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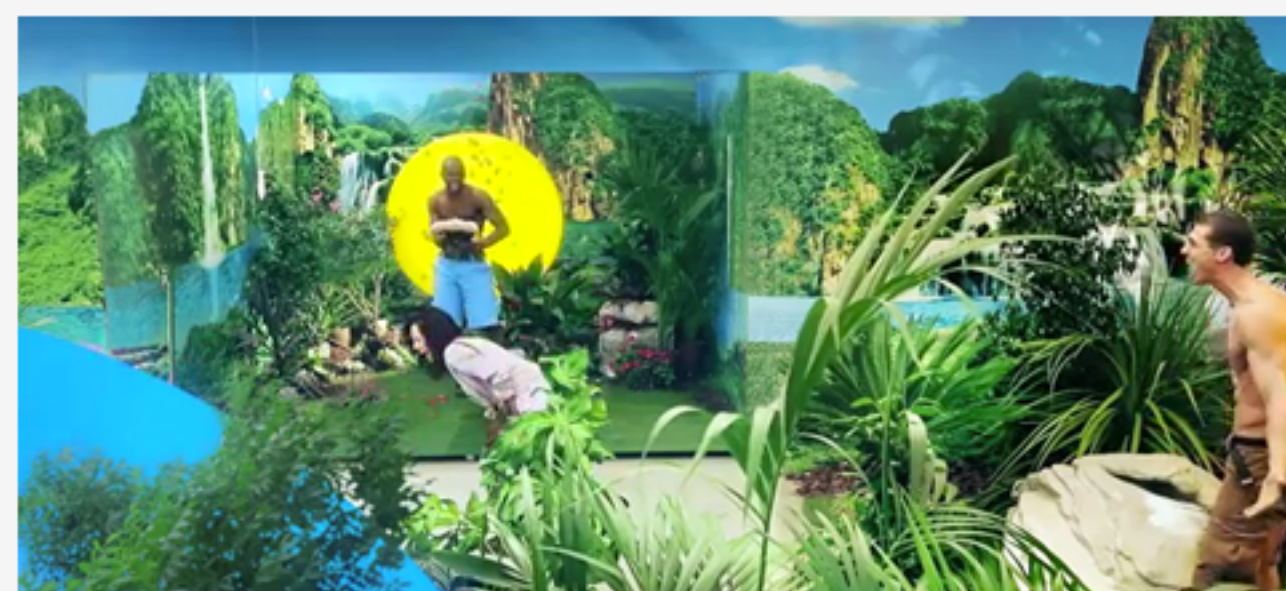
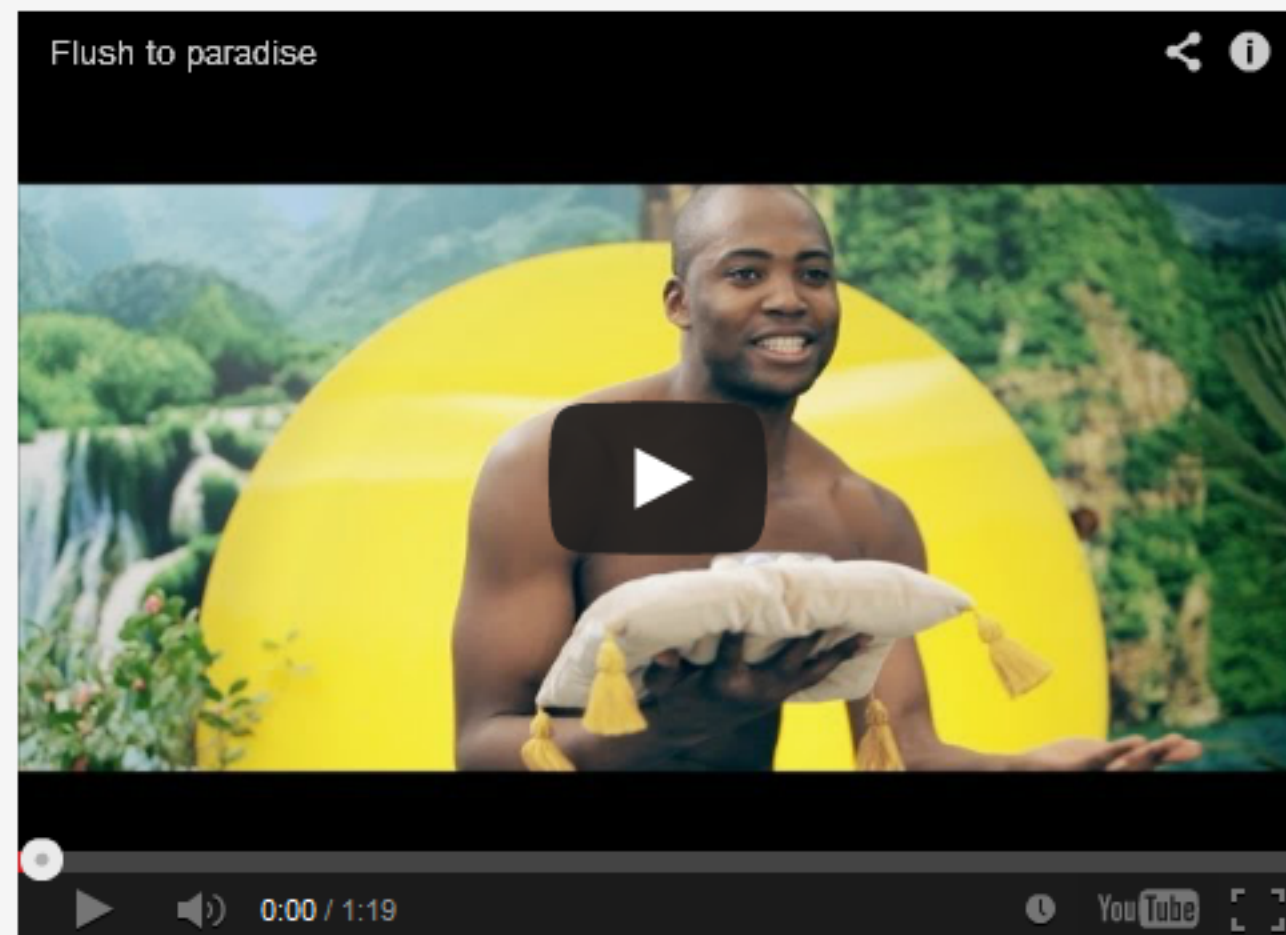
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The Most Elaborate Guerrilla Stunt for a Toilet Product that We've Seen

March 6th, 2014 / [Comments \(0\)](#)

The planning process that had to have gone into this elaborate guerrilla stunt must of been quite intense. To market [Henkel](#), toilet bead scents that release their aroma when the toilet is flushed, they partnered with ad agency [Shackleton](#) who created a stunt in which women were literally transported to a "tropical paradise" when they flushed.

"Flush to Paradise" Henkel - Shackleton



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