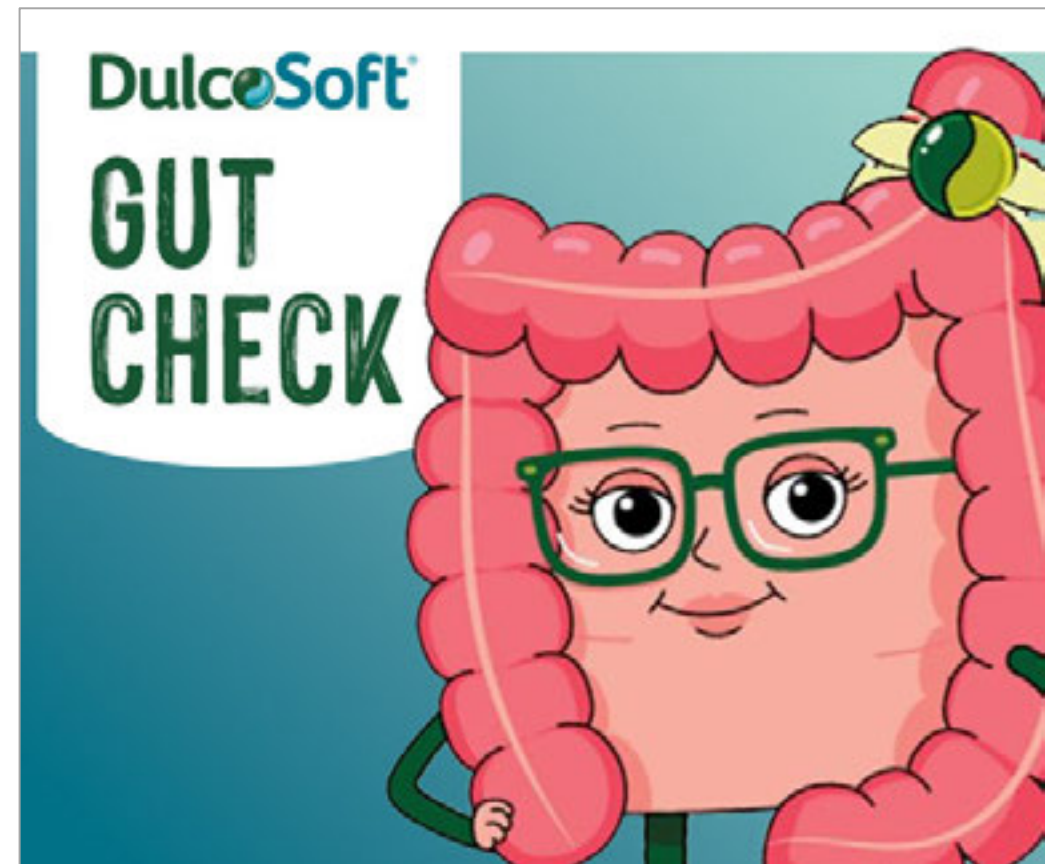


Zoom out. Sophia is still holding a DulceSoft pack. Text animates on as Sophia speaks. She smiles warmly.
SOPHIA: ...so you can get back to enjoying time with your little one.



Logo flag expands and tagline and button appear as quick cut to DulceSoft pack in Sophia's hand with sunburst animation. Yin-yang on CTA button swirls.
SOPHIA VO: DulceSoft. Feel good. Inside and Out.

300x250 with sound



Sophia waves.
SOPHIA: Hi, friends! It's gut check time with Sophia.



White flag animates up into the logo as we zoom out.
 Text animates on as Sophia speaks. She's holding a carrot and has a friendly expression and gestures.
SOPHIA: Healthy diet still not keeping you regular?



Sophia tosses the carrot into the salad. Text animates on as she speaks. Pack appears in her hand on "Get help" and she smiles.
SOPHIA: Sometimes salads aren't enough. Get help!

Trigger and Preparation, Rely on Body,
 Seek Advice, Purchase



Cut to close-up of Sophia's hand holding the DulceSoft pack with sunburst animation. Claim copy animates on.
SOPHIA VO: DulceSoft provides relief without cramping...

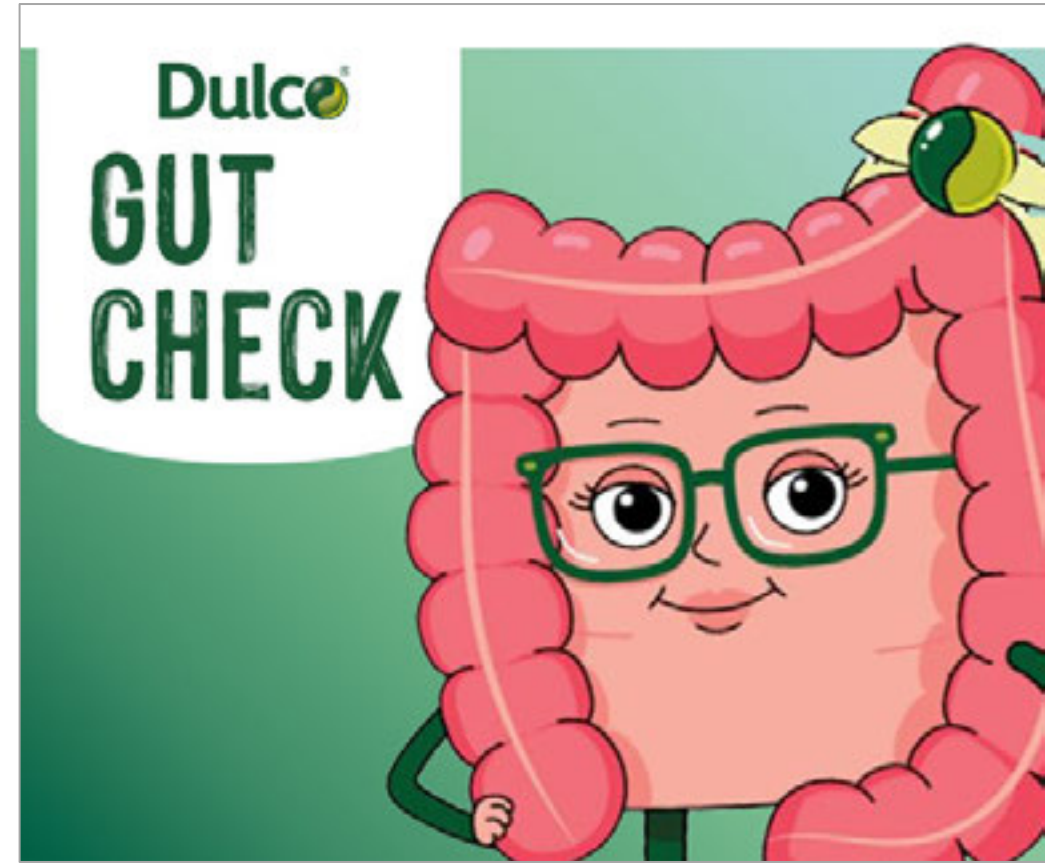


New claim copy animates on as Sophia gives the DulceSoft pack a little shake.
SOPHIA VO: ...or sudden urges so you can poo and feel better.



Logo flag expands and tagline and button appear.
 Yin-yang on CTA button swirls.
SOPHIA VO: DulceSoft. Feel good. Inside and Out.

300x250 with sound



Sophia waves.
SOPHIA: Hi, friends! It's Sophia sharing my gut instincts.



White flag animates up into the logo as we zoom out.
 Text animates on as Sophia speaks. She has an empathetic and friendly expression and gestures.
SOPHIA: Nothing feels as good as a good poo.
 But when you can't...



Cut to close-up of Sophia's hands holding all three packs with sunbursts animation. Claim copy animates on.
SOPHIA VO: ...Dulco has everything you need...

Trigger and Preparation, Rely on Body, Seek Advice, Purchase



New claim copy animates on.
SOPHIA VO: ...to gently nudge or activate your gut...



Zoom out, we see Sophia holding all three packs. Text animates on as Sophia speaks. She's smiling and happy.
SOPHIA: ...so you can take a good poo — and feel great!



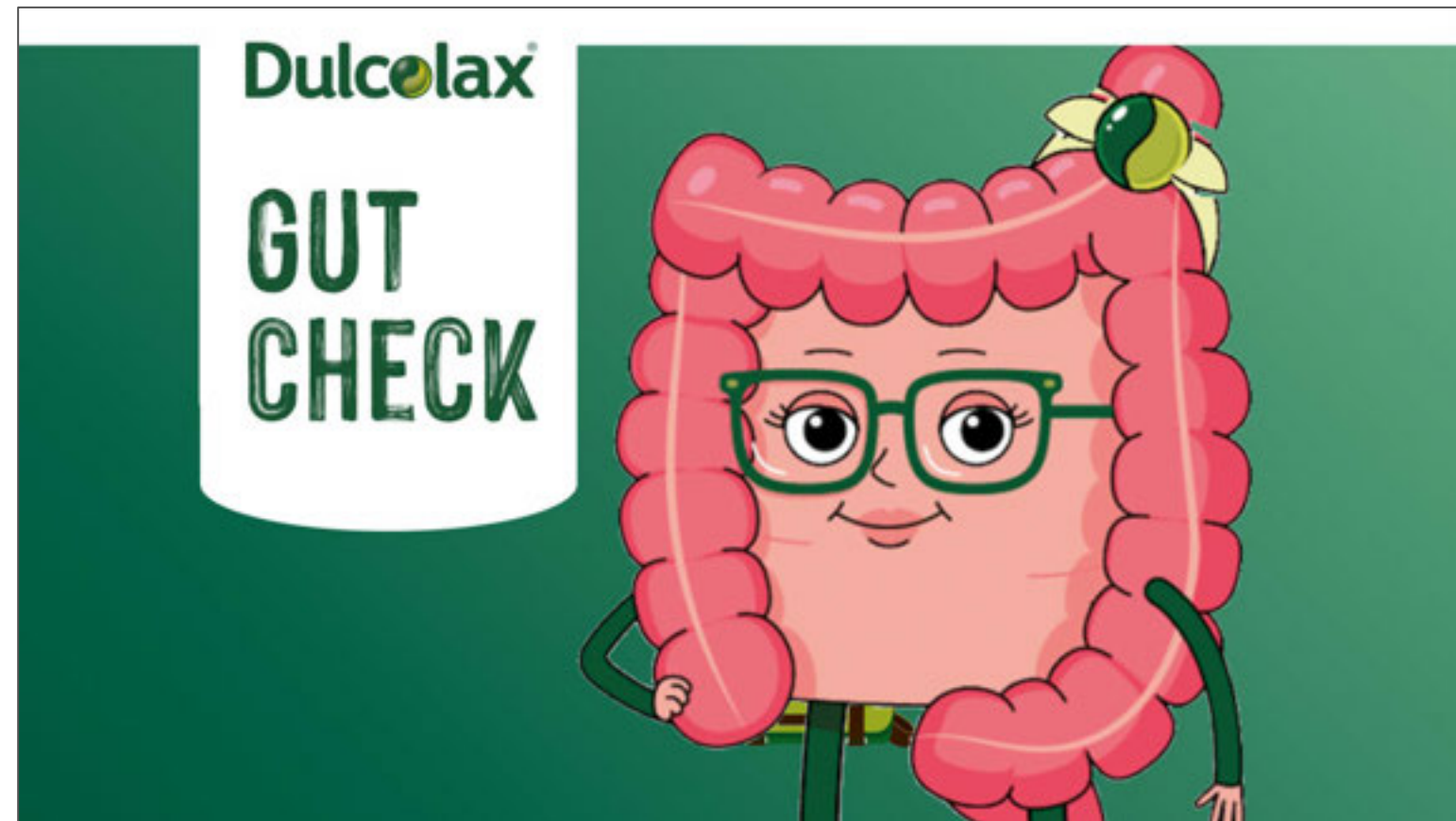
Logo flag expands and tagline and button appear as we quick cut to Sophia holding the Dulcolax packs with sunburst animation. Yin-yang on CTA button swirls.
SOPHIA VO: Dulco. Feel good. Inside and Out.

15s TrueView OLV

Sound: Yes

Size: 16:9

16:9 with sound



Open on a close-up of Sophia. She's wearing her Dulcolax bag. The logo flag is down with text "GUT CHECK" on it. Her expression is friendly and empathetic.
SOPHIA: Stop feeling gassy and bloated from not pooing.



Zoom out as logo flag animates up. Sophia makes a #1 then a #2 gesture with her hand. Her attitude is friendly and confident. She reaches into her bag.
SOPHIA: Listen to your gut to make Dulcolax your #1 when you can't go #2.



Quick cut to tablet pack in Sophia's hand with a sunburst behind pack. MOA starts on left of screen, under logo flag. Text animates on "ACTIVATES YOUR GUT OVERNIGHT".
SOPHIA VO: It activates your gut overnight...



MOA animation finishes. "OVERNIGHT" text goes away, as Sophia swaps in suppository pack. "IN MINUTES" Text animates on.
SOPHIA VO: ...or in minutes...



Zoom out to see MAN with a relieved face, and packs on table next to Sophia. Sophia opens her arms wide on "free your system" then strikes a confident pose.
SOPHIA: ...to free up your system to help you take a good poo.



MAN's hand reaches in and flushes yin-yang symbol in logo. SFX: Flush
SOPHIA VO: Dulcolax. Feel good. Inside and Out.

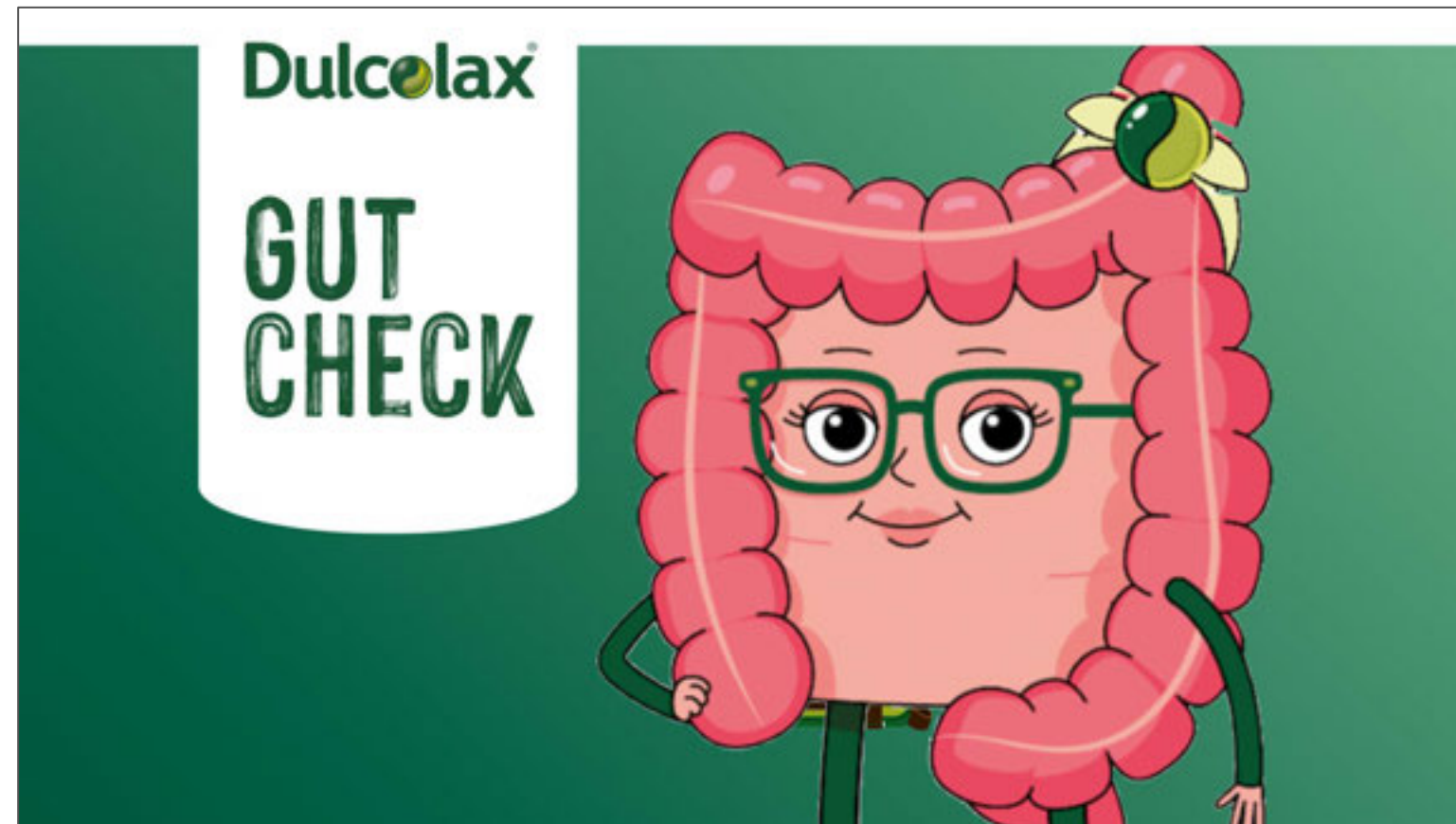
Junk Food / CORE – 15s TrueView

MARKET: GLOBAL

LINK: [Undetermined ecommerce](#)

16:9 with sound

Trigger and Preparation, Symptoms Arrive, Rely on Body, Seek Advice, Purchase



Open on a close-up of Sophia. She's wearing her Dulcolax bag. The logo flag is down with text "GUT CHECK" on it. Sophia's expression is friendly.
SOPHIA: Splurging on special occasions...



Zoom out as logo flag animates up. Sophia walks past food on a table while she talks to camera with an empathetic expression. She opens her arms in a welcoming gesture on "trust your gut" then reaches into her bag.
SOPHIA: ...can make it hard to poo. Trust your gut. Take Dulcolax.



Quick cut to Dulcolax packs in Sophia's hands with a sunburst behind packs. Text animates on "TRUSTED RELIEF"
SOPHIA VO: Get trusted relief...



Text "GAS AND BLOATING FROM CONSTIPATION" animates on.
SOPHIA VO: ...from gas and bloating from constipation...



Zoom out to see WOMAN with a relieved face and packs on table next to Sophia. She inhales the aroma of the food with a smile after delivering her line, then says "mmm."
SOPHIA: ...so you can taste all life has to offer. Mmm!



WOMAN's hand reaches in and flushes yin-yang symbol in logo. SFX: Flush
SOPHIA VO: Dulcolax. Feel good. Inside and Out.

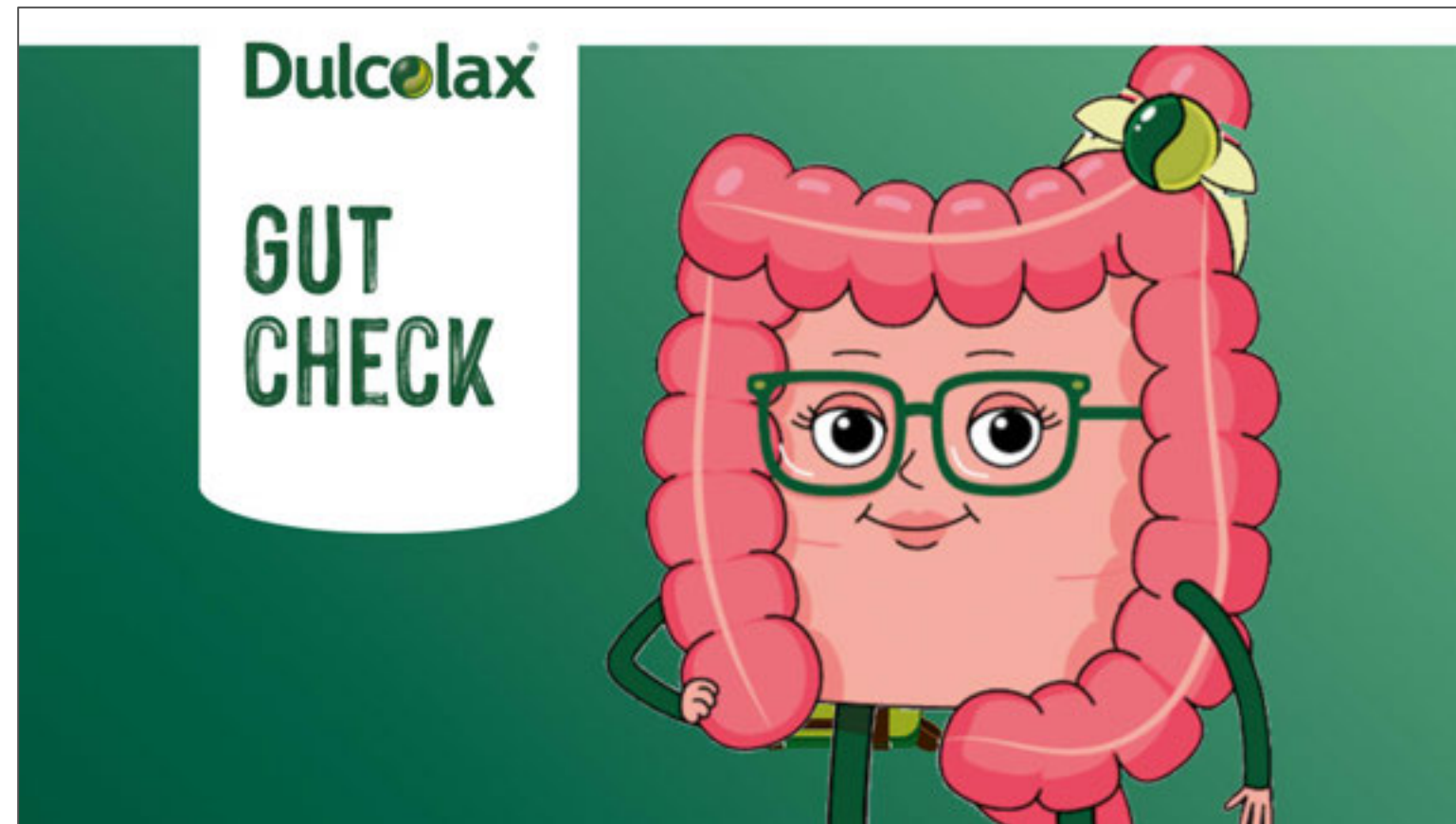
Stress/Business / CORE – 15s TrueView

MARKET: GLOBAL

LINK: [Undetermined ecommerce](#)

Trigger and Preparation, Symptoms Arrive,
Rely on Body, Seek Advice, Purchase

16:9 with sound



Open on a close-up of Sophia. She's wearing her Dulcolax bag. The logo flag is down with text "GUT CHECK" on it. Sophia's expression is friendly and knowledgeable.
SOPHIA: Can't go because you're stressed?



Zoom out as logo flag animates up. Sophia walks by a laptop on a desk. She looks at the laptop on "held captive" and shakes her head. She points to herself with a smile on "Listen to your gut instinct" then reaches into her bag.
SOPHIA: Don't be held captive by hard poo. Listen to your gut instinct and...



Quick cut to Dulcolax packs in Sophia's hands with a sunburst behind packs. Text animates on "PREDICTABLE RELIEF"
SOPHIA VO: ...take Dulcolax. It provides predictable relief...



The flag animates down as the copy "ACTIVATE YOUR GUT" appears. Text "OVERNIGHT" animates on above tablet pack, and "WITHIN MINUTES" over suppository pack.
SOPHIA VO: ...overnight or within minutes...



Zoom out as logo flag animates up. We see MAN with a relieved face. The packs are on the desk by Sophia. She links her hands together on "back in sync." with a calm, happy expression.
SOPHIA: ...so your body and bowels are back in sync.



MAN's hand reaches in and flushes yin-yang symbol in logo. SFX: Flush
SOPHIA VO: Dulcolax. Feel good. Inside and Out.

16:9 with sound



Open on a close-up of Sophia. She's wearing her Dulcolax bag. The logo flag is down with text "GUT CHECK" on it. Her expression is empathetic and friendly.
SOPHIA: Is hard poo causing discomfort?



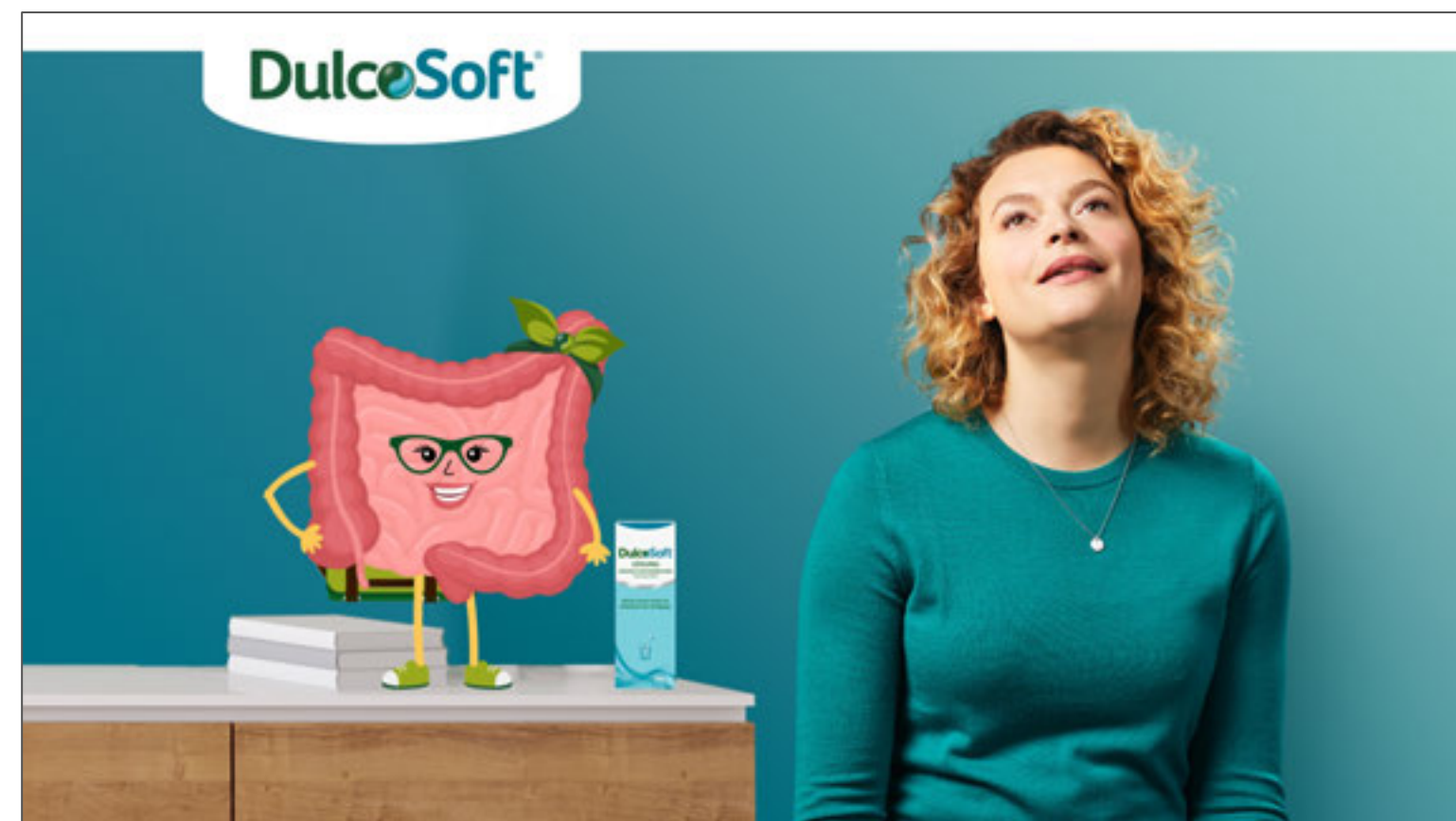
Zoom out as logo flag animates up. Sophia raises her hand in an "it happens" gesture with a friendly and knowledgeable expression. She smiles on "Listen to your gut," then reaches into her Dulcolax bag.
SOPHIA: It's okay, it happens.



Quick cut to DulceSoft pack in Sophia's hand with a sunburst behind pack. MOA starts on left of screen, under LOGO flag. Text animates on "GENTLE NUDGE".
SOPHIA VO: ...take DulceSoft. Give your bowels a gentle nudge...



MOA animation finishes. Text animates on "NO SUDDEN URGES"
SOPHIA VO: ...to get relief without sudden urges...



Zoom out to see WOMAN with a relieved face. The pack is on the table next to Sophia. Sophia strikes a confident pose with a knowing smile on her face.
SOPHIA: ...so you can get back to feeling like yourself.



WOMAN's hand reaches in and flushes yin-yang symbol in logo. SFX: Flush
SOPHIA VO: DulceSoft. Feel good. Inside and Out.

16:9 with sound

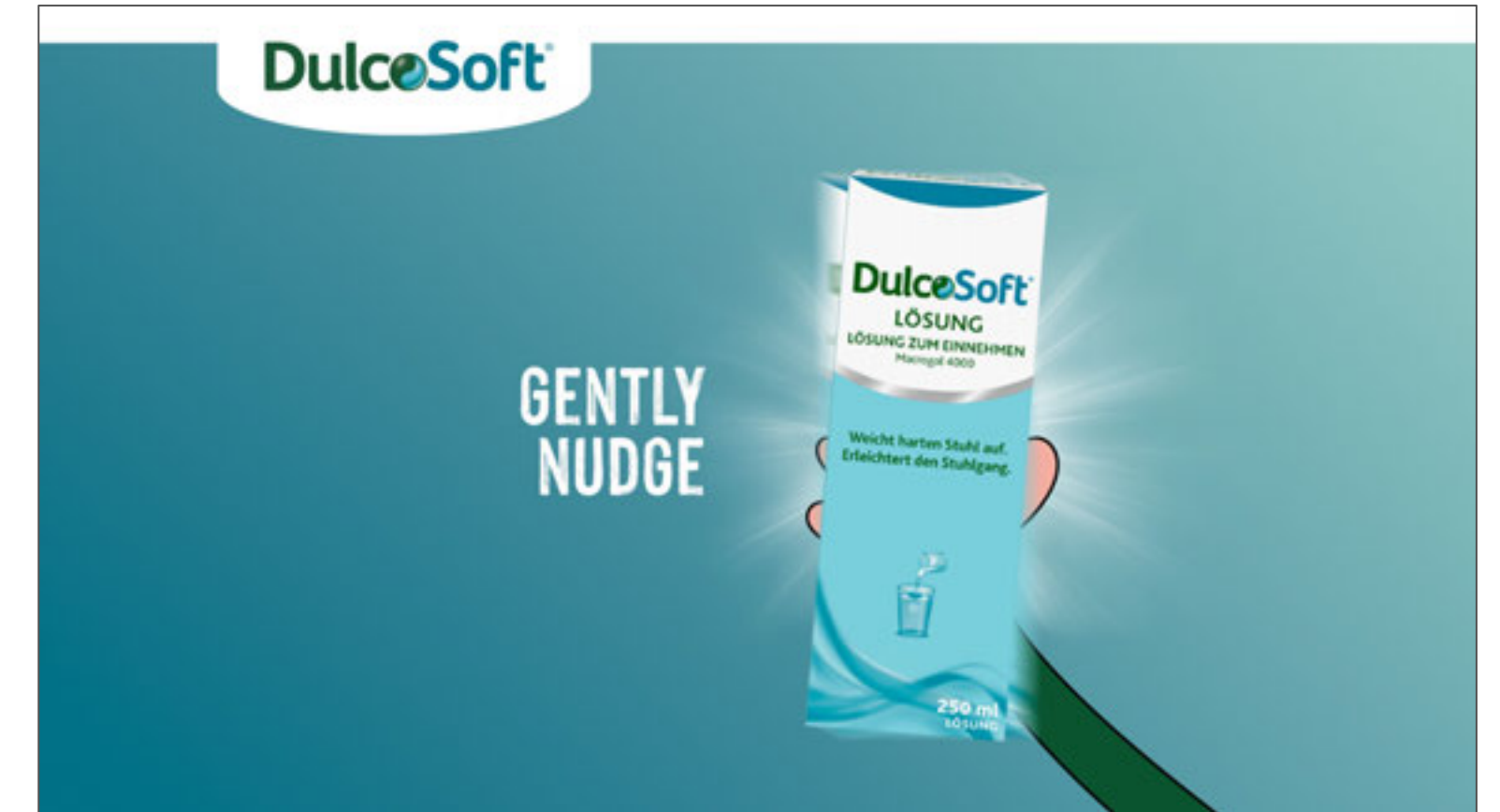
Trigger and Preparation, Symptoms Arrive,
Rely on Body, Seek Advice, Purchase



Open on a close-up of Sophia. She's wearing her Dulcolax bag. The logo flag is down with text "GUT CHECK" on it. Her expression is friendly and knowledgeable.
SOPHIA: As a new mom, you may miss the feeling of a good poo...



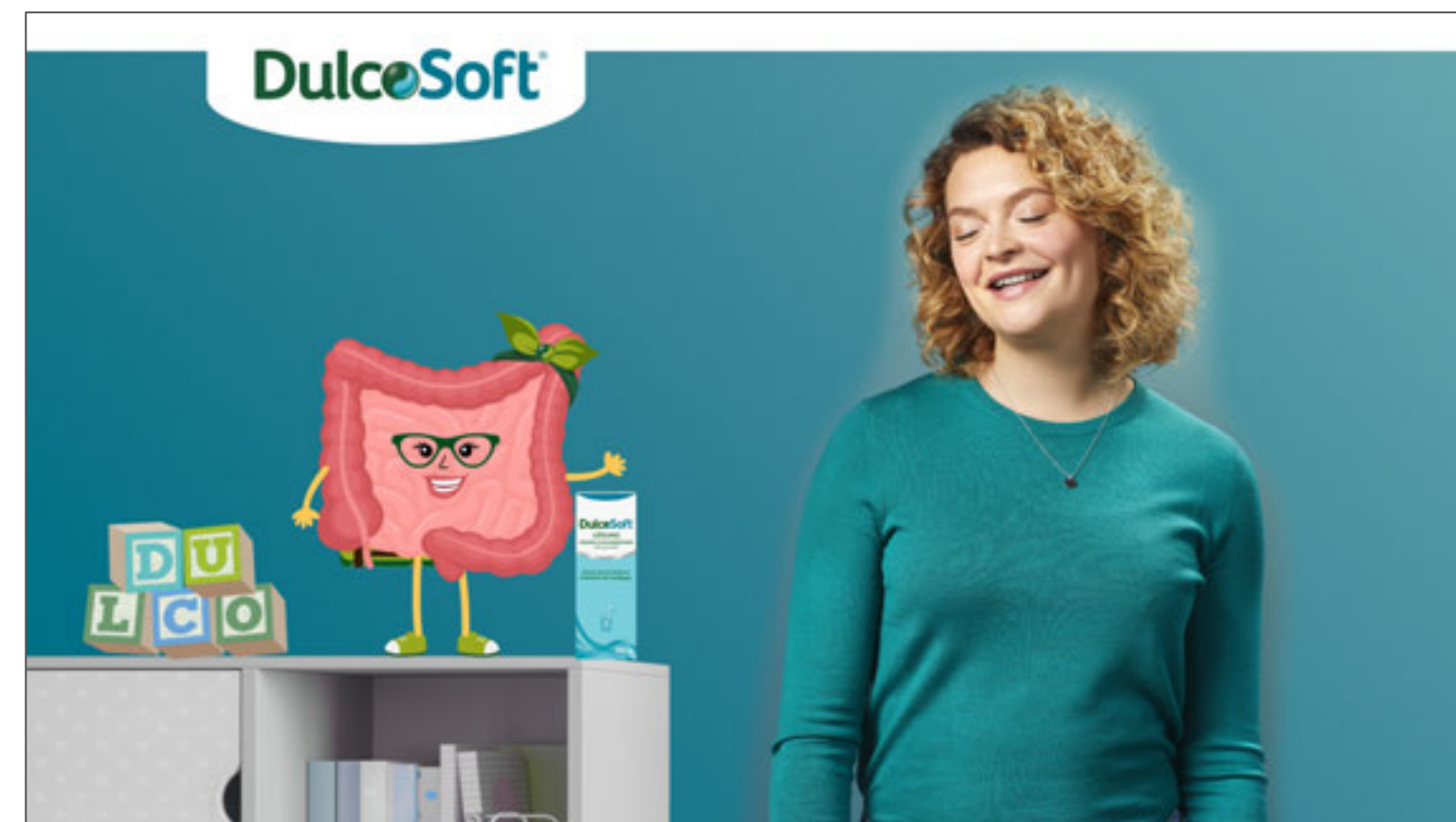
Zoom out as logo flag animates up. Sophia points to the DULCO blocks on "sooner than you think." She smiles knowingly on "listen to your gut" then reaches into her Dulcolax bag.
SOPHIA: ...but you can enjoy it again sooner than you think. Listen to your gut and...



Quick cut to DulcoSoft pack in Sophia's hand with a sunburst behind pack. She gives the pack a little shake. Text animates on "GENTLY NUDGE".
SOPHIA VO: ...take DulcoSoft. It gently nudges your bowels...



Text animates on "WITHOUT CRAMPS OR SUDDEN URGES".
SOPHIA VO: ...without cramps or sudden urges...



Zoom out to see MOM with a relieved face. There's a pack next to Sophia on the bookshelf. Sophia looks at WOMAN with a warm smile and gestures to her on "new mom."
SOPHIA: ...so you can get relief and enjoy your role as a new mom.



MOM's hand reaches in and flushes yin-yang symbol in logo. SFX: Flush
SOPHIA VO: DulcoSoft. Feel good. Inside and Out.

Healthy Food / Soft – 15s TrueView

MARKET: GLOBAL

LINK: [Undetermined ecommerce](#)

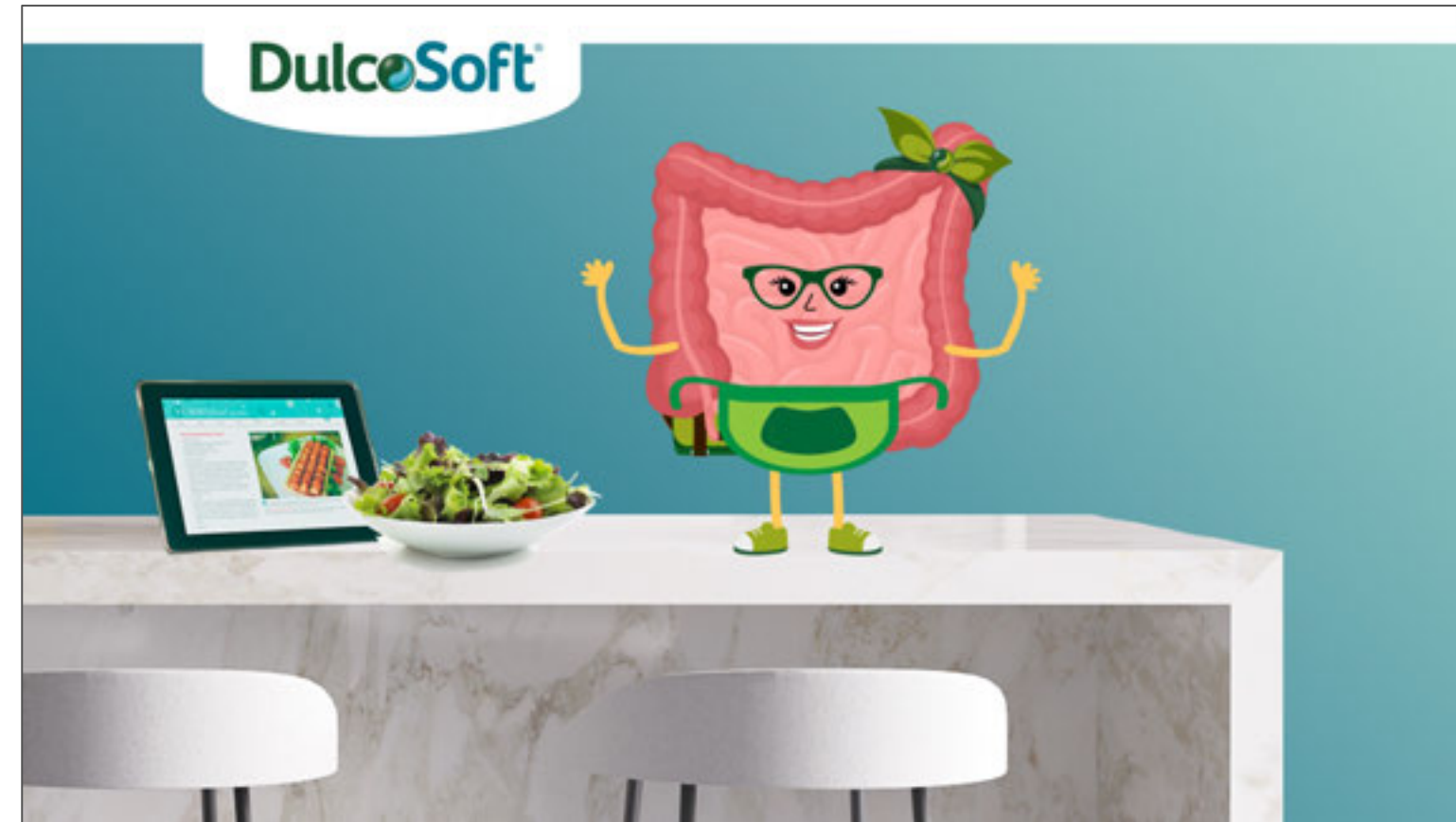
16:9 with sound

Trigger and Preparation, Symptoms Arrive,
Rely on Body, Seek Advice, Purchase



Open on a close-up of Sophia. She's wearing her Dulcolax bag and an apron. The logo flag is down with text "GUT CHECK" on it. Her expression is casual and friendly.

SOPHIA: Trying healthier meal options...



Zoom out as logo flag animates up. Sophia walks by a salad and tablet showing a recipe on top of a kitchen counter, as she puts her hand up in an "empty handed" gesture. Her expression is understanding. She reaches into her bag.

SOPHIA: ...but still not pooing? Follow your gut and...



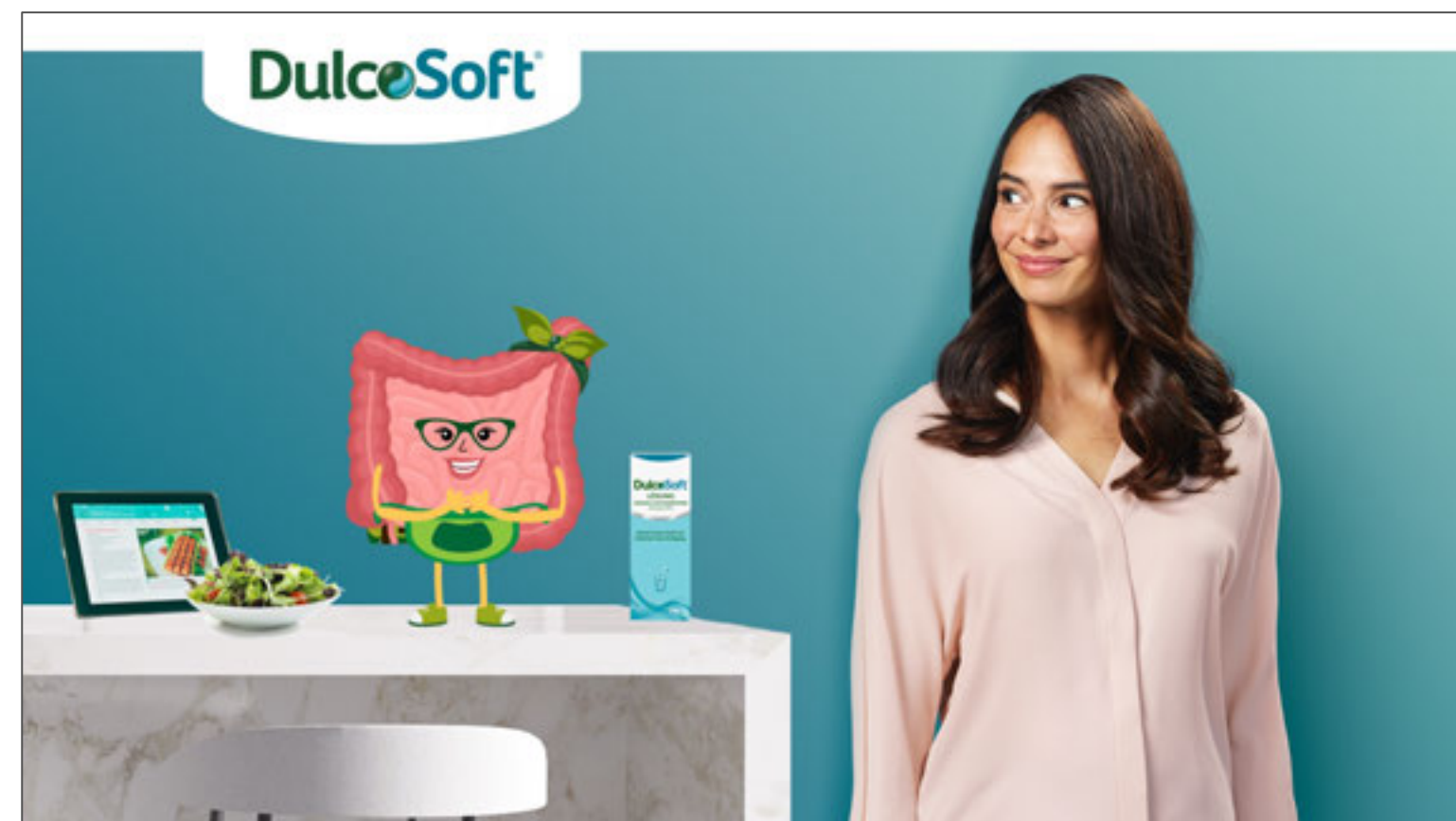
Quick cut to DulceSoft pack in Sophia's hand with a sunburst behind pack. She gives the pack a little shake. Text animates on "GENTLE NUDGE".

SOPHIA VO: ...take DulceSoft. It gives your bowels a gentle nudge...



Text animates on "WITHOUT CRAMPING OR SUDDEN URGES".

SOPHIA VO: ...without cramping or sudden urges,...



Zoom out to see WOMAN with a relieved face. There's a pack next to Sophia on the counter. Sophia brings her hands together in a namaste pose, her expression is calm and confident.

SOPHIA: ...so your *whole* body feels balanced and back to normal.



WOMAN's hand reaches in and flushes yin-yang symbol in logo. SFX: Flush

SOPHIA VO: DulceSoft. Feel good. Inside and Out.

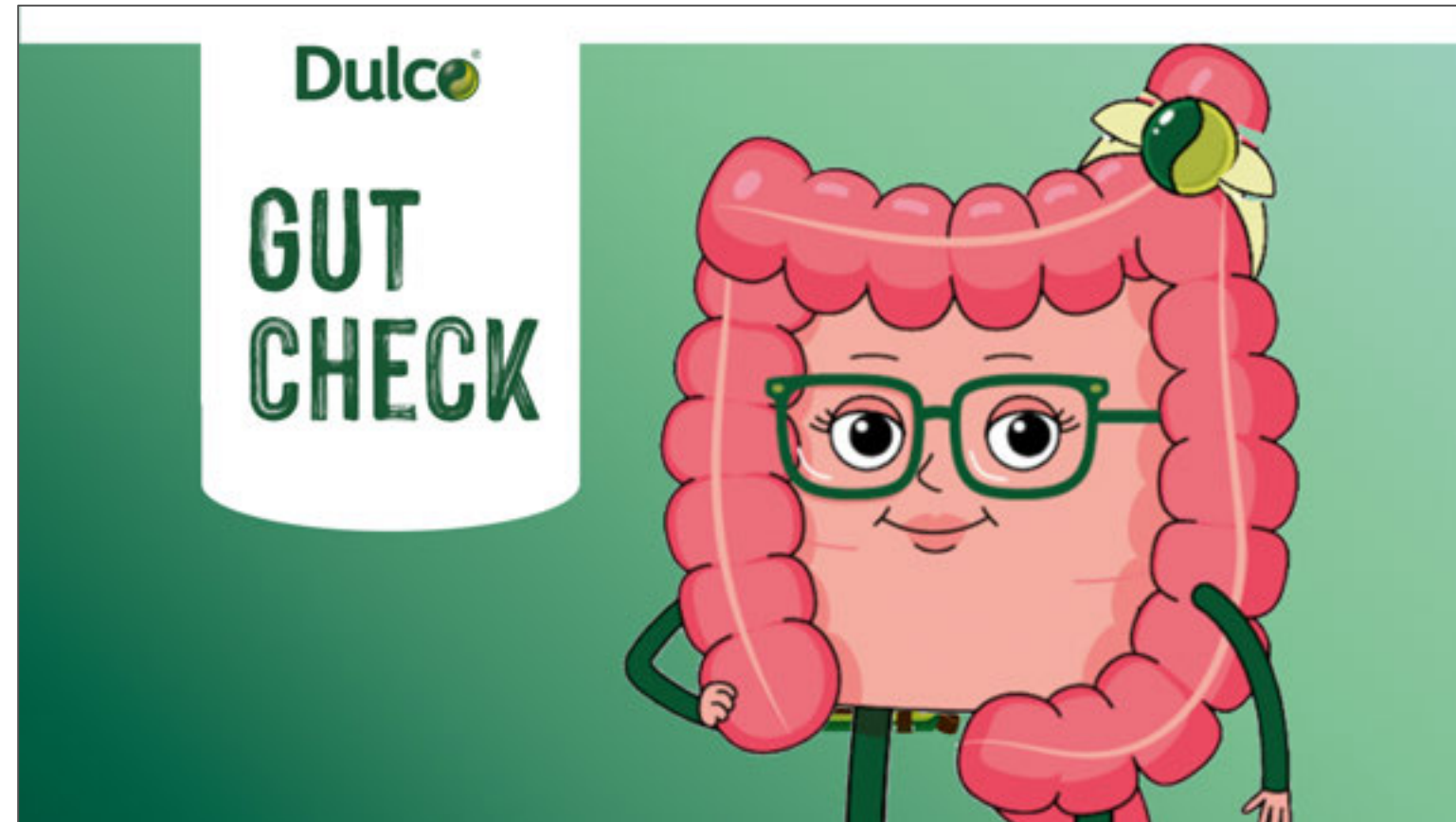
Generic / RANGE – 15s TrueView

MARKET: GLOBAL

LINK: [Undetermined ecommerce](#)

Trigger and Preparation, Symptoms Arrive, Rely on Body, Seek Advice, Purchase

16:9 with sound



Open on a close-up of Sophia. She's wearing her Dulcolax bag. The logo flag is down with text "GUT CHECK" on it. Her expression is empathetic and friendly.
SOPHIA: Really need to poo but just can't?



Zoom out as logo flag animates up. Sophia raises both of her arms on "you're not alone" with a friendly smile. She points to herself on "listen to your gut," then reaches into her bag.
SOPHIA: You're not alone. Listen to your gut and...



Quick cut to all 3 packs in Sophia's hands, with sunburst behind them. Text animates on "PROVEN SOLUTIONS".
SOPHIA VO: ...take Dulco. We have proven solutions...



Sophia moves hands down. Text animates on "GENTLY NUDGE" over DulceSoft, "ACTIVATE YOUR GUT" over core products.
SOPHIA VO: ...that can gently nudge or activate your gut...



Zoom out to see WOMAN with a relieved face. The packs are next to Sophia on the table. Sophia does a hop off the book stack on "pep back in your step" with a wink and knowing smile.
SOPHIA: ...so you can finally poo and put some pep back into your step.



WOMAN's hand reaches in and flushes yin-yang symbol in logo. SFX: Flush
SOPHIA VO: Dulco. Feel good. Inside and Out.

10s Social Media OLV

Sound: Yes

Size: 16:9 (markets will crop to 1:1, 9:16)

Generic / CORE – 10s Social OLV

MARKET: GLOBAL

LINK: [Undetermined ecommerce](#)

16:9, 1:1, 9:16 with sound

Trigger and Preparation, Symptoms Arrive,
Rely on Body, Seek Advice, Purchase



Close up on Sophia. Logo flag is down with "GUT CHECK" on it. Sophia is wearing her Dulcolax bag. She speaks at camera in a friendly knowledgeable way.
SOPHIA: Feeling backed up and bloated...



Zoom-out as logo flag animates up. Sophia puts her hands on her hips with an empathetic expression. She reaches into her bag.
SOPHIA: ...from not pooing?



Quick cut to Dulcolax tablet pack in Sophia's hand with sunburst animation. Text animates on "ACTIVATES YOUR GUT OVERNIGHT".
SOPHIA VO: Dulcolax activates your gut overnight...



Sophia switches to suppository pack. Text animates on "IN MINUTES".
SOPHIA VO: ...or in minutes.



A hand reaches in and flushes yin-yang symbol in logo. SFX: Flush
SOPHIA VO: Dulcolax. Feel good. Inside and Out.

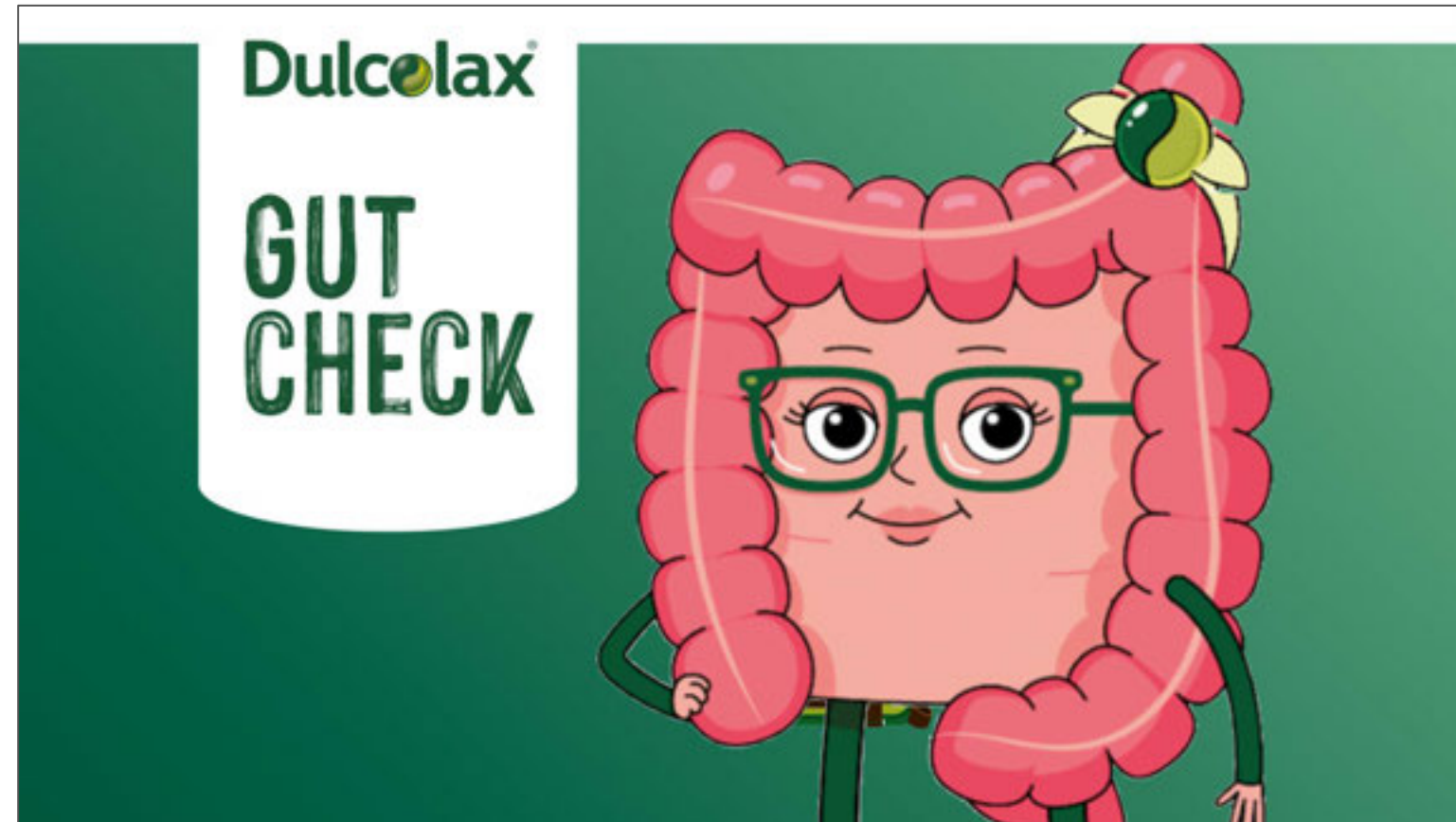
Junk Food / CORE – 10s Social OLV

MARKET: GLOBAL

LINK: [Undetermined ecommerce](#)

16:9, 1:1, 9:16 with sound

Trigger and Preparation, Symptoms Arrive,
Rely on Body, Seek Advice, Purchase



Close up on Sophia. Logo flag is down with "GUT CHECK" on it. Sophia is wearing her Dulcolax bag. She speaks at camera in a friendly knowledgeable way.
SOPHIA: Bowels in a...



Zoom-out as logo flag animates up. Sophia walks past junk food on a table while gesturing at it with her hand. She flashes a knowing grin on "trust your gut" then reaches into her bag.
SOPHIA: ...junk food coma? Trust your gut.



Quick cut to Dulcolax packs in Sophia's hand with sunburst animation. Text animates on "TRUSTED RELIEF".
SOPHIA VO: Take Dulcolax for trusted relief...



New text animates on "FROM GAS AND BLOCKAGES FROM CONSTIPATION".
SOPHIA VO: ...from gas and blockages from constipation.



A hand reaches in and flushes yin-yang symbol in logo. SFX: Flush
SOPHIA VO: Dulcolax. Feel good. Inside and Out.

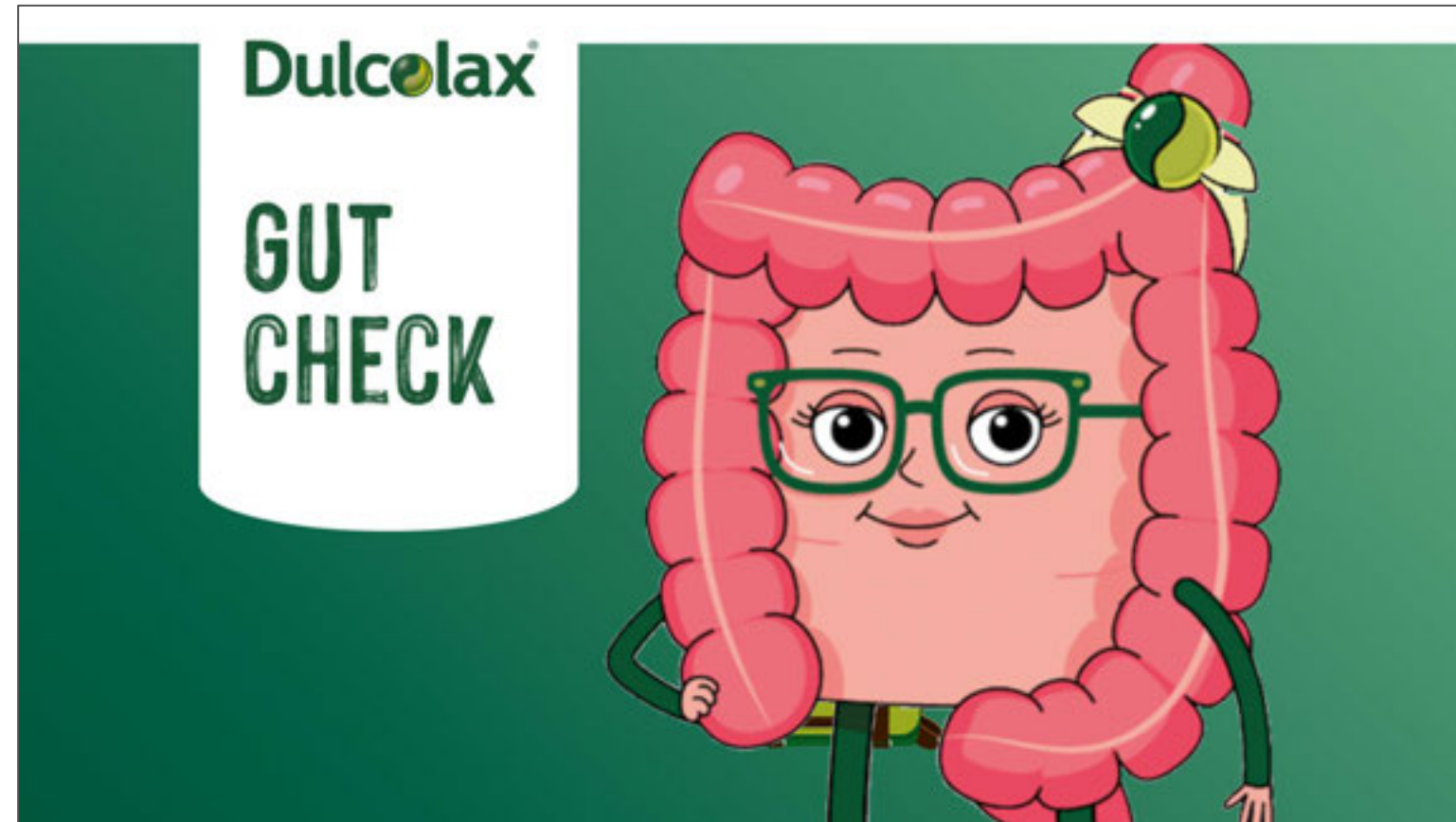
Stress / Business / CORE – 10s Social OLV

MARKET: GLOBAL

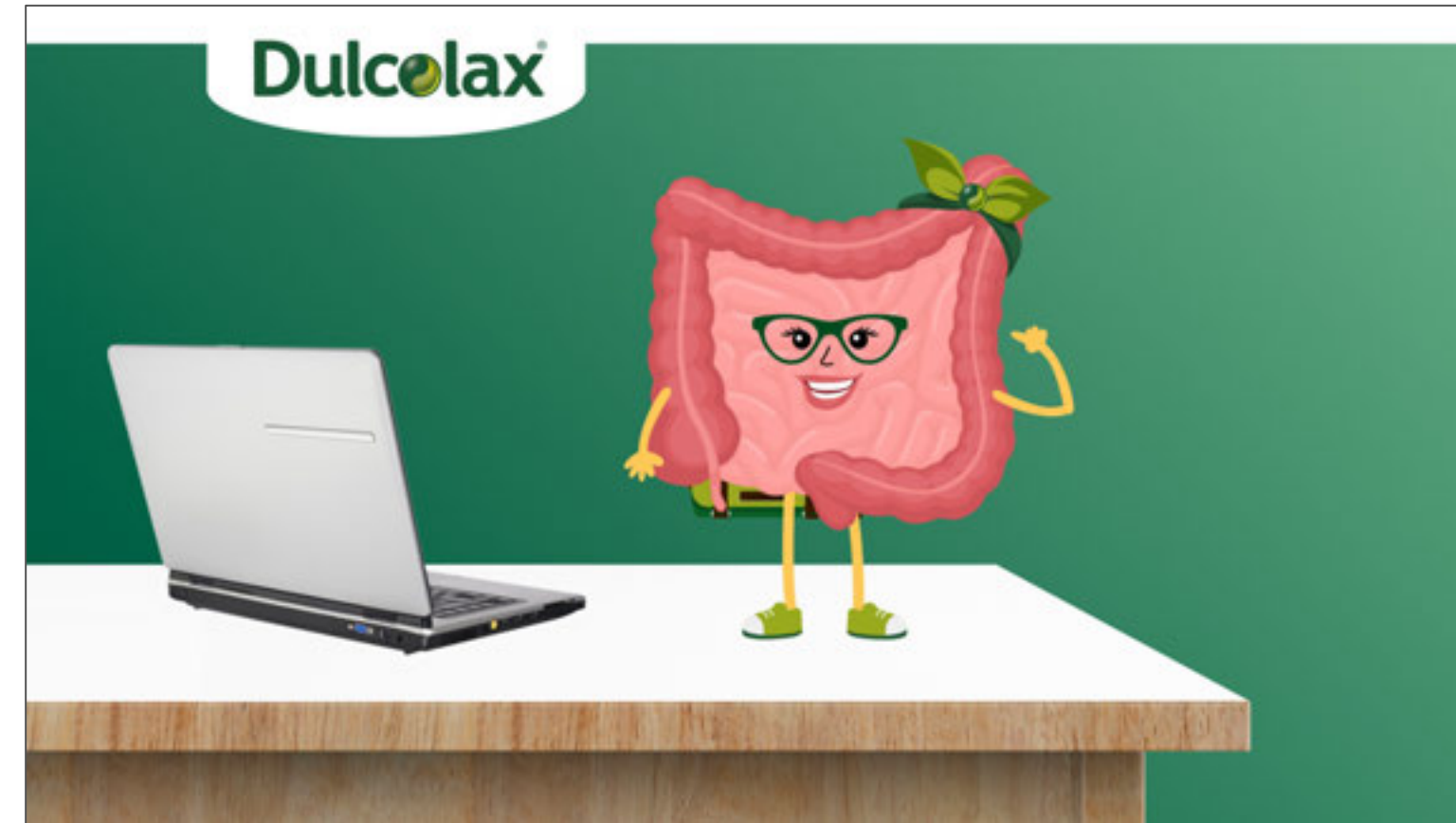
LINK: [Undetermined ecommerce](#)

16:9, 1:1, 9:16 with sound

Trigger and Preparation, Symptoms Arrive,
Rely on Body, Seek Advice, Purchase



Close up on Sophia. Logo flag is down with "GUT CHECK" on it. Sophia is wearing her Dulcolax bag. She speaks at camera in a friendly knowledgeable way.
SOPHIA: Does work stress have you...



Zoom-out as logo flag animates up. Sophia shakes her head while looking away from the laptop. She points to herself on "Listen to your gut" then reaches into her bag.
SOPHIA: ...missing your BMs? Listen to your gut.



Quick cut to Dulcolax tablet pack in Sophia's hand with sunburst animation. Text animates on "PREDICTABLE OVERNIGHT RELIEF".
SOPHIA VO: Take Dulcolax for predictable overnight relief...



Sophia switches to suppository pack. Text animates on "LETS YOU POO".
SOPHIA VO: ...that lets you poo again.



A hand reaches in and flushes yin-yang symbol in logo. SFX: Flush
SOPHIA VO: Dulcolax. Feel good. Inside and Out.

Generic / SOFT – 10s Social OLV

MARKET: GLOBAL

LINK: [Undetermined ecommerce](#)

16:9, 1:1, 9:16 with sound

Trigger and Preparation, Symptoms Arrive,
Rely on Body, Seek Advice, Purchase



Close up on Sophia. Logo flag is down with "GUT CHECK" on it. Sophia is wearing her Dulcolax bag. She speaks at camera in a friendly knowledgeable way.
SOPHIA: Everyone's irregular...



Zoom-out as logo flag animates up. Sophia gestures at herself on "follow your gut instinct" then reaches into her bag.
SOPHIA: ...every now and then. Listen to your gut.



Quick cut to DulcoSoft pack in Sophia's hand with sunburst animation. Text animates on "GENTLY NUDGE" as Sophia gives the pack a little shake.
SOPHIA VO: Get DulcoSoft to gently nudge your bowels...



Sophia stops shaking the pack. Text animates on "WITHOUT SUDDEN URGES".
SOPHIA VO: ...for relief without sudden urges.



A hand reaches in and flushes yin-yang symbol in logo. SFX: Flush
SOPHIA VO: DulcoSoft. Feel good. Inside and Out.

16:9, 1:1, 9:16 with sound

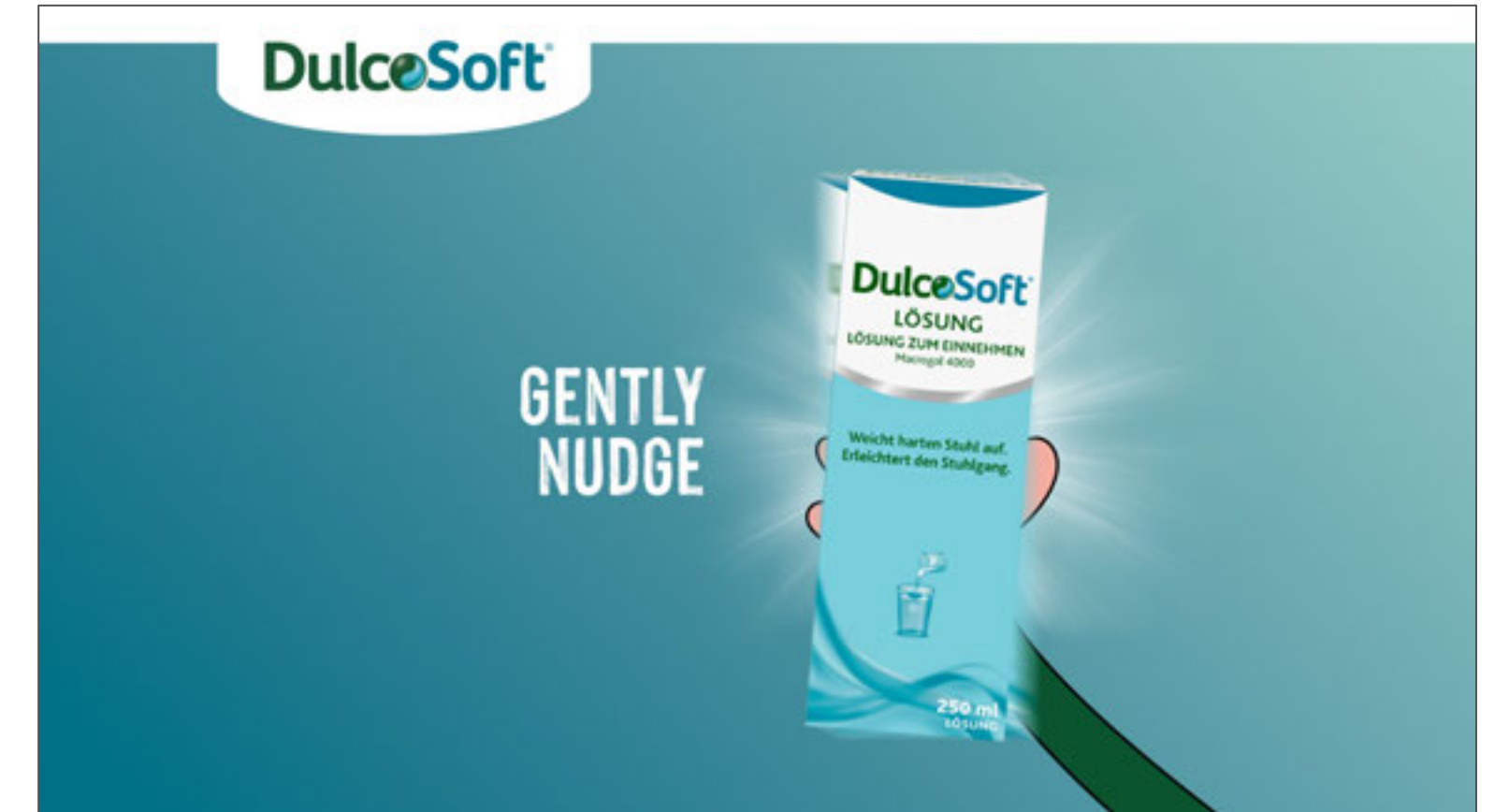
Trigger and Preparation, Symptoms Arrive,
Rely on Body, Seek Advice, Purchase



Close up on Sophia. Logo flag is down with "GUT CHECK" on it. Sophia is wearing her Dulcolax bag. She speaks at camera in a friendly knowledgeable way.
SOPHIA: Need a good poo after...



Zoom-out to full scene as logo flag animates up. Sophia points to DULCO blocks when she says, "listen to your gut" and then reaches into her bag.
SOPHIA: ...giving birth? Listen to your gut.



Quick cut to DulcoSoft pack in Sophia's hand with sunburst animation. Text animates on "GENTLY NUDGE" as Sophia gives it a little shake.
SOPHIA VO: DulcoSoft gently nudges your bowels...



Sophia stops shaking the pack. Text animates on "WITHOUT CRAMPS OR SUDDEN URGES".
SOPHIA VO: ...without cramps or sudden urges.



A hand reaches in and flushes yin-yang symbol in logo. SFX: Flush
SOPHIA VO: DulcoSoft. Feel good. Inside and Out.

Healthy Food / SOFT – 10s Social OLV

MARKET: GLOBAL

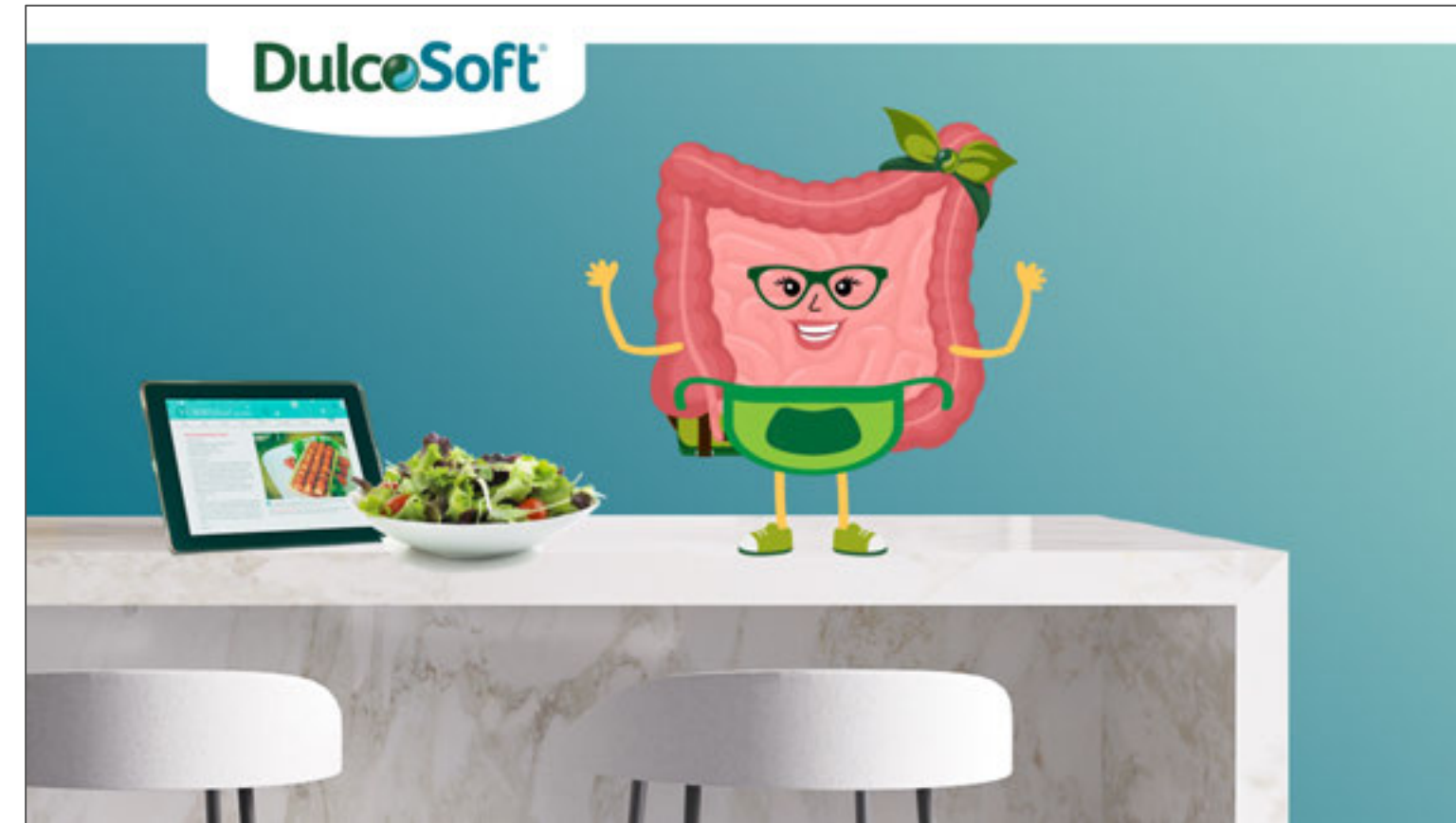
LINK: [Undetermined ecommerce](#)

16:9, 1:1, 9:16 with sound

Trigger and Preparation, Symptoms Arrive,
Rely on Body, Seek Advice, Purchase



Close up on Sophia. Logo flag is down with "GUT CHECK" on it. Sophia is wearing her Dulcolax bag. She speaks at camera in a friendly knowledgeable way.
SOPHIA: Eating more fiber...



Zoom-out as logo flag animates up. Sophia hold up hands in an "I don't know" pose as she walks by salad. She reaches into her bag.
SOPHIA: ...but still can't poo?



Quick cut to DulcoSoft pack in Sophia's hand with sunburst animation. Text animates on "GENTLY NUDGE YOUR BOWELS" as Sophia gives the pack a little shake.
SOPHIA VO: Take Dulcosoft to gently nudge your bowels...



Sophia stops shaking pack. Text animates on "RELIEF WITHOUT SUDDEN URGES".
SOPHIA VO: ...for relief without sudden urges.



A hand reaches in and flushes yin-yang symbol in logo. SFX: Flush
SOPHIA VO: DulcoSoft. Feel good. Inside and Out.

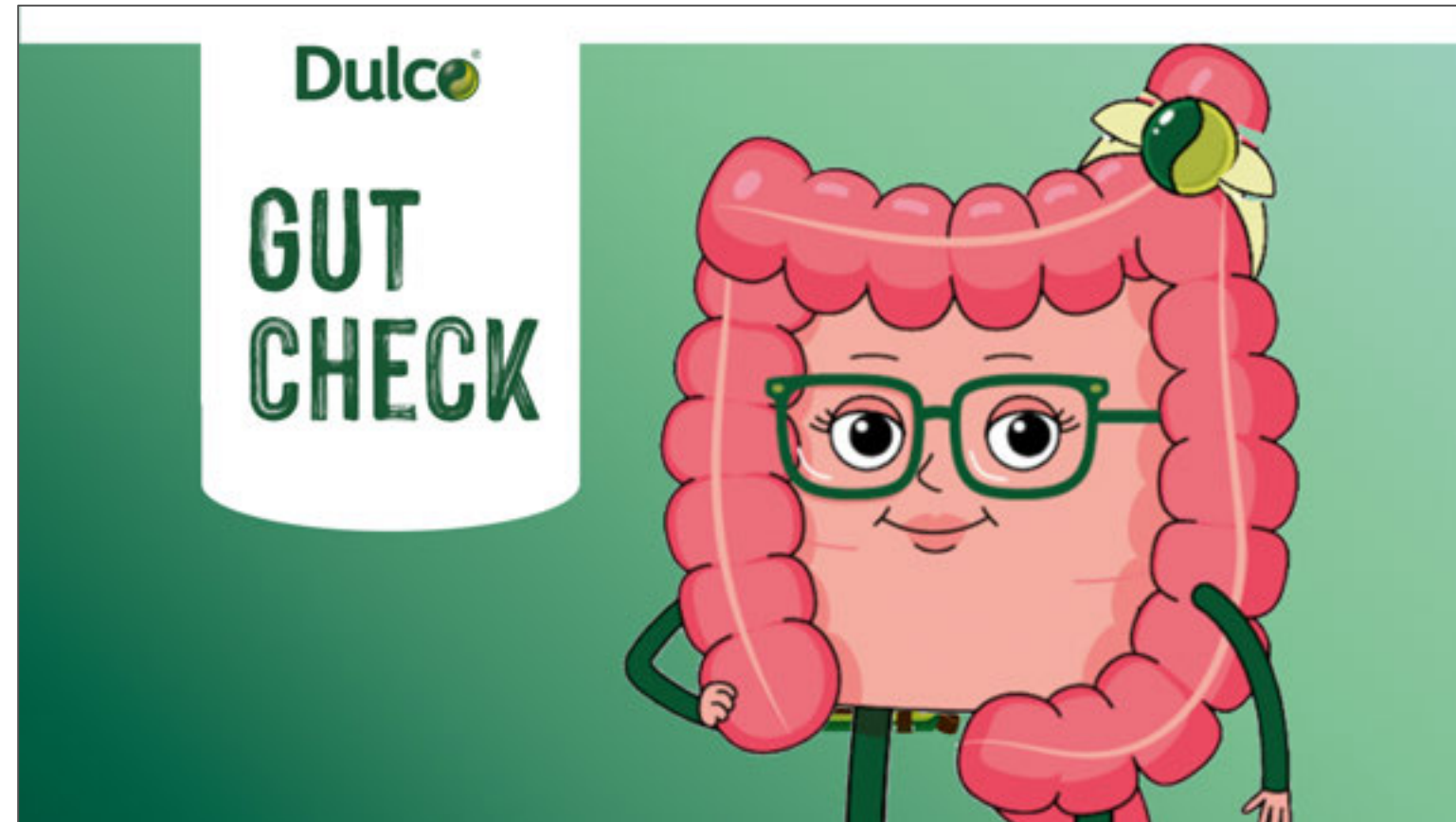
Generic / RANGE – 10s Social OLV

MARKET: GLOBAL

LINK: [Undetermined ecommerce](#)

16:9, 1:1, 9:16 with sound

Trigger and Preparation, Symptoms Arrive, Rely on Body, Seek Advice, Purchase



Close up on Sophia. Logo flag is down with "GUT CHECK" on it. Sophia is wearing her Dulcolax bag. She speaks at camera in a friendly knowledgeable way.
SOPHIA: Trying hard to poo?



Zoom-out as logo flag animates up. Sophia puts hands up on "but can't?" She smiles and tilts her head on "gut feeling" then reaches into her bag.
SOPHIA: Follow your gut instinct.



Quick cut to packs in Sophia's hands with sunburst animation. Text animates on "RANGE OF SOLUTIONS".
SOPHIA VO: Take Dulco for a range of solutions...



Sophia moves hands down. Text animates on "GENTLY NUDGE" over DulceSoft, "ACTIVATE YOUR GUT" over core products.
SOPHIA VO: ...to gently nudge or activate your gut.



A hand reaches in and flushes yin-yang symbol in logo. SFX: Flush
SOPHIA VO: Dulco. Feel good. Inside and Out.

6s YouTube Bumpers

Sound: Yes

Size: 16:9

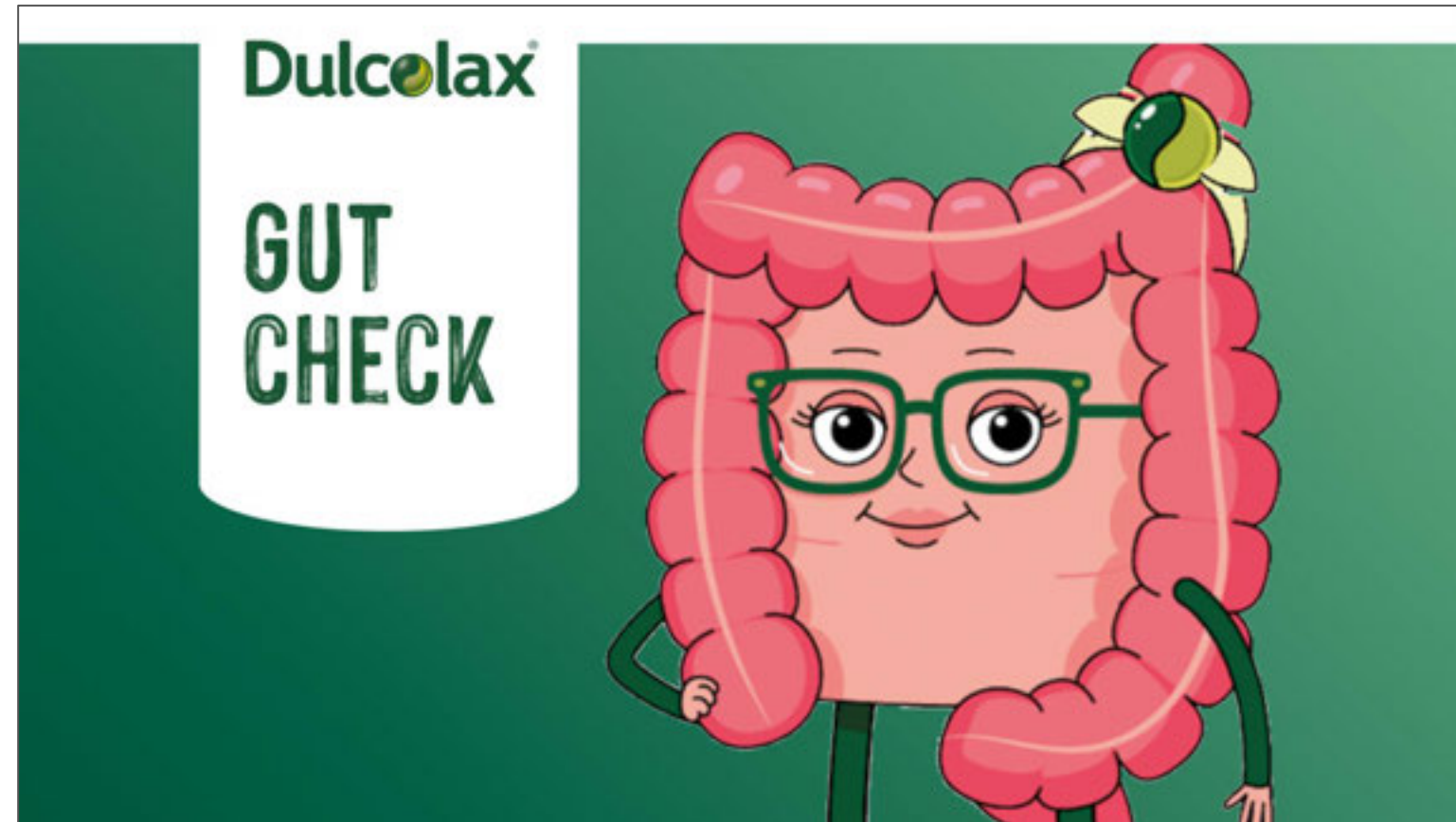
Generic / CORE – 6s YouTube Bumper

MARKET: GLOBAL

LINK: [Undetermined ecommerce](#)

16:9 with sound

Trigger and Preparation, Symptoms Arrive,
Rely on Body, Seek Advice, Purchase



Close up on Sophia. Logo flag is down with "GUT CHECK" on it. She speaks at camera in a friendly knowledgeable way.
SOPHIA: Feeling sluggish?



Logo flag animates up. Quick cut to Dulcolax packs in Sophia's hand with sunburst animation. Text animates on "ACTIVATES YOUR GUT".
SOPHIA VO: Dulcolax activates your gut...



Cut to see MAN sighing with a relieved face and packs on table next to Sophia. Sophia hops on top of the books and does a "go get 'em" dance.
SOPHIA: ...so you can go—and get going.
MAN: Ahhh.



Quick cut to end card with LOGO and tag.

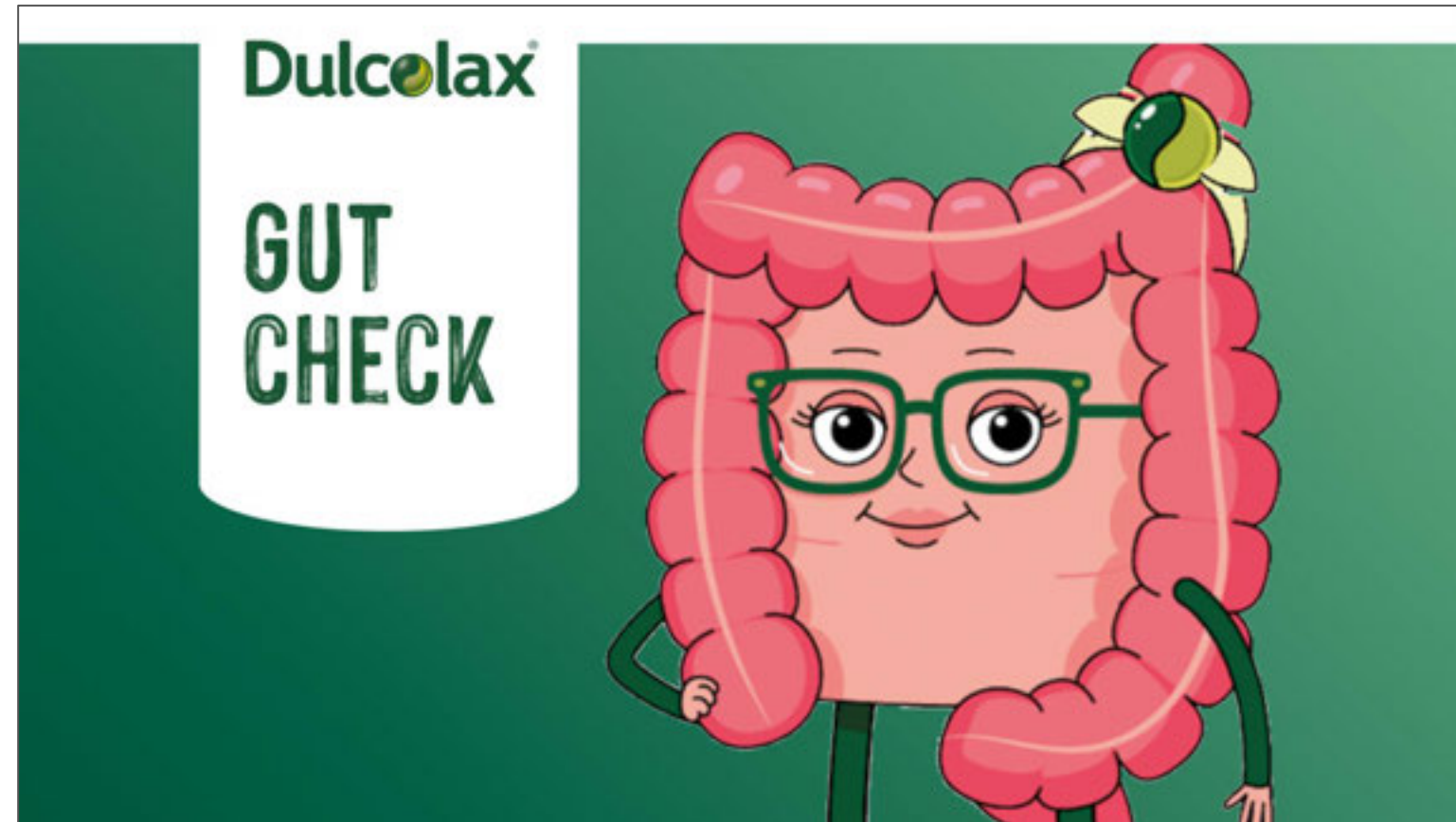
Junk Food / CORE – 6s YouTube Bumper

MARKET: GLOBAL

LINK: [Undetermined ecommerce](#)

16:9 with sound

Trigger and Preparation, Symptoms Arrive,
Rely on Body, Seek Advice, Purchase



Close up on Sophia. Logo flag is down with "GUT CHECK" on it. She speaks at camera in a friendly knowledgeable way.

SOPHIA: Rescue your bowels from a junk food coma.



Logo flag animates up. Quick cut to Dulcolax tablet pack in Sophia's hand with sunburst animation. Text animates on "PREDICTABLE, OVERNIGHT POO".

SOPHIA VO: Take Dulcolax for a predictable, overnight poo.



Cut to see WOMAN sighing with a relieved face and packs on table next to Sophia. We also see junk food on the table to the left of Sophia. Sophia crosses her arms and smiles at WOMAN.

WOMAN: Ahhh.



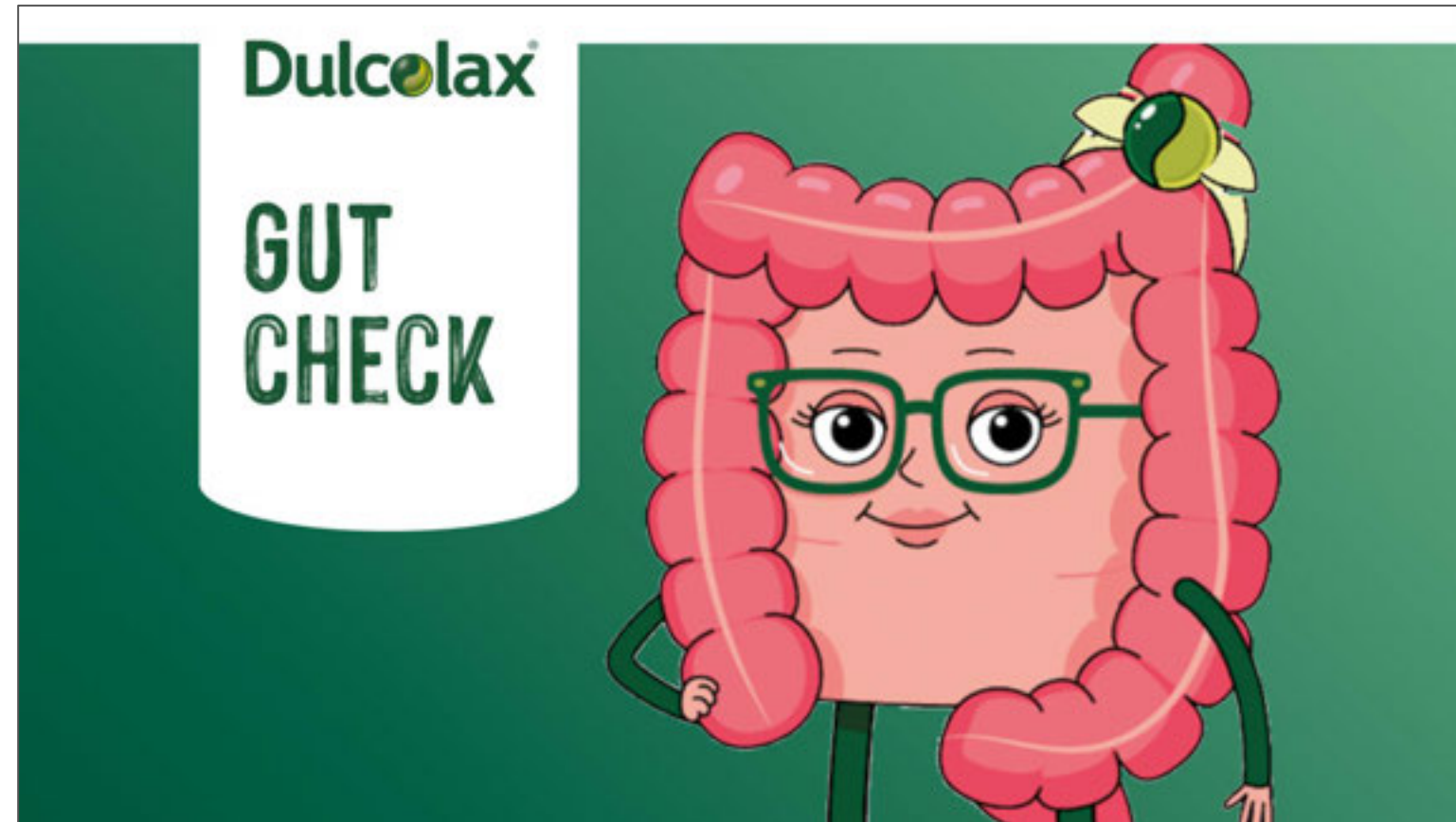
Quick cut to end card with LOGO and tag.

Stress / Business / CORE – 6s YouTube Bumper

MARKET: GLOBAL

LINK: [Undetermined ecommerce](#)

16:9 with sound



Close up on Sophia. Logo flag is down with "GUT CHECK" on it. She speaks at camera in a friendly knowledgeable way.

SOPHIA: Work stress can make it hard to poo.



Quick cut to Dulcolax packs in Sophia's hand with sunburst animation. Logo flag now says, "GET RELIEF". Text animates on above tablet pack "OVERNIGHT" and above suppository pack "WITHIN MINUTES".

SOPHIA VO: Take Dulcolax for relief overnight or in minutes.



Logo flag animates up as we cut to see MAN sighing with a relieved face and packs on a desk next to Sophia. There's a laptop to the left of Sophia. She brings her hands together in a casual relaxed pose.

MAN: Ahhh.



Quick cut to end card with LOGO and tag.

Trigger and Preparation, Symptoms Arrive,
Rely on Body, Seek Advice, Purchase

Generic / SOFT – 6s YouTube Bumper

MARKET: GLOBAL

LINK: [Undetermined ecommerce](#)

16:9 with sound

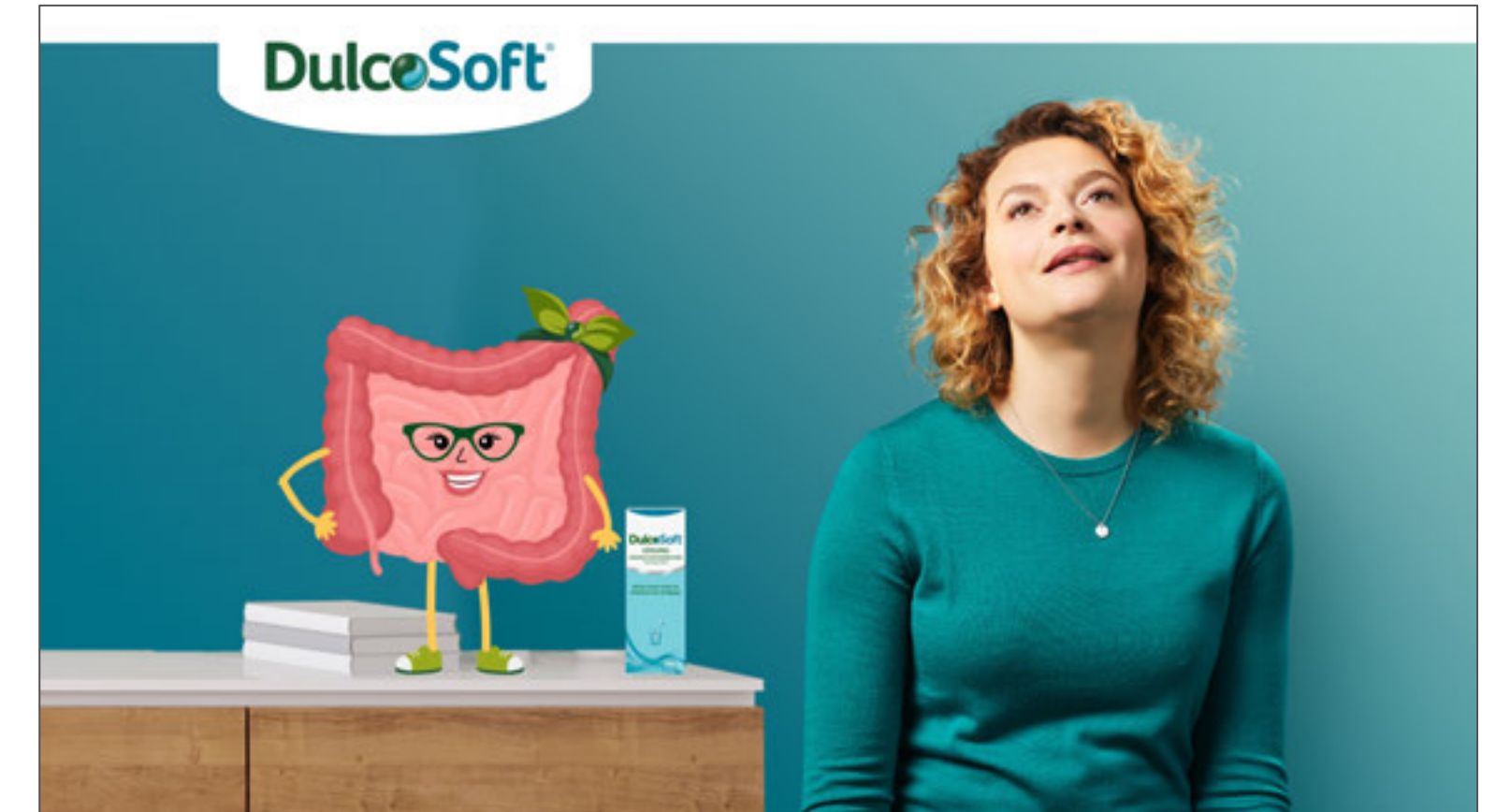
Trigger and Preparation, Symptoms Arrive,
Rely on Body, Seek Advice, Purchase



Close up on Sophia. Logo flag is down with "GUT CHECK" on it. She speaks at camera in a friendly knowledgeable way.
SOPHIA: Align your body and bowels.



Logo flag animates up as we quick cut to a DulceSoft pack in Sophia's hand with sunburst animation. Text animates on "WITHOUT SUDDEN CRAMPS OR URGENCY".
SOPHIA VO: Take DulceSoft for relief without sudden cramps or urgency.



Cut to see WOMAN sighing with a relieved face and pack on table next to Sophia. Sophia puts a hand on her hip and smiles at WOMAN.
WOMAN: Ahhh.



Quick cut to end card with LOGO and tag.

Moms / SOFT – 6s YouTube Bumper

MARKET: GLOBAL

LINK: [Undetermined ecommerce](#)

16:9 with sound

Trigger and Preparation, Symptoms Arrive,
Rely on Body, Seek Advice, Purchase



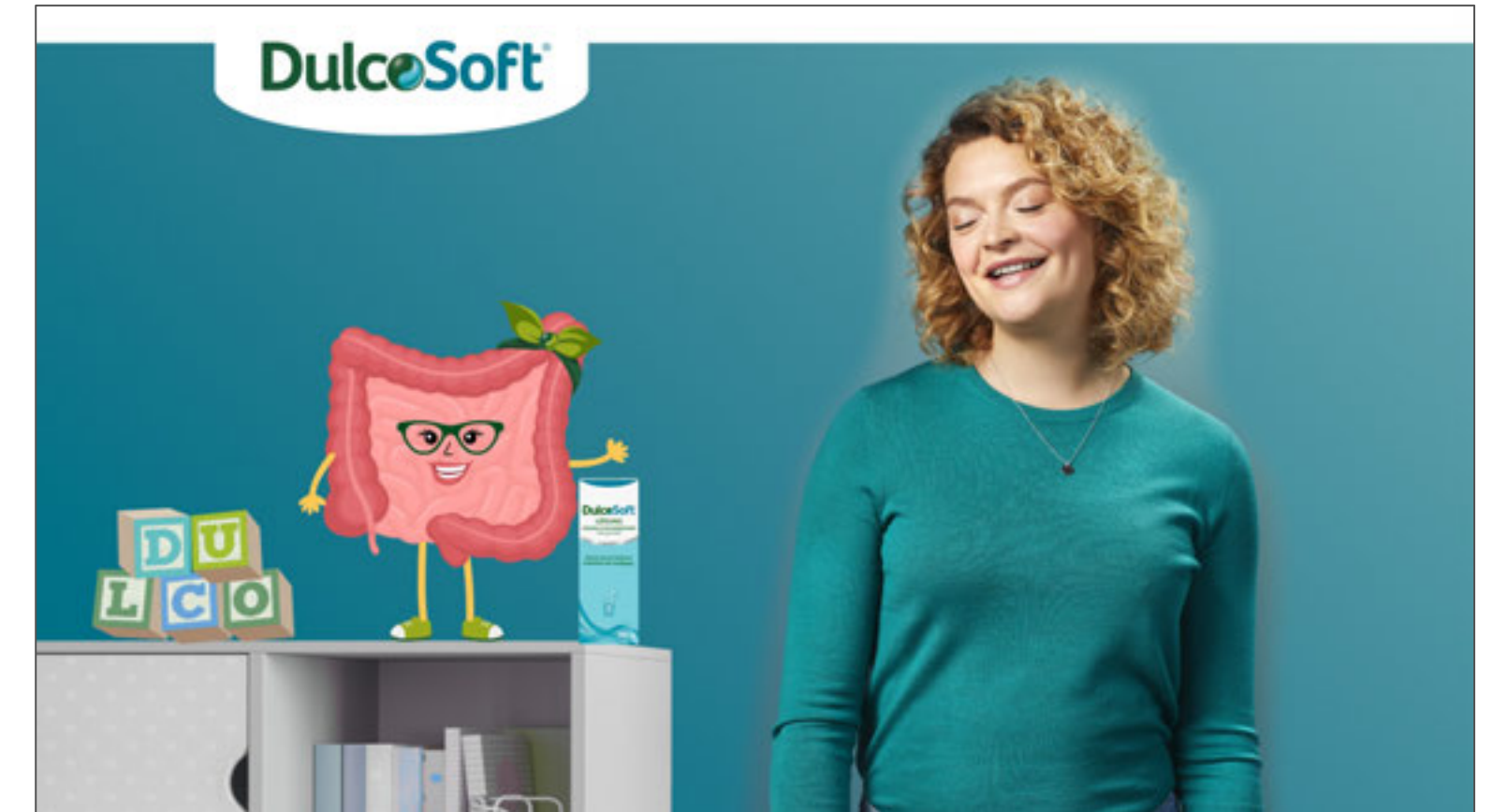
Close up on Sophia. Logo flag is down with "GUT CHECK" on it. She speaks at camera in a friendly knowledgeable way.

SOPHIA: Want relief...



Logo flag animates up. Quick cut to DulcoSoft pack in Sophia's hand with sunburst animation. Text animates on "WITHOUT SUDDEN CRAMPS OR URGENCY".

SOPHIA VO: ...without sudden cramps or urgency after giving birth?



Cut to see WOMAN sighing with a relieved face. There's a pack on the bookshelf next to Sophia. Sophia does a friendly gesture towards WOMAN.

SOPHIA: Take DulcoSoft to enjoy a good poo again.

WOMAN: Ahhh.



Quick cut to end card with LOGO and tag.

Healthy Food / SOFT – 6s YouTube Bumper

MARKET: GLOBAL

LINK: [Undetermined ecommerce](#)

16:9 with sound



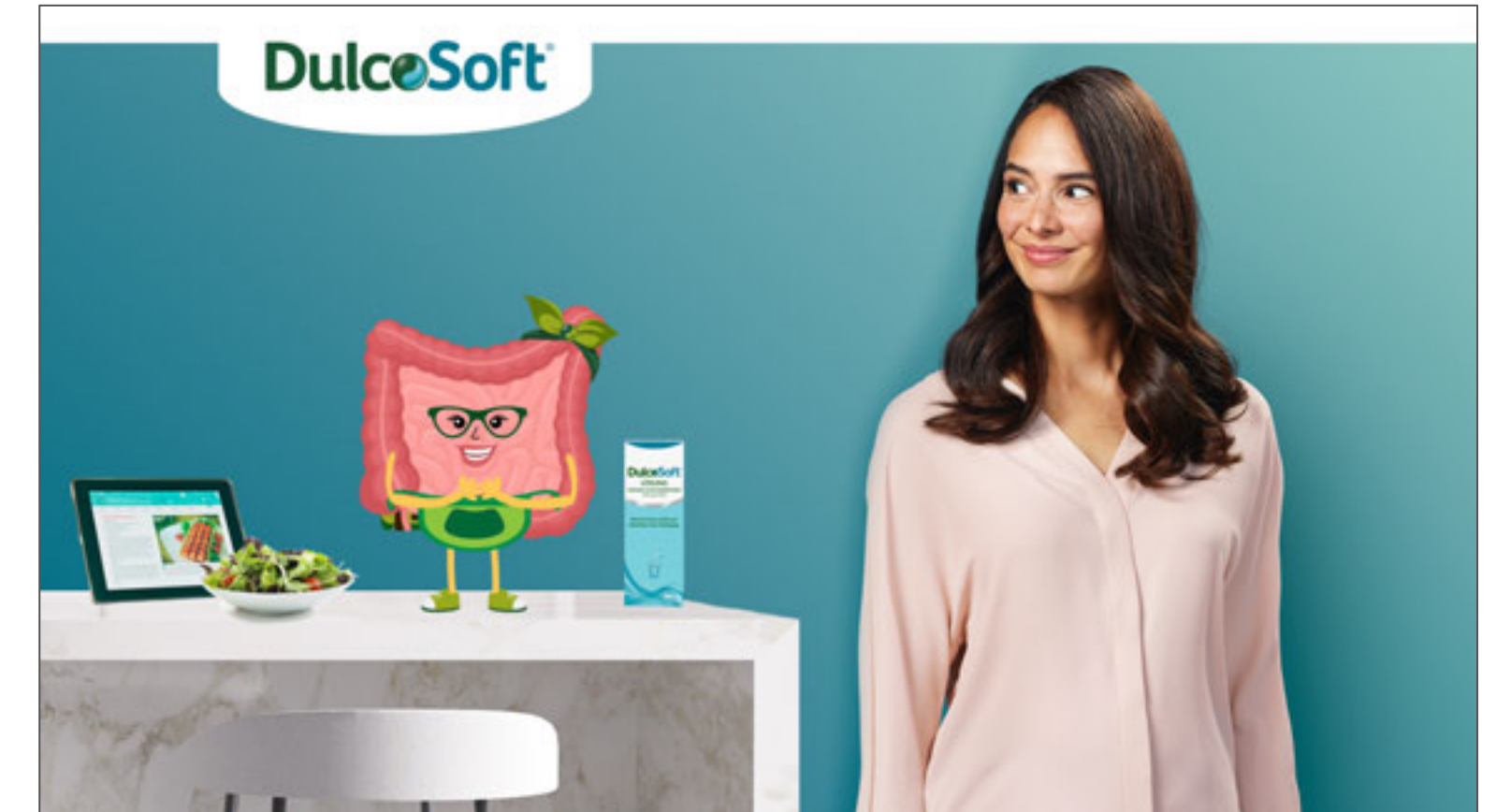
Close up on Sophia. Logo flag is down with "GUT CHECK" on it. She speaks at camera in a friendly knowledgeable way. She's wearing an apron.

SOPHIA: Trying to eat healthier, but can't poo?



Logo flag animates up. Quick cut to DulceSoft pack in Sophia's hand with sunburst animation. Text animates on "RELIEF WITHOUT SUDDEN URGES".

SOPHIA VO: DulceSoft gently nudges your bowels for relief without sudden urges.



Cut to see WOMAN sighing with a relieved face. There's a pack on the counter next to Sophia. Sophia does a zen pose with a smile.

WOMAN: Ahhh.



Quick cut to end card with LOGO and tag.

Trigger and Preparation, Symptoms Arrive,
Rely on Body, Seek Advice, Purchase

Generic / RANGE – 6s YouTube Bumper

MARKET: GLOBAL

LINK: [Undetermined ecommerce](#)

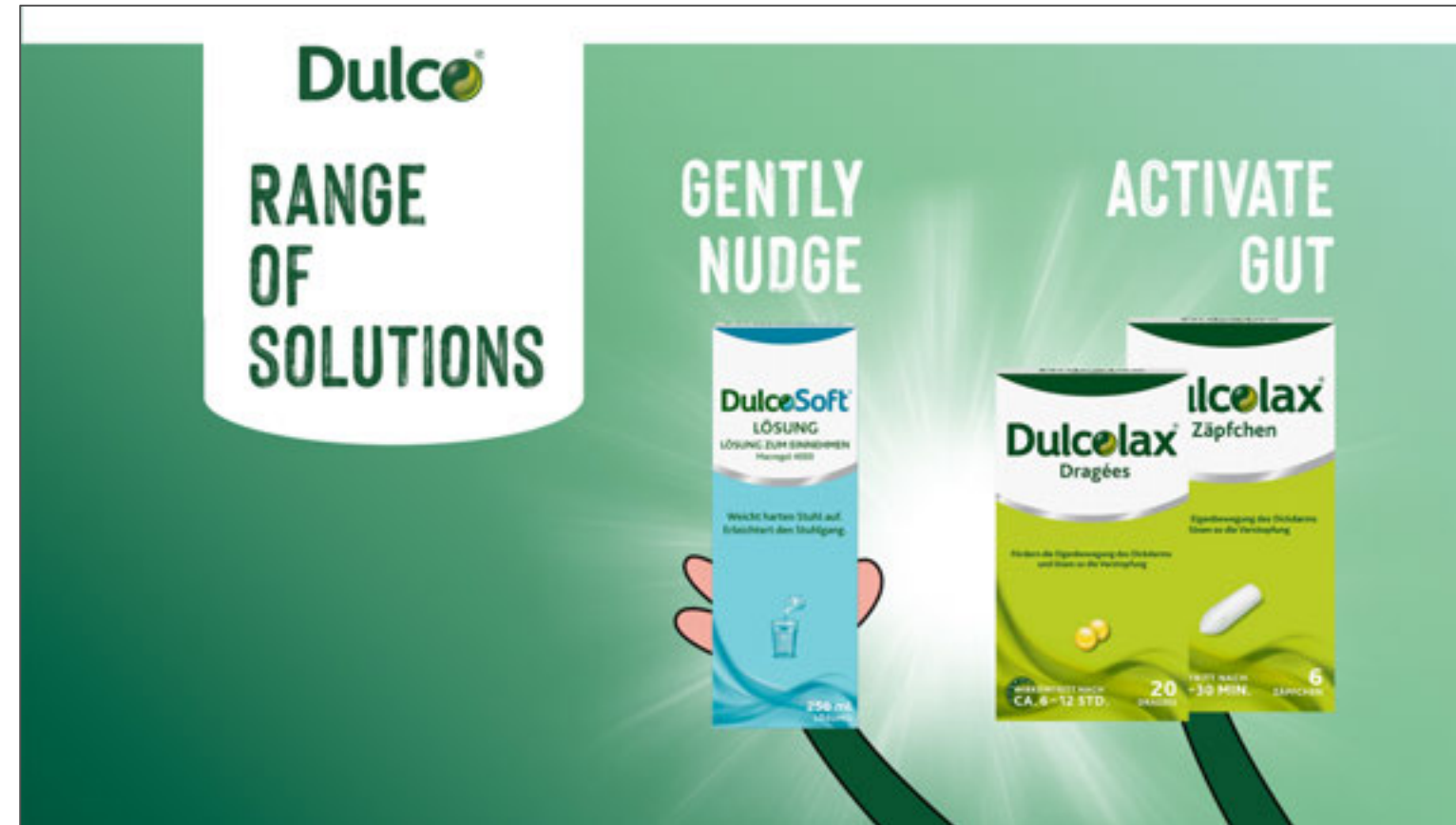
16:9 with sound

Trigger and Preparation, Symptoms Arrive,
Rely on Body, Seek Advice, Purchase



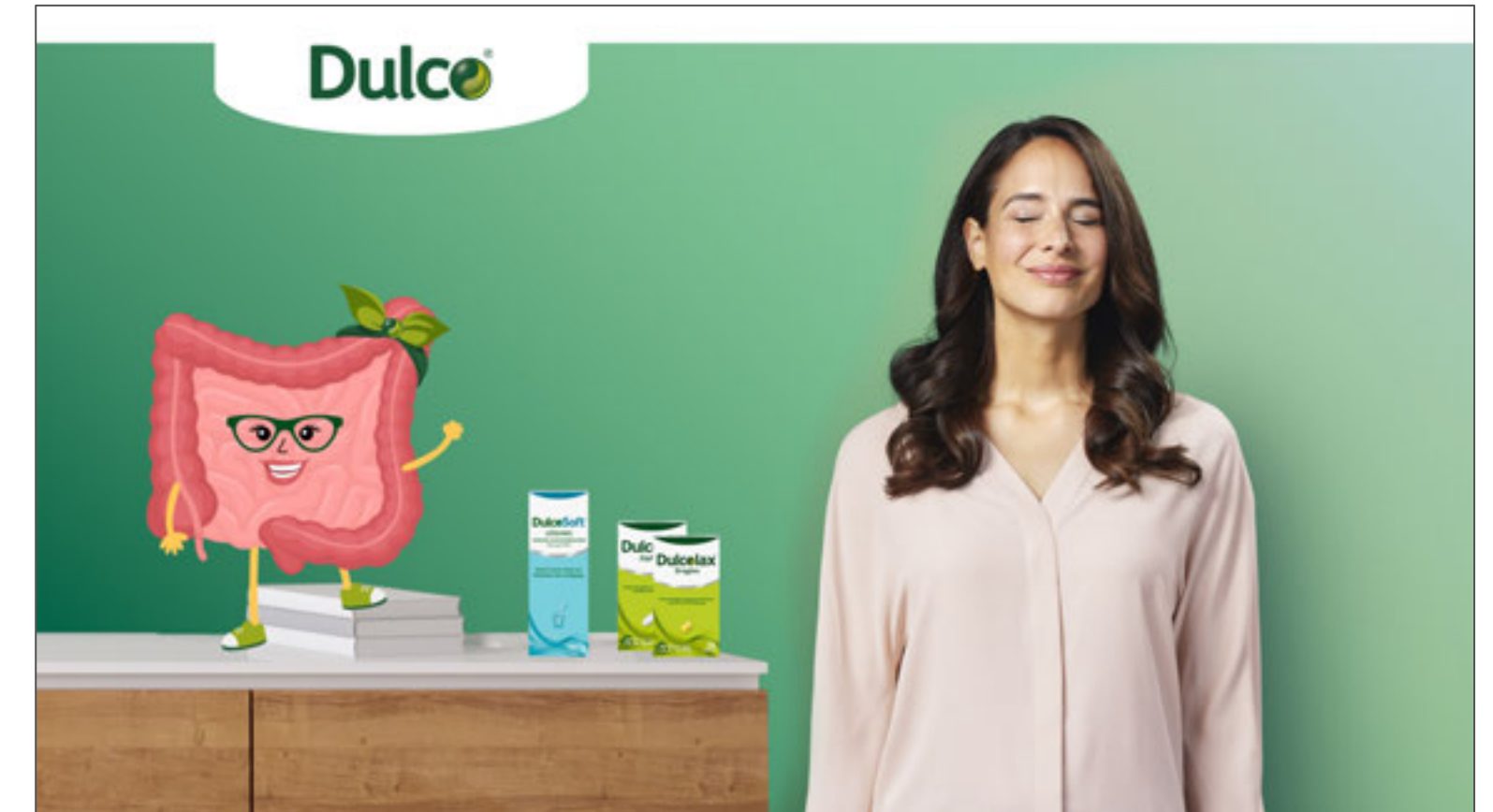
Close up on Sophia. Logo flag is down with "GUT CHECK" on it. She speaks at camera in a friendly knowledgeable way.

SOPHIA: Not feeling like yourself?



Logo flag text changes to "RANGE OF PRODUCTS" as we quick cut to Dulcolax packs in Sophia's hands with sunburst animation behind them. Text animates on "GENTLY NUDGE" over DulcoSoft and "ACTIVATE GUT" over core products.

SOPHIA VO: Dulco has a range of products to gently nudge or activate your bowels for relief.



Cut to see WOMAN sighing with a relieved face. Packs are on the table next to Sophia. Sophia puts one foot on the books and raises her arm in triumph with a smile.

WOMAN: Ahhh.



Quick cut to end card with LOGO and tag.

Thank You!