

John Malkovich Fights For His Domain in Squarespace Super Bowl LI Spot

For more information: www.squarespace.com

NEW YORK, NY – January 25, 2017 – Squarespace, the leading all-in-one web publishing tools company, today revealed the creative direction of its fourth-ever Super Bowl campaign. The newly released director’s cut of the pre-game spot follows John Malkovich as he attempts to register a domain with Squarespace and set up a website for his new fashion brand. For the big game, Squarespace will be airing a 30-second in-game spot and a 60-second pre-game spot which encourage viewers everywhere to get their domain before it’s gone.

“Squarespace was founded to help people carve out their own piece of the web and build something that truly represents who they are,” said Squarespace Founder and CEO Anthony Casalena. “We’ve always wanted Squarespace to be a single stop destination for everything you need to establish your own home online, and for many people, that starts with their domain name. By putting everything in one place, we can greatly simplify the experience of getting set up on the web. I hope John’s story encourages even more people to make their next move with Squarespace.”

While John Malkovich may be best known for his film work, he studied costume design and began his career in theater. He recently returned to his roots with the launch of his eponymous menswear collection available at www.JohnMalkovich.com, hosted by Squarespace.

“As I continue to establish my reputation as a designer, it’s incredibly important for me to have a professional online store that’s in my own name,” said John Malkovich. “I’m so pleased that an all-in-one solution like Squarespace exists so I can focus on building my fashion collection and leave the technical stuff to the experts.”

Squarespace worked with award-winning creative collective JohnXHannes New York to develop and produce the Super Bowl spots. The campaign was produced in conjunction with Smuggler and Flower Ave., directed by Miles Jay, with photography by Zach Gold.

Squarespace Domains, which starts at \$20/year, launched in April of 2016 and is a new entry point to the brand. Customers can now easily purchase a domain, create a website, build an online store, and connect to G Suite for a custom email all in one place with zero technical configuration. This is just the latest in Squarespace’s goal to become a one-stop shop for anyone creating a home online.

ABOUT SQUARESPACE

Squarespace makes beautiful products to help people with creative ideas succeed. By blending elegant design and sophisticated engineering, we empower millions of people — from individuals and local artists to entrepreneurs shaping the world’s most iconic businesses — to share their stories with the world. Squarespace’s team of more than 600 is headquartered in downtown New York City, with offices in Dublin and Portland. For more information, visit www.squarespace.com/about.

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