Pete Davidson is Spoken For Again—But This Time, By Verizon

Move over Reformation—Verizon and Pete Davidson have gotten serious.

The telco brand enlisted the actor and comedian for two spots announcing its new three-year price lock guarantee program.

The program promises that myPlan and myHome network plan consumers will have the same monthly bill price for calling, data, and texting. New and existing myPlan holders can also receive a free phone when they trade in a phone in any condition from Apple, Google, or Samsung, and myHome consumers can receive a home internet router at no additional cost.

The two spots, created by Ogilvy New York, show Davidson quipping about his new commitment to Verizon, despite being "not really big into committing to things." (See: his extensive dating history.)

"I usually stop binging the show halfway through the first episode. I mean, remember when my hair was blonde for like two seconds?" he jokes in one of the spots.

"Today, marks the next strategic step of the consumer business transformation journey that began two years ago," said Verizon chairman and CEO Hans Vestberg. "By offering unprecedented value and predictability across both mobile and home, we are establishing the new industry standard for a long-term customer relationship, supporting our path to improved retention, sustainable revenue growth, and long-term shareholder value."

The campaign launched today across broadcast networks and programming including the men’s and women’s NCAA March Madness tournaments, NHL, and Premiere League games. It also can be seen across morning and evening news and during primetime entertainment, with additional online video, digital, paid social, and creator marketing support.

A brand boyfriend

This is not the first time a brand has leveraged Davidson’s dating persona for its marketing.

In February, fashion brand Reformation hard launched its partnership with the former Saturday Night Live (SNL) comedian as “the perfect boyfriend.”

The pair launched an “Official Boyfriend” and “Official Girlfriend” collection of sweatshirts and boxers in time for Valentine’s Day, supported by a spot starring Davidson.

“You’ve seen regular boyfriends on shopping trips—uninspired, bored, playing chess on their phone. Our boyfriend is different. He supports your decisions. He’s invested in your happiness. He notices the difference between the Val Mid-Rise Jeans and the Abby Low-Rise Jeans,” Reformation said in a statement.

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