

THE UNOFFICIAL MAYOR™ x DULCOLAX:

A VIRAL COSTCO MOMENT

DULCOLAX GOT THE UNOFFICIAL MAYOR™ SEAL OF APPROVAL AT COSTCO. TOGETHER, THEY REACHED 13.27 MILLION VIEWS.

APPROX.	ORIGINAL STORY	FACEBOOK EXECUTIONS
13.27M	**1**	**2**
REPORTED VIEWS ACROSS META	BUILT FOR THE UNOFFICIAL MAYOR'S COSTCO FORMAT	PAID DISTRIBUTION

THE BACKSTORY

Scott Griffin, the Unofficial Mayor™ of Costco, has such a love for the products they sell that he'd purchased the product before the campaign ever came across his desk.

Dulcolax entered the world Scott's audience already knows: The Unofficial Mayor™ in a Costco aisle, looking closely at something most shoppers pass without a second thought. Scott built the creative around that familiar setting and his own experience with the product. The Mayor has many fabulous travel stories, and Dulcolax fit in perfectly and authentically with that perspective.

The brand had a strong response to Scott's creative brief. The resulting agreement included an Instagram Reel, TikTok cross-post, three-frame Instagram Story set, and 60-day usage and advertising rights.

THE RESULTS: REEL VIEWS

DulcoLax

Instagram Reel

6,672,544 Views

Facebook Advertising Execution #1

Approximately 3.7M

Facebook Advertising Execution #2

Approximately 2.9M

Combined Reported Total

Approximately 13.27M

Television host and creator Scott Griffin, aka The Unofficial Mayor™, is America's everyday tastemaker. He turns everyday shopping into a community of like-minded people who cherish the little things that make life delicious.

The Unofficial Mayor™ runs five recurring franchises and viewers across all 50 states and four countries. Single integrations are available upon request. Annual partnerships are limited to two brands a year.

Contact us to learn more at
partnerships@theunofficialmayor.com



"As the Unofficial Mayor™, it's my civic duty to partner with brands and products that I use and trust. In the case of Dulcolax, it was such a perfect collaboration, and I was so thrilled with the way it resonated with my constituents and the millions beyond."

SCOTT GRIFFIN
THE UNOFFICIAL MAYOR

THE UNOFFICIAL MAYOR™ is an independent media brand and is not affiliated with, endorsed by, or sponsored by Costco Wholesale Corporation. The Dulcolax placement was disclosed as a paid partnership using #DulcolaxPartner and Instagram's paid partnership label. Performance figures reflect reported placement-level delivery across one Instagram Reel and two Facebook advertising executions. The combined total does not represent unique viewers.