Building a Brand Men Trust With Every Man Jack

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In this episode of The Speed of Culture podcast, Suzy founder and host Matt Britton interviews Gerry Chesser, CEO of men's personal care brand Every Man Jack.

Chesser shares insights from his extensive career in CPG, focusing on the evolution of men's personal care and how Every Man Jack stays ahead in a competitive market.

As men's grooming routines have become more sophisticated, Every Man Jack has championed the use of natural and plant-based ingredients.

"The ethos and the purpose of Every Man Jack is to inspire men to take care of themselves and connect to the world around them," Chesser says on the podcast. "We use things like social platforms and our ambassador programs to do just that, to inspire men. And it's not about having necessarily a celebrity or somebody who's an A-lister, it's about a lifestyle they can relate to."

Chesser brings over 30 years of experience in the CPG industry, with a strong focus on entrepreneurial and

challenger brands. Before joining Every Man Jack, he held significant roles in operations and management across various health and wellness companies, including Olly.

Under his leadership, Every Man Jack has expanded its market presence and embraced a consumer-centric approach that resonates with today’s health-conscious men.

Listen to Gerry Chesser on The Speed of Culture podcast to explore how Every Man Jack is redefining men’s personal care through innovation, partnerships, and consumer insights.

Key takeaways:

03:33-04:56 Aligning with Consumer Shifts – Since younger consumers, like Gen Z and Millennials, increasingly prioritize natural and sustainable products, Every Man Jack’s early focus on these values set the brand up for success. Gerry points out that the brand’s significant growth in the last five years is closely tied to the rising demand for transparency in product ingredients. By staying true to its commitment to better-for-you, health-conscious, and environmentally friendly products, Every Man Jack carved out a strong position in the market.

00:03:33 Mastering the Male Market – Every Man Jack excels in targeting men by understanding their unique approach to personal care. Gerry explains that men often prioritize function and simplicity, preferring a straightforward shopping experience. The brand’s no-nonsense voice and humorous, relatable content have proven effective in engaging this audience. By leveraging humor and entertainment, Every Man Jack creates marketing campaigns that make personal care approachable and enjoyable. Crafting messaging and products that align with the distinct preferences and behaviors of a specific target market fosters deeper connections and lasting loyalty.

05:25-06:33 Omnichannel Strategy – Meeting consumers wherever

they are is crucial—be it in physical retail stores, online marketplaces, or direct-to-consumer (DTC) channels. Every Man Jack's presence in over 700 Target stores, as well as its strong online footprint, ensures that the brand is visible and accessible throughout the consumer's shopping journey. This approach has helped the brand compete against private labels and established CPG giants. By maintaining a consistent brand message and visual identity across all platforms, Every Man Jack ensures maximum reach and that consumers have a cohesive experience at every point of their purchasing journey.

08:47-09:57 Leveraging Lifestyle Marketing – Every Man Jack uses lifestyle marketing to connect with its audience, particularly through partnerships with ambassadors such as professional surfers and skiers. These ambassadors embody the brand's outdoor and better-for-you ethos, creating authentic connections with consumers. This approach not only inspires men to take care of themselves but also reinforces the brand's identity. Consider leveraging lifestyle marketing by partnering with ambassadors who genuinely reflect brand values, fostering deeper connections and authenticity.

10:58-12:28 Engaging Gen Z on Social Media – Every Man Jack has had impressive growth on TikTok, becoming one of the fastest-growing men's grooming brands. Gerry attributes this success to a test-and-learn approach, which involved experimenting with different types of content to see what resonated with their audience. For instance, they found that humorous content was particularly effective in engaging Gen Z, leading to higher levels of interaction and brand visibility on the platform. By understanding that men engage more with entertaining content rather than purely educational material, Every Man Jack tailored its TikTok strategy to match this preference. Adopting a flexible, test-and-learn approach on social media allows brands to refine their content to better resonate with their audience.

14:22-15:55 Continuous Innovation – Innovation is key to

maintaining relevance in the men’s grooming industry, and the brand continues to innovate within its core categories, such as fragrance and product forms, to meet the changing needs of consumers. For example, Every Man Jack has expanded its product offerings to include more sophisticated fragrances that appeal to younger men looking for unique and descriptive scents, moving beyond the traditional woody notes. Additionally, the brand has explored new product formats, like whole body deodorants, to stay ahead of market trends.

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