

Competitor creative snapshot

Men's grooming & body care - Duke Cannon - Every Man Jack - Bravo Sierra - Lume
120 live Meta ads, captured 12 September 2026

Brand	Live ads	Video / image / dynamic	Longest live	Live 30+ days	Launched in last 7 days
Duke Cannon	30	10 / 9 / 11	134 days	13	1
Every Man Jack	30	3 / 9 / 18	23 days	0	5
Bravo Sierra	30	22 / 1 / 7	105 days	5	13
Lume	30	8 / 5 / 17	98 days	8	2

What stands out

Two opposite approaches to creative age. Duke Cannon and Bravo Sierra keep proven creatives running for months and relaunch them as fresh ads. Every Man Jack has replaced its entire account inside three weeks: nothing it is running is older than 23 days.

Relaunching the same creative is the clearest scaling signal available from outside. Duke Cannon runs three separate concepts as three live copies each: the Father's Day creator video (105 days, 3 ads), the "179 frames on a steamy shower door" video (102-101 days, 3 ads) and the Jeep partnership video (78 days, 3 ads). Brands rarely keep relaunching a creative that isn't earning its spend.

Three seasonal pushes are live at once. Duke Cannon's Pumpkin Spice Latte soap is 16 of its 30 ads, all launched in the last month. Bravo Sierra's Vanilla Hide fragrance launch is 15 of 30, with 13 launched in the last week. Lume's Seasonal Edit is 8 of 30, all in the last 10 days.

What each brand leads with differs sharply. Lume leads with the discount: 14 of 30 ads open with "Save over 30% + 2 FREE Items". Bravo Sierra leads with product claims and awards. Duke Cannon leads with humour and partnerships. Every Man Jack leads with a single functional promise, repeated: 25 of its 30 ads carry the same "Odor Protection That Won't Clock Out" headline.

How to read this

"Days live" is how long an ad has been running without being switched off. It is a useful outside proxy, since brands keep paying for ads that work, but a low-spend evergreen or retargeting ad can also run for months. That is why this report also groups ads that reuse the same creative or headline: several live copies of one creative usually mean it is being actively scaled, not just left on.

What this report cannot show is spend. Meta does not publish it for most ads; see "About this report" at the end.

Duke Cannon

30 live ads - 10 video, 9 image, 11 dynamic - longest 134 days - 13 live 30+ days

What stands out

The most patient account in the set. Its longest-running ad, a Jeep partnership, has been live 134 days, and 13 of 30 ads have run a month or more.

It is also the only brand here that visibly relaunches winners. Three concepts each run as three separate live ads: the Father's Day creator video, the "179 frames on a steamy shower door" video, and the Jeep mess-cleanup video.

Against that steady base sits a sharp seasonal spike: 16 of 30 ads push Pumpkin Spice Latte soap, none older than 29 days. Retail gets its own creative too, with a Costco four-pack video.

Live ads by product or campaign

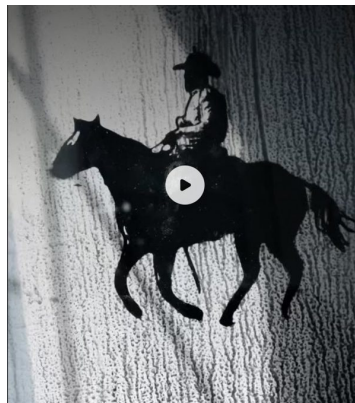
Product / campaign	Ads	Formats	Days live
Pumpkin Spice Latte soap	16	9 dynamic, 7 image	29-7
Jeep partnership	6	3 video, 2 image, 1 dynamic	134-78
Father's Day creator video	3	3 video	105
"179 frames" shower video	3	3 video	102-101
Shower-game range ads	2	2 image	80, 72
20% off essentials, Costco 4-pack	2	1 dynamic, 1 video	24, 18

Dynamic ads have no fixed image or video (see "About this report"), so they appear in the table but not below.

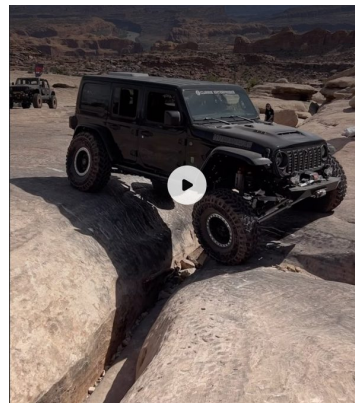
Selected creatives



Father's Day creator video
Video - 3 live ads, all 105 days



"179 frames on a shower door"
Video - 3 live ads: 102, 102, 101 days



Jeep partnership
Video - 3 live ads, all 78 days



Jeep collab announcement
Image - 99 days



Pumpkin Spice Latte soap
Image - 27 days, 1 of 16 seasonal ads

Every Man Jack

30 live ads - 3 video, 9 image, 18 dynamic - longest 23 days - nothing live 30+ days

What stands out

A complete account refresh. Every live ad launched in the last 23 days, and five in the last week. Whatever ran before mid-August has been switched off.

One message carries almost the whole account: 25 of 30 ads use the headline "Odor Protection That Won't Clock Out", all for deodorant. Body wash gets a single ad.

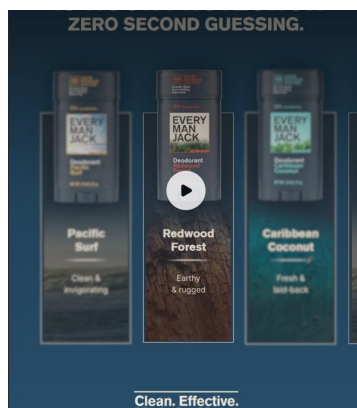
The format mix is unusual: 18 of 30 are dynamic ads, but the most recent wave is static product imagery built around the same three scents. An athlete partnership runs across five ads.

Live ads by product or campaign

Product / campaign	Ads	Formats	Days live
Deodorant - "Odor Protection"	25	15 dynamic, 8 image, 2 video	23-new
Athlete partnership	5	3 dynamic, 2 image	23-new
"For Men Who Put in the Work"	2	2 dynamic	23
Body wash	1	1 image	23

Dynamic ads have no fixed image or video (see "About this report"), so they appear in the table but not below.

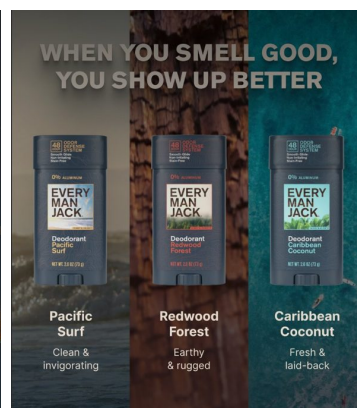
Selected creatives



48-hour protection, three scents
Video - 23 days



Body wash range
Image - 23 days, the only body-wash ad



"No more midday odor checks"
Image - 6 days



"One application, 48h confidence"
Image - 4 days

Bravo Sierra

30 live ads - 22 video, 1 image, 7 dynamic - longest 105 days - 13 launched in the last 7 days

What stands out

The most video-led account here by a wide margin: 22 of 30 ads are video, against 3 for Every Man Jack.

The account splits cleanly in two. A stable base of body wash and deodorant runs from 105 days down to 17, including one body-wash video live as separate ads at 105 and 99 days. On top of it sits a fragrance launch, Vanilla Hide, which is 15 of 30 ads with 13 launched in the last week.

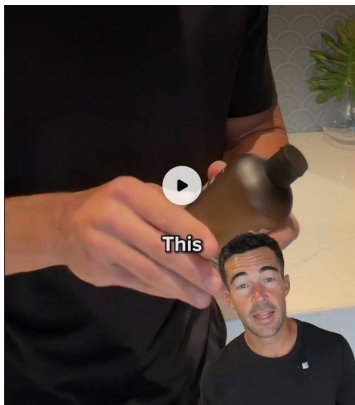
The launch leans hard on one proof point: an Esquire award is the headline in 8 separate ads. Several of the launch ads are creator posts tagged as partnerships.

Live ads by product or campaign

Product / campaign	Ads	Formats	Days live
Vanilla Hide fragrance launch	15	12 video, 2 dynamic, 1 image	11-7
Body wash	8	7 video, 1 dynamic	105-17
Deodorant	4	3 video, 1 dynamic	105-17
Body fragrance (earlier range)	3	3 video	22-19

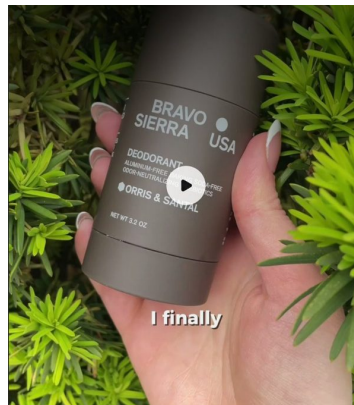
Dynamic ads have no fixed image or video (see "About this report"), so they appear in the table but not below.

Selected creatives



Body wash

Video - live as 2 ads: 105 and 99 days



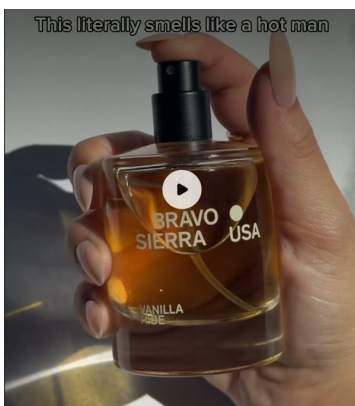
Aluminium-free deodorant

Video - 2 live ads, both 17 days



Vanilla Hide

Image - 10 days



Esquire award as the headline

Video - 8 ads use this claim, 7 days

Lume

30 live ads - 8 video, 5 image, 17 dynamic - longest 98 days - 8 live 30+ days

What stands out

The only account in the set that leads with price rather than product. 14 of 30 ads open with "Save over 30% + 2 FREE Items", and the longest-running ad, at 98 days, is one of them.

A quiz funnel runs alongside it: four ads offering up to 30% off through a product-match quiz, live between 42 and 24 days. That is a different acquisition mechanic to anything else in this set.

The newest activity is a Seasonal Edit of three limited-edition scents, 8 ads launched in the last 10 days. Worth noting for comparison: this account targets a largely female audience, so its creative style is not directly transferable to a men's brand, but its offer structure is.

Live ads by product or campaign

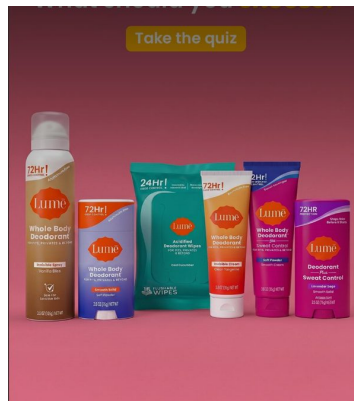
Product / campaign	Ads	Formats	Days live
"Save over 30% + 2 FREE Items"	14	10 dynamic, 3 video, 1 image	98-2
Seasonal Edit (limited scents)	8	4 dynamic, 2 image, 2 video	10-3
Quiz funnel	4	3 dynamic, 1 image	42-24
Product education (creator-led)	3	3 video	15-9
Cream stick deodorant	1	1 dynamic	36

Dynamic ads have no fixed image or video (see "About this report"), so they appear in the table but not below.

Selected creatives



"Back in stock", offer-led
Image - 98 days, longest-running ad



Quiz funnel
Image - 24 days, 1 of 4 quiz ads



Seasonal Edit, Cashmere Vanilla
Image - 8 days



Seasonal Edit, Spiced Sandalwood
Image - 8 days

About this report

Source. Live ads from the Meta Ad Library (Facebook and Instagram), captured on 12 September 2026. "Days live" counts from each ad's start date. Groupings by product, campaign and repeated creative were compiled from each ad's creative, headline and copy.

Dynamic ads. Meta DPA/DCO ads often have no fixed video or image creative: the product shot is assembled at delivery time. They are counted and grouped here by headline and copy, but have no thumbnail to show.

Coverage. Each brand's set is capped at 30 ads, so for the largest advertisers these counts are a minimum rather than a complete picture. Meta ads only.

Spend. Not shown. Meta only publishes ad-spend and reach data for ads served in the EU/EEA and UK, so for ads that run only in other markets, including US-only ads, spend cannot be known and is not estimated here.

Method. The underlying ad data is pulled automatically. The grouping, counts and written commentary in this report were compiled by hand.