HexClad keeps its pan ads running for months; Our Place puts *chefs* first; Caraway sells the new coffee maker

> Three cookware rivals, 935 live Meta ads, 300 of them read. HexClad's top ads have run for months and 7 of its top 10 carry a deal `HexClad #1`. Our Place puts chefs on camera first `Our Place #1` `Our Place #2`. Caraway's #1 is a $350-off set `Caraway #1`, and its new coffee maker fills three of its top 10 `Caraway #8`.

Caraway
279 live ads · 74 creatives

Our Place
244 live ads · 91 creatives

HexClad
412 live ads · 67 creatives

Great Jones (you)
5 live ads · 5 creatives

26 Oct 2026
shown in the US, Meta's own order

THE SHORT VERSION

Each rival sells a different reason to buy, and HexClad keeps its ads running longest

Caraway

Live ads on Meta	279
Distinct creatives read	74
Video, of its top 10	50%
Carry a deal, of its top 10	20%

Our Place

Live ads on Meta	244
Distinct creatives read	91
Video, of its top 10	70%
Carry a deal, of its top 10	40%

HexClad

Live ads on Meta	412
Distinct creatives read	67
Video, of its top 10	50%
Carry a deal, of its top 10	70%

YOU

Great Jones

Live ads on Meta	5
Distinct creatives read	5
Video, of its top 5	40%
Carry a deal, of its top 5	60%

01 **HexClad keeps its winners on**

5 of HexClad's top 10 have run 90 days or more: the full set `HexClad #1`, "the last set of pans" `HexClad #2` and a creator's "100% worth the investment" `HexClad #3`. Caraway has 2 in its top 10 `Caraway #2` `Caraway #3`.

02 **Our Place leads with chefs**

40% of Our Place's top 10 put a chef on camera, from Sam Talbot `Our Place #1` to J. Kenji López-Alt's wok `Our Place #2`. All 91 of Our Place's creatives have run 1 to 4 weeks, so its order is an early read.

03 **Deals split the field**

70% of HexClad's top 10 carry a deal, from free shipping and returns `HexClad #1` to $300 off the set `HexClad #7`. Caraway saves its sales for a few loud ones: "This never happens." `Caraway #1` `Caraway #6`.

Creatives = distinct ads after folding copies (same words, same picture). Top 10 = a brand's 10 best-placed creatives in Meta's order. Each cite links to the ad in Meta's Ad Library. Great Jones runs 5 creatives, so its top 10 is all 5.

THE AD EACH RIVAL'S META ORDER PUTS FIRST

Their #1 ads: a $350-off card, chefs on a new pan, and HexClad's whole set

Caraway



Flexible video · running 61 days · A deal or a gift

> On screen: “This never happens.”

Deal: SAVE $350

A still price card run as a short video: "This never happens." over $350 off the 16-piece set, with each pan and the storage pieces laid out in a grid.

Our Place



Flexible video · running 13 days · Chefs cook with it

> “If you get easily intimidated by stainless steel, this is your pan. Hands down.”

Chefs named on screen talk up the Titanium Pro pan, starting with Sam Talbot (Top Chef finalist) on the line above, over close-ups of eggs and steak in the pan.

HexClad



Flexible · running 126 days · Built to last a lifetime

> “EVERYTHING YOU NEED IN ONE SET”

Deal: Free Shipping. 30-Day Returns.

A dark kitchen shot of the 12-piece set under "Everything you need in one set", with free shipping and 30-day returns. Live since June.

#1 = listed first in Meta's Ad Library for that brand's page, sorted by impressions, shown in the US, 26 Oct 2026. Meta publishes no counts. Quote = the first words heard, or the words on screen when marked so; a video not heard and with no words on screen is not quoted.

WHAT COMES NEXT IN EACH LINEUP

Below #1: Caraway's sales and coffee maker, Our Place's chefs and appliances, HexClad's sets and egg pan

Caraway

#2 to #7 of 74



On screen: “NEW Mixing Bowls & Strainers A…

Flexible video · 106d · S…

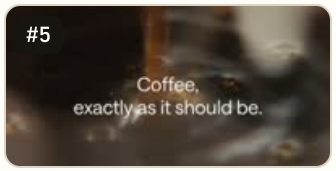


Catalog · 130d · Looks go…



“The gift they'll actually use”

Flexible · 61d · A deal o…



On screen: “Introducing The Coffee Maker by Caraway.”

Flexible video · 34d · So…



“10% Off EVERYTHING THIS NEVER HAPPENS”

Flexible · 10d · A deal o…



Catalog · 53d · Looks goo…

Our Place

#2 to #7 of 91



On screen: “My wok is back in stock!”

Video · 13d · Chefs cook …



“I'm Mike Bagale, three Michelin chef, and I've bee…

Flexible video · 13d · Ch…



On screen: “Stop boiling your pasta in a separate pot.”

Flexible video · 13d · On…



“I've tested a lot of rice cookers.”

Flexible video · 13d · Ch…



On screen: “The Most Versatile Pan in Your…

Flexible video · 13d · On…



“Takeout adds up.”

Image · 13d · One pan, ma…

HexClad

#2 to #7 of 67



On screen: “THE LAST SET OF PANS YOU’LL EVER…

Flexible video · 131d · B…



On screen: “In my opinion? 100% worth the…

Flexible video · 131d · B…



“HEXCLAD JAPANESE EGG PAN”

Image · 83d · Something n…



Catalog · 12d · A deal or…



Catalog · 12d · A deal or…



On screen: “GET THE 12-PIECE SET $999”

Flexible video · 131d · A…

Caraway: mixing bowls, a gift set, the coffee maker, "10% Off EVERYTHING". Our Place: Kenji López-Alt's wok, a pasta pan, the rice cooker, a griddle, an oven. HexClad: the 12-piece set, a Japanese egg pan, pot sets on sale.

ANGLES, SIDE BY SIDE

Our Place's top ads say chefs and versatility; Caraway's say looks and sales; HexClad's say built to last

Great Jones (you) is in the last column: 60% of your ads sell looks; none uses a chef, and none leads with a deal.

ANGLE	CARAWAY	OUR PLACE	HEXCLAD	GREAT JONES	TOP OR LONG-RUNNING EXAMPLES
Looks good in the kitchen The pans are shown as decor: colors, finishes and sets worth leaving on the stove.	**30%** all 16%	**10%** all 18%	0% all 15%	**60%** all 60%	Caraway #3 Caraway #7 Our Place #8
Built to last a lifetime The last pans you will buy: tough, lasting, worth the price.	0% all 15%	0% all 12%	**40%** all 30%	**40%** all 40%	HexClad #1 HexClad #2 Great Jones #1
A deal or a gift The ad leads with money off, a bundle saving or the pan as a gift.	**30%** all 11%	0% all 1%	**30%** all 25%	0% all 0%	Caraway #1 Caraway #4 HexClad #5
Something new, just launched A new product or a limited drop, introduced as new: a coffee maker, mixing bowls, an egg pan, a rice pot.	**20%** all 3%	**10%** all 1%	**30%** all 13%	0% all 0%	Caraway #2 Caraway #5 Our Place #10
One pan, many jobs One pan, appliance or storage set does the work of several, saving space and dishes.	0% all 11%	**40%** all 34%	0% all 6%	0% all 0%	Our Place #4 Our Place #6
Chefs cook with it A chef, often a famous one, uses or vouches for the pan.	0% all 1%	**40%** all 16%	0% all 9%	0% all 0%	Our Place #1 Our Place #2
No toxic coatings or plastic Cooking without forever chemicals, PFAS or plastic touching the food.	**20%** all 43%	0% all 18%	0% all 1%	0% all 0%	Caraway #8 Caraway #10 HexClad #38

Big number = share of that brand's top 10 creatives; "all" = share of every creative it runs. Angle = the reason the ad gives to stop and buy, sorted into one shared list across the brands. Great Jones runs 5 creatives, so its top 10 is all 5.

OFFERS, SIDE BY SIDE

HexClad carries a deal in 70% of its top 10; Caraway in 20%

Free shipping and returns is the common deal. Caraway and HexClad also run money off the full set.

Caraway

20% of top 10 carry a deal — **16%** of all 74

“SAVE $350”
#1 · Money off · 1 creative

“10% Off EVERYTHING”
#6 · Percent off · 1 creative

“10% OFF SITEWIDE”
#14 · Percent off · 1 creative

Sends people to: carawayhome.com 100%

Our Place

40% of top 10 carry a deal — **22%** of all 91

“Free Shipping”
#3 · Free shipping · 2 creatives

“Free shipping & returns”
#9 · Free shipping · 4 creatives

“Free shipping & returns, 100 day trial”
#11 · Free shipping · 5 creatives

Sends people to: fromourplace.com 90%, shopmy.us 9%

HexClad

70% of top 10 carry a deal — **64%** of all 67

“Free Shipping. 30-Day Returns.”
#1 · Free shipping · 13 creatives

“Free Shipping”
#2 · Free shipping · 8 creatives

“up to 30% off”
#5 · Percent off · 2 creatives

Sends people to: hexclad.com 100%

Great Jones (you)

60% of top 5 carry a deal — **60%** of all 5

“Free shipping $100+ | Free returns | 60-day trial”
#2 · Free shipping · 3 creatives

Sends people to: greatjonesgoods.com 100%

A deal = a discount, free item, free shipping, trial, bundle, price or other offer (a prize draw, paying over time) stated in the ad, quoted word for word. Scarcity words or a pack size alone ("limited edition", "back for a limited time", "3-pack") don't count. Deals listed by the best-placed ad that carries them.

HOW THE ADS OPEN

HexClad's top ads open on a bold claim or the product; Caraway's most often on a wordless picture

OPENS WITH	CARAWAY	OUR PLACE	HEXCLAD	GREAT JONES
A bold claim	20%	20%	30%	40%
A picture, no words	30%	0%	20%	40%
The product up close	10%	10%	30%	0%
A problem	10%	20%	0%	0%
A question	0%	10%	0%	20%
A famous face	0%	20%	10%	0%
Video not heard	10%	10%	0%	0%
A number or price	10%	0%	10%	0%
A demo	10%	0%	0%	0%

A bold claim and the product up close each open 30% of HexClad's top 10, and a bold claim 20% of Caraway's. At Our Place a bold claim, a problem and a famous face each open 20% of its top 10.

THE FIRST WORDS OF EACH RIVAL'S TOP TWO



On screen: “This never happens.”

Caraway #1 · bold claim



On screen: “NEW Mixing Bowls & Strainers A Streamlined Prep System”

Caraway #2 · demo



“If you get easily intimidated by stainless steel, this is your…”

Our Place #1 · problem



On screen: “My wok is back in stock!”

Our Place #2 · famous face



“EVERYTHING YOU NEED IN ONE SET”

HexClad #1 · bold claim



On screen: “THE LAST SET OF PANS YOU’LL EVER NEED TO BUY”

HexClad #2 · bold claim

Share of each brand's top 10 creatives. Opening = the first spoken line or on-screen words in a video's first 3 seconds, or the biggest words on an image. Great Jones runs 5 creatives, so its top 10 is all 5.

FORMATS AND FACES

Video leads at Our Place; studio product shots make up 70% of HexClad's top 10 and 50% of Caraway's

70% of Our Place's top 10 are video, against 50% at Caraway and HexClad. Face to camera is 40% of Our Place's top 10 and 10% of Caraway's.

TOP 10 CREATIVES THAT ARE	CARAWAY	OUR PLACE	HEXCLAD	GREAT JONES
Video	50%	70%	50%	40%
Several images or cards	50%	20%	30%	60%
Still image	0%	10%	20%	0%
Run with a creator or partner	10%+	10%+	not recorded	not recorded

WHAT'S ON SCREEN	CARAWAY	OUR PLACE	HEXCLAD	GREAT JONES
Studio product shot	50%	20%	70%	80%
Product in use	20%	30%	20%	20%
Face to camera	10%	40%	0%	0%
Creator lifestyle clip	0%	0%	10%	0%
Graphic or text card	10%	0%	0%	0%
Animation	10%	0%	0%	0%
Celebrity	0%	10%	0%	0%

Share of each brand's top 10 creatives. Partner = the ad runs under a creator's or partner's name with the brand as the advertiser. This pull did not record partner ads on a brand's own page: a share is the partner-page ads we found ("30%+"), "not recorded" where we found none. Great Jones runs 5 creatives, so its top 10 is all 5.

HOW LONG ADS RUN

HexClad's top 10 have run a median 104.5 days; the oldest Our Place ad we read is 13 days old

Caraway's top ads: a median of 57 days. All 91 of Our Place's creatives have run 1 to 4 weeks: an early read.

Caraway

57	18	2
median days, top 10	median days, all 74	live 90+ days, 2 of them in its top 10

Under a week	7
1 to 4 weeks	45
1 to 3 months	20
3 months or more	2

LONGEST RUNNING



#3 · 130 days · Looks good in the kitchen



On screen: “NEW Mixing Bowls & Strainers A Streamlined Prep System”

#2 · 106 days · Something new, just launched

Our Place

13	13	0
median days, top 10	median days, all 91	live 90+ days, 0 of them in its top 10

Under a week	0
1 to 4 weeks	91
1 to 3 months	0
3 months or more	0

LONGEST RUNNING



“If you get easily intimidated by stainless steel, this…”

#1 · 13 days · Chefs cook with it



On screen: “My wok is back in stock!”

#2 · 13 days · Chefs cook with it

HexClad

104.5	23	8
median days, top 10	median days, all 67	live 90+ days, 5 of them in its top 10

Under a week	6
1 to 4 weeks	43
1 to 3 months	10
3 months or more	8

LONGEST RUNNING



On screen: “THE LAST SET OF PANS YOU’LL EVER NEED TO BUY”

#2 · 131 days · Built to last a lifetime



On screen: “In my opinion? 100% worth the investment.”

#3 · 131 days · Built to last a lifetime

Great Jones (you)

7	7	2
median days, top 5	median days, all 5	live 90+ days, 2 of them in its top 5

Under a week	0
1 to 4 weeks	3
1 to 3 months	0
3 months or more	2

LONGEST RUNNING



#1 · 203 days · Built to last a lifetime



#3 · 195 days · Built to last a lifetime

Days running = from the start date Meta shows to 26 Oct 2026. An ad still live after months is one the advertiser keeps paying for: the nearest public sign that it works.

WHAT TO BORROW

Three things to borrow, each from ads the rivals keep running or Meta shows first

BORROW 1

Say it's the last pan they'll buy, and say why it's worth the price

HexClad puts "THE LAST SET OF PANS YOU'LL EVER NEED TO BUY" on screen `HexClad #2` and runs a video that opens on screen with "Why Gordon Ramsay's cookware costs $1,000..." `HexClad #9`, both live since June.





Because 40% of HexClad's top 10 is Built to last a lifetime, and 5 of its top 10 have run 90 days or more.

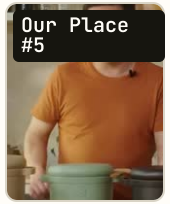
BORROW 2

Put a named chef in the first second

Our Place opens its #1 on Sam Talbot, named on screen `Our Place #1`, and its #2 on Kenji López-Alt, with "My wok is back in stock!" on screen `Our Place #2` `Our Place #5`.





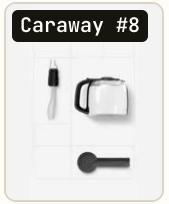


Because 40% of Our Place's top 10 is Chefs cook with it (an early read: the Our Place ads we read are under two weeks old).

BORROW 3

Launch a product on the problem it fixes

Caraway sells its coffee maker on one problem; #8's ad text reads "Most coffee makers brew hot water through plastic." `Caraway #8` `Caraway #10` `Caraway #5`.







Because cooking free of toxic coatings and plastic is 20% of Caraway's top 10, and both of those ads sell the coffee maker (#8, #10).

Every ad cited here is in its brand's top 10 or has run 90+ days.

WHAT TO AVOID

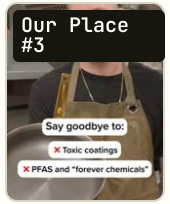
Three things to avoid: what two rivals already say, Our Place's one-pan pitch, and a rare-sale line

AVOID 1

Don't make free shipping the headline

It's on HexClad's #1 `HexClad #1` and Our Place's chef ad `Our Place #3`, and on 60% of your own ads. Shoppers already see it from Our Place and HexClad.



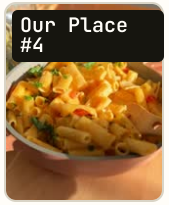


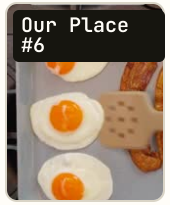
Because 40% of Our Place's top 10 and 70% of HexClad's carry a deal, and free shipping or returns is the first deal slide 6 lists for both.

AVOID 2

Don't sell one pan that replaces the rest

That is Our Place's pitch, on screen: "Stop boiling your pasta in a separate pot." `Our Place #4` and "The Most Versatile Pan in Your Kitchen" `Our Place #6`. From you it reads as Our Place's line.





Because One pan, many jobs is 40% of Our Place's top 10 and 0% of Caraway's and HexClad's.

AVOID 3

Don't copy "This never happens." for an everyday deal

In the ads we read, Caraway uses it only on sales: "SAVE $350" on the set `Caraway #1` and "10% Off EVERYTHING" `Caraway #6`.





Because 20% of Caraway's top 10 carry a deal, so the line is believable from Caraway.

Avoid steps cite only ads in a rival's top 10 or live 90+ days, and the numbers on slides 5 and 6.

HOW WE MEASURED

Where the ads came from, what Meta's order means, and what we can't see

The pages. Caraway: Meta page “Caraway”, found by searching the Ad Library for the site: 118 of the 118 ads this page showed in that search link to it. Our Place: Meta page “Our Place”, found by searching the Ad Library for the site: 28 of the 28 ads this page showed in that search link to it. HexClad: Meta page “HexClad”, found by searching the Ad Library for the site: 85 of the 85 ads this page showed in that search link to it. Great Jones: Meta page “Great Jones”, found by searching the Ad Library for the site: 5 of the 5 ads this page showed in that search link to it.

The ads. Every ad Meta's Ad Library showed as live for each page on 26 Oct 2026, shown in the US, read in Meta's order up to each brand's top 100. Near-identical copies (same words, same picture) count as one creative. Caraway has 279 live ads; we read Meta's top 100. Our Place has 244 live ads; we read Meta's top 100. HexClad has 412 live ads; we read Meta's top 100.

Meta's order. The Ad Library sorted by impressions, highest first, within each brand. Meta publishes no counts, so #1 means "listed first", and one brand's #1 can't be compared with another's in size. The order mixes how long an ad has run with how hard it is pushed.

Reading the ads. Each creative was read from its picture, its words and, for each brand's top video ads, the video itself: the angle, the deal word for word, the opening line word for word, what is on screen. One shared list of angles was then drawn across the brands so they compare side by side.

Borrow and avoid. Only ads in a brand's top 10 or live 90+ days are cited as evidence: the ads Meta shows most, or the ones the advertiser keeps paying for.

What we can't see. Spend, clicks, sales and audiences are private to each advertiser. A high place or a long run is a sign an ad is worth paying for, not proof it sells.