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I Need a Zevo! Fans Are Empowered to Trap Bugs Like a Hero in Zevo's New Super Bowl Campaign

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Zevo Helps Hosts Put Bugs in the Past so they can Focus on their Guests, Not the Pests



"I Need a Zevo Campaign," created by Cincinnati creative agency Curiosity [↓](#)

CINCINNATI--(BUSINESS WIRE)--Zevo, the leader in worry-free pest solutions, and the Official Bug Defense Partner of Super Bowl LX, is redefining the MVP by spotlighting you as the hero of your own home team in their "I Need a Zevo" campaign. Set to an iconic earworm, the new campaign created by Cincinnati creative agency Curiosity shows how just one bug pulls you out of the moment when you're getting ready to host at home. Just plug in Zevo's #1 Flying Insect Trap¹

for the only defense you need against pesky flying insects, eliminating uninvited pests 24/7, putting bugs in the past.

To show why you need Zevo to be Super Bowl ready, they partnered with NFL quarterback Trevor Lawrence and his wife, Marissa. "Whether on the field or cooking a meal, nobody wants distractions pulling them out of the moment," said Trevor Lawrence. "The last thing I want to worry about is a fly hovering over food we're planning to serve Shae," added Marissa Lawrence. "Zevo gives you the home field advantage against bugs so you can be the hero of your home and stay focused on your guests, not the pests."

For many hosts, the stress of even a single flying insect in the kitchen can take them out of the game. Whether it's fruit flies near the salsa or gnats around the chicken wings, these pests are more than a nuisance, they're a distraction from the game-time moments that matter. The "I Need a Zevo" campaign leans into the lighthearted triumph of eliminating these pests without the stress, odors, or mess of traditional methods, making you the hero of your home team humming "I Need a Zevo" long after the Big Game.

"We're debuting Zevo's first-ever Super Bowl campaign our own way," said Rob Reinerman, Vice President of Procter & Gamble Ventures, "strategically targeting markets where temperatures are higher and flying insects are top of mind for consumers year round. By debuting our "I Need a Zevo" campaign in the south first, we can help showcase our efficacy as the rest of the nation warms up, driving relevant conversations that will spread as the seasons change."

Zevo's Flying Insect Trap doesn't sit on the sidelines, it continuously attracts bugs 24/7 using blue & UV light to lure, trap and kill 99.9% of trapped bugs. Designed for the heart of the home, Zevo's sleek design fits into any kitchen, providing year-round protection for all of life's hosting moments. Zevo Flying Insect Trap is available for a retail price of \$19.99. To find a local retailer that carries our full product lineup, visit [Zevo's store locator](#). For more information, visit Zevo [online](#) or connect on [Facebook](#) and [Instagram](#).

About Zevo™

Launched in 2017, Zevo provides pest prevention products that kill bugs in and around your home in a different way. Part of Procter & Gamble, Zevo's suite of household insect sprays, plug-in trap systems, and On-Body products control crawling and flying insects, and are made to bother bugs, not your family. Zevo

products are available for purchase at all major retailers across the U.S. For more information, visit Zevo [online](#) or connect on [Facebook](#) and [Instagram](#).

About Procter & Gamble

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¹ Based on Nielsen sales data

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The logo for Zevo, featuring the word "zevo" in a bold, blue, lowercase sans-serif font. The letter "v" is stylized with a dot above it. A small "TM" trademark symbol is positioned to the upper right of the "o".

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