



Mars Petcare and People magazine redefine masculinity with new Sexiest Cat Dad category

Mars Petcare's Temptations brand is teaming up with People magazine to introduce a Sexiest Cat Dad category in the annual Sexiest Man Alive Readers' Choice Poll. The initiative follows research showing that 63% of Americans think cat-owning men face unfair stereotypes, while two-thirds of Gen Z believe Cat Dads make better partners.

The campaign builds on Temptations' earlier collaboration with cultural figure Kordell Beckham. Readers can vote for their favorite Cat Dad in People's poll, with results revealed in the October 31st print issue and additional coverage in the November 7th Sexiest Man Alive edition.

TREND BITE

Masculinity markers have been shifting for years, with Millennials and Gen Z increasingly valuing emotional intelligence, nurturing behavior and vulnerability over stoic independence. Men who care for cats — animals historically associated with femininity — represent this cultural pivot toward softer

masculinity.

As younger generations push for broader definitions of what it means to be masculine, brands across categories have an opportunity to reframe traditionally "feminine" associations as universally appealing traits. What outdated stereotypes does your brand inadvertently reinforce, and how could challenging them unlock new market segments?