NEWS RELEASE

Wayfair Launches "Wayfair Delivers," a New Brand Platform Focused on the Moments That Matter Most at Home

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The platform debuts with a new brand campaign featuring professional quarterback Matthew Stafford and his family, alongside expanded football partnerships

BOSTON, Sept. 21, 2026 /PRNewswire/ -- Wayfair Inc. (NYSE: W), the destination for all things home, today unveiled "Wayfair Delivers," a new brand platform centered on how Wayfair delivers the quality, value, trusted experience and emotional moments that give customers confidence to create homes they love. To bring this campaign to life, Wayfair is partnering with championship-winning MVP quarterback Matthew Stafford and his family.

"Wayfair Delivers captures everything customers know and love about Wayfair, and why we've become the trusted destination for home," said Paul Toms, CMO of Wayfair. "Customers turn to us for the products and expertise to make their homes their own, along with the confidence that comes from knowing we'll be there throughout the journey. The platform brings together the work we've been doing across the customer experience and gives us a clear way to show what Wayfair delivers every day."

The campaign's debut ad, which airs tonight during Monday Night Football on ESPN and ABC, features Stafford alongside his wife, Kelly, and their four young daughters. The ad spot captures the beautiful chaos of everyday family life, showing how Wayfair helps the Staffords create a home that works for the moments their family actually lives — from the everyday to the unforgettable.

The new campaign brings the promise of the "Wayfair Delivers" platform to life through the moments that matter at

home. That promise is backed by tangible ways Wayfair earns customers' trust and delivers value, including **Wayfair Verified,** a curated selection of products hand-vetted for quality; **Wayfair Rewards**, which provides value with every purchase; and a proprietary logistics network designed to make delivery more seamless and dependable.

Wayfair's in-house creative team conceived and developed the creative with Paramount Media Labs, Paramount Advertising's full-service branded-content studio, serving as production partners to bring the work to life across broadcast, streaming and social.

A Deeper Investment in Football

The platform will extend beyond the campaign itself through culturally relevant moments, with an expanded presence in football throughout the season, bringing the brand closer to the family moments, traditions and everyday experiences that happen at home.

Wayfair is increasing its advertising investment across the networks airing football games to five times its previous spend. It is sponsoring and outfitting the set for CBS Sports' Sunday morning football pregame show, which streams on Paramount+, CBS Sports HQ and YouTube. Also, through its partnership with Bleacher Report, Wayfair is sponsoring B/R NFL Draft Live, which will air in April 2027.

Together, the campaign, customer experience and partnerships build a platform that is designed to evolve and grow with its customers as their families grow and change over time.

The Stafford ad will roll out across ABC, ESPN, CBS and NBC. You can view the ad **here**.

About Wayfair

Wayfair is the destination for all things home, and we make it easy to create a home that is just right for you. Whether you're looking for that perfect piece or redesigning your entire space, Wayfair offers quality finds for every style and budget, and a seamless experience from inspiration to installation.

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