



the **insiders**



Welcome to The Insiders' Andrex® campaign.

You are one of the lucky 6000 Insiders that have been chosen to try Andrex® Gentle Clean Toilet Tissue.

Andrex® wants you and your family to feel the confidence and clean that only Andrex® can give you. Fragrance-free and dermatologically tested, Andrex® Gentle Clean Toilet Tissue is kind and gentle on your skin. Plus, each roll is uniquely Andrex®, with the loveable Andrex® puppy embossed on every sheet.

The true feeling of clean

Andrex® believes clean is more than just being clean – clean is a feeling. Andrex® wants you to be the very best version of yourself every day, feeling complete confidence in everything you do, feeling fresh in every moment, every day - that's why there's a perfect range of products to suit you and your families' individual needs.

This campaign guide contains all the information about Andrex® Gentle Clean Toilet Tissue that you'll need, as well as what we expect of you, the Insider, for this campaign.

Clean is a feeling. Clean is 

What's in your pack?



Andrex

Once your pack arrives the campaign can really start!
In your pack from The Insiders, you should have:

For you

3x 4-Roll Packs of Andrex® Gentle Clean Toilet Tissue
1x toy Andrex® puppy toy

For your family and friends

3x 4-Roll Packs of Andrex® Gentle Clean Toilet Tissue

With packs in hands, it's time to have fun and spread the word!
To kick start the campaign, share your unboxing pictures with us: post on our Facebook page
and on the campaign's Photocorner!

TIP: take a picture of you or the family with the pack content!



What we expect from you!

In this campaign you'll be able to use the toilet tissue exactly how you normally would, but with the added confidence that you and your family's skin is being gently cared for by Andrex® Gentle Clean. As you start experiencing the product, here is what we expect from you during the campaign:

- Share Andrex® Gentle Clean Toilet Tissue in person by giving away the extra packs to friends or family.
- Comment on the campaign blog and don't forget to also upload pictures to the campaign's Photocorner!
- Share your thoughts on Social Media using the campaign hashtags [#Andrex_TheInsiders](#), [#TheInsidersUK](#) and tag [@andrexuk](#). And remember to share your family activities on social media too!
- Leave your My Testimonial on the campaign page to let others know your opinion on Andrex® Gentle Clean Toilet Tissue. We'll inform you via email when it's time to write it.
- Tell us all about your experience by reporting your face to face conversations about Andrex® Gentle Clean on the campaign's Report tab. We'll also send you an email when it's time!
- Submit the end survey that will be sent out towards the end of the campaign.

Competition Time

How about winning the one year's supply of Andrex® Gentle Clean products prize?
That would be fantastic, right?
Below we explain what you need to do to have a chance to win!

The Andrex logo is displayed in white text on a dark blue oval background. The word "Andrex" is in a bold, sans-serif font, with "MADE IN THE UK" in smaller text above the "x".

1) Learn a new skill along with your family members

Andrex® believes there's nothing more important than spending time together with family, being able to create moments of connection, meaningful and fun memories, confidence and positive behaviour. And with this campaign we want to incentivise these moments!

As part of the trial, we invite you to "Learn a new Skill" with your family members and share the evolution of this apprenticeship throughout the campaign. Here are some ideas to inspire you:

- Practice Yoga or learn a new dance style (Why not try family yoga!)
- Bake a first cake together (or cookies, or omelette – show us the eggs cracking)
- Start learning a new language oui oui or even a musical instrument (maybe your family could be the next Jonas brothers or even the new Oasis)
- Paint or draw a family portrait or build a craft project each week (tip: save the cardboard tube from your toilet rolls for the craftwork!)

Share your challenge experience and skill evolution by taking pictures/videos and posting them on our Photocorner and Social Media. Don't forget to use the campaign's hashtags so that we can see your posts [#Andrex_TheInsiders](#), [#TheInsidersUK](#) - and tag [@#AndrexArtsAndCrafts](#)

This is the most important task in this competition – after all, this campaign is about connecting, building confidence and enjoying great moments together!

2) Complete all the campaign's regular tasks:

- Submit photos to the Photocorner
- Contribute on the campaign Blog
- Report your conversations
- Post your My Testimonial
- Complete your End Survey

And there's more: we'll have 250 runners-up winning an Andrex® tote bag!
Don't worry about remembering all of this – we'll remind you about everything in our emails, and will announce the winners at the end of the campaign.



More about Andrex®



Committed to You

Andrex® is one of the most well-known trusted, household brands in the UK supplying toilet tissue to British families for over 75 years. Andrex® wants to help families feel clean and confident and because we understand exactly how important your family's healthy skin is, Andrex® is recognised by the British Skin Foundation.

Committed to a greener pawprint

Andrex® is committed to improving the sustainability of its products and packaging, forming its Andrex® Greener Paw Print initiative.

Andrex® is proud to be tackling some of the biggest environmental issues by constantly improving the sustainability of their products, packaging and processes. As part of this vision, Andrex® will continue to work with innovation teams and partners to look at ways to provide the same great quality products but in more sustainable and eco-friendly ways.

Just one example of their environment commitment: last summer, Andrex® launched new packaging for its toilet tissue range, made from 30% recycled plastic packaging – saving over 480 tonnes of virgin plastic per year. By 2023, Andrex® is targeting to have at least 50% recycled plastic across all its packaging and will continue to look for more sustainable alternatives that reduce the brands environmental footprint, without compromising on quality.



100% recyclable

All our packaging is 100% recyclable



32.5% less water

Our UK mills have reduced water usage by 32.5% vs 2005 (the equivalent of 768 Olympic size swimming pools)



Ethical

Ranked one of the 'World's Most Ethical Companies' three years running.



Lanfill free

UK manufacturing sites are landfill free



Sustainably sourced fibre

Our fibre for tissue manufacture is 100% FSC certified. We have also been awarded the highest rating of 3 Trees on the latest WWF UK Timber Scorecard



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