

Squarespace Will Make Its Super Bowl Comeback With Sixth Big Game Ad

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After sitting out the Super Bowl last year and opting to launch a major, Spike Jonze-directed marketing effort before the Patriots vs. Rams showdown instead, Squarespace is returning to the Big Game with its sixth Super Bowl advertisement.

The New York-based company, an all-in-one solutions platform for website building and hosting, is running a 30-second spot developed and executed in-house during Super Bowl 2020. The ad will air on Fox between the first and second quarters of the highly anticipated game on Sunday, Feb. 2.

Squarespace made its Super Bowl debut in 2014 and has been a regular Big Game advertiser in the years since until 2019's timeout. Both the company's in-game ads and general campaigns have typically relied on star power, featuring familiar faces like Keanu Reeves, Jeff Bridges, Idris Elba, John Malkovich, comedy duo Key & Peele and Oscar the Grouch.

The Super Bowl 2017 ad that starred actor, producer and fashion designer Malkovich was actually based on a true story. After Squarespace found out that Malkovich wanted to get into fashion but couldn't claim the domain JohnMalkovich.com because somebody else owns it, the team jumped on the opportunity to create a spot that was authentic and captivating. It went on to win an Emmy Award for Outstanding Commercial.

Full details of the creative concept and talent behind Squarespace's Super Bowl 2020 campaign will be shared later this month.

<https://www.adweek.com/brand-marketing/squarespace-comeback-super-bowl-2020-big-game-ad/>