EXCLUSIVE: Manscaped Will Air Its First Super Bowl Commercial

Men’s grooming brand Manscaped will air a commercial during Super Bowl LX, the company confirmed to ADWEEK, marking its first appearance in the Big Game and its largest national marketing effort to date.

“We are moving forward with a Super Bowl spot, though the exact airing time is still being finalized,” said communication director Christina Wright.

The company is working with ADWEEK’s 2024 Small Agency of the Year Quality Meats to create the spot, according to Wright. The two parties have “a general concept” for the ad but are still ironing out final details, including when the spot will run.

The confirmation follows earlier reporting from ADWEEK in October that Manscaped had launched a creative review and was weighing whether to take the leap into the Super Bowl. At the time, the company was fielding pitches from both external agencies and its internal team.

Founded in 2016, Manscaped rose to prominence with its signature body-hair trimmer before expanding into grooming and lifestyle products.

The brand has built its identity around irreverent, tongue-in-cheek marketing, most recently with its campaign “The Boys,” developed with Pereira O’Dell, which used visual metaphor and wry humor to address the perils of “untamed” hair. Pete

Davidson, a longtime Manscaped partner, also appeared in the campaign.

While grooming brands including Gillette and Dr. Squatch have found Super Bowl audiences receptive in recent years, Manscaped’s debut on the national stage signals a new level of ambition. Creative details remain under wraps, but the company is positioning the buy as a major moment in its evolution.

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