

Jim Gaffigan, Bill Burr, and Sebastian Maniscalco Are Hularious in Hulu Campaign

Jim Gaffigan, Bill Burr, and Sebastian Maniscalco are getting more Hularious.

Today, Disney streaming platform Hulu is launching a new campaign for its stand-up brand, Hularious, recruiting Gaffigan, Burr, and Maniscalco to help. Hulu's comedy brand features one comedian on the streamer each month, and the creative showcases the specials viewers can expect ahead.

The campaign, which starts days ahead of the March 14 premiere of Burr's Hulu special, "Drop Dead Years," includes new out-of-home ads placed near comedy venues in L.A., New York, and Chicago; social media placements; influencer partnerships; digital banners; bus takeovers; and dedicated billboards and posters at locations like Walt Disney World, Disneyland Resort, and in Times Square.

In addition, the comedians got together for a 45-second spot, "Meet Up," which was shot and produced in-house. In the video, Gaffigan pitches Burr and Maniscalco on the brand—also bringing in a "Hularious" mascot friend to seal the deal.

Gaffigan helped kick off Hularious in 2024, with his recent special, *The Skinny*, premiering last November on the platform. As such, the comedian was instrumental in the first phase of the Hularious brand launch, as well as the new creative executions.

According to Aaron Goldman, evp, creative marketing, Disney Entertainment Television, Gaffigan (who has a history in advertising) came up with the concept for the spot and was a

“great partner in bringing Bill Burr and Sebastian Maniscalco together for the campaign.”

“It was a total partnership from the beginning. Jim wrote the script and collaborated with Ryan Brasno [svp, creative marketing, Hulu] and Jonny Mazur [executive creative director, brand marketing, Hulu] on our team to bring it to life,” Goldman said. “I should note that the three comedians also improvised and riffed, which added some hilarious beats that ended up in the creative.”

Example of bus art for Hilarious campaign.*Hulu*

Goldman noted that, in addition to the full spot, there will be shorter pieces rolling out on social, and the company included several creative details to keep viewers interested.

“We also made a custom Hularious song, which is featured in the spot,” Goldman said. “Based on Duran Duran’s ‘Notorious,’ we changed the lyrics to ‘Hularious’ and hopefully created a song that you can’t get out of your head.”

Keeping it Hularious

Following Burr’s Hulu special in March, future specials are on the way from Jessica Kirson (April), Ralph Barbosa (Aug.), and Maniscalco (Nov.), to name a few. The stand-up specials are available domestically on Hulu and Hulu on Disney+ for bundle subscribers. Plus, the specials stream on Disney+ internationally.

In addition, Goldman said the Hularious (and faceless) mascot from the commercial was designed by Bill Dawson, senior designer, Hulu Creative, and it will be showing up in more places in the future—as long as it’s not casual Friday at the Hulu anyway...

“We are looking at using the Hulu mascot as a connective thread for future Hularious campaigns. In the meantime, we take turns wearing it to the office,” Goldman said.

Example of digital and billboard placement for Hularious campaign.*Hulu*

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