



EVERLAST

RVCA

SEASON 211

SPRING 2021

CAMPAIGN COPY

ADVOCATES

IMAGERY

EMAILS & WEB BANNERS

SOCIAL ROLL-OUT

PRODUCT LISTING PAGE | [RVCA.COM](https://www.rvca.com)

WINDOW DISPLAYS

POP

PRODUCT





RVCA

A collaboration between RVCA and Everlast by PM Tenore. Rooted in authenticity, featuring our advocate Carlos “Nito” Tangaro and his elite boxing team to showcase this unique collaboration. A training collection to be worn in and outside of the ring. Celebrated by world champions and daily practitioners for everyday life. Combat gear including the boxing gloves and shorts are now available.

ADVOCATES



CARLOS "NITO" TANGARO
NITO STUDIO & ACADEMY FOUNDER

INSTAGRAM: 25.7K FOLLOWERS

Nito is one of the most respected and rapidly rising boxing trainers in the state of Hawaii. Over a decade ago Nito was in the center of the squared circle under Golden Boy Promotions where he served as a sparring partner to the TWELVE-TIME world champion Manny Pacquiao.



DALIS KALEIOPU
PROFESSIONAL BOXER

EASTERN NATIONAL CHAMPION
OLYMPIC TRIAL CONTESTANT
INSTAGRAM: 3.7K FOLLOWERS



ASA STEVENS
PROFESSIONAL BOXER

JUNIOR OLYMPIC CHAMPION
NATIONAL GOLDEN GLOVES CHAMPION
GOLDEN BOY BEST FIGHTER AWARD
WORLD'S BEST YOUTH BOXER
INSTAGRAM: 14.7K FOLLOWERS



BREE LOCQUIAO
TEAM USA BOXER

3X NATIONAL GOLDEN GLOVES CHAMPION
2X NATIONAL CHAMPION
INSTAGRAM: 11.5K FOLLOWERS



CAMPAIGN ASSETS



VIDEO



IMAGERY



FLAT LAYS

CAMPAIGN SEGMENTATION



COMBAT



LIFESTYLE



YOUTUBE | CAMPAIGN EDIT & PAID ADS



The RVCA x Everlast video will live on our YouTube Channel
(25k Subscribers)



EMAIL

EMAIL 1 COMBAT - 2.11

**EVERLAST
RVCA**

A COLLABORATION BETWEEN RVCA AND EVERLAST BY FM TENGRA. ROOTED IN AUTHENTICITY, FEATURING OUR ADVOCATE CARLOS "NINO" TANGARAO AND HIS ELITE BOXING TEAM TO SHOWCASE THIS UNIQUE COLLABORATION. A TRAINING COLLECTION TO BE WORN IN AND OUTSIDE OF THE RING, CELEBRATED BY WORLD CHAMPIONS AND DAILY PRACTITIONERS FOR EVERYDAY LIFE. COMBAT GEAR INCLUDING THE BOXING GLOVES AND SHORTS ARE NOW AVAILABLE.

[SHOP THE EVERLAST COLLECTION](#)

EVERLAST BOXING GLOVES EVERLAST BOXING SHORT

EVERLAST BOXING SHORT EVERLAST CM NY SS

EVERLAST STACK PATCH EVERLAST BOXING SHORT

[SHOP THE EVERLAST COLLECTION](#)

EMAIL 2 LIFESTYLE - 2.18

**EVERLAST
RVCA**

A COLLABORATION BETWEEN RVCA AND EVERLAST BY FM TENGRA. ROOTED IN AUTHENTICITY, FEATURING OUR ADVOCATE CARLOS "NINO" TANGARAO AND HIS ELITE BOXING TEAM TO SHOWCASE THIS UNIQUE COLLABORATION.

BUILT TO LAST IN THE RING. A COLLABORATION FIT FOR CHAMPIONS.

[SHOP THE EVERLAST COLLECTION](#)

EVERLAST ABRAM - EPS EVERLAST STACK PATCH LE - TPO

EVERLAST CM NY SS MWT EVERLAST CM NY SS PFE

EVERLAST TWEETPANT-BLK EVERLAST TWEETPANT-HEP

EVERLAST FLORIS SHORT-BLK EVERLAST PLEED SHORT-BLK

[SHOP THE MEN'S EVERLAST COLLECTION](#)

EVERLAST NO BRA EVERLAST LACE UP LEGGING-GRN

[SHOP THE WOMEN'S EVERLAST COLLECTION](#)

EMAIL 3 BEST SELLERS - 3.5.21

**EVERLAST
RVCA**

THE BEST OF RVCA & EVERLAST COLLABORATIONS. A TRAINING COLLECTION TO BE WORN IN AND OUTSIDE OF THE RING.

[SHOP THE COLLECTION](#)

**EVERLAST
RVCA**

[SHOP THE EVERLAST COLLECTION](#)

EMAIL 4 SMITH ST GLOVES - TBD

**SMITH STREET
EVERLAST
RVCA**

THREE AMERICAN HERITAGE BRANDS COME TOGETHER TO RELEASE LIMITED-EDITION BOXING GLOVES, FEATURING ART FROM SMITH STREET TATTOO PARLOUR.

THE COLLECTION IS TO BE WORN IN AND OUTSIDE OF THE RING, CELEBRATED BY WORLD CHAMPIONS AND DAILY PRACTITIONERS FOR EVERYDAY LIFE.

[SHOP THE COLLECTION](#)



SITE BANNERS & PDP | RVCA.COM



SITE BANNERS - PLP | RVCA.COM



SOCIAL | @RVCASPORT

TEASER - 2.9.21



RVCA // @everlast Delivery 3
|| Dropping 2.11.21 || Boxing
Gloves & Shorts included ||
#BalanceOfOpposites #RVCA

IG STORY



AM LAUNCH - 2.11.21 >> HIGHLIGHTING BOXING GLOVES



RVCA // @everlast Delivery 3 out now including limited-edition
boxing gloves. Link in Bio || #BalanceOfOpposites #RVCA #Everlast

IG STORY



SOCIAL | @RVCASPORT >> CONTINUED

**PM LAUNCH - 2.11.21
FULL LENGTH VIDEO**



Rooted in authenticity, featuring our advocate Carlos "Nito" Tangaro and his elite boxing team to showcase this unique collaboration.
Link in Bio || #BalanceOfOpposites #RVCA #Everlast

IG STORY - FULL VIDEO

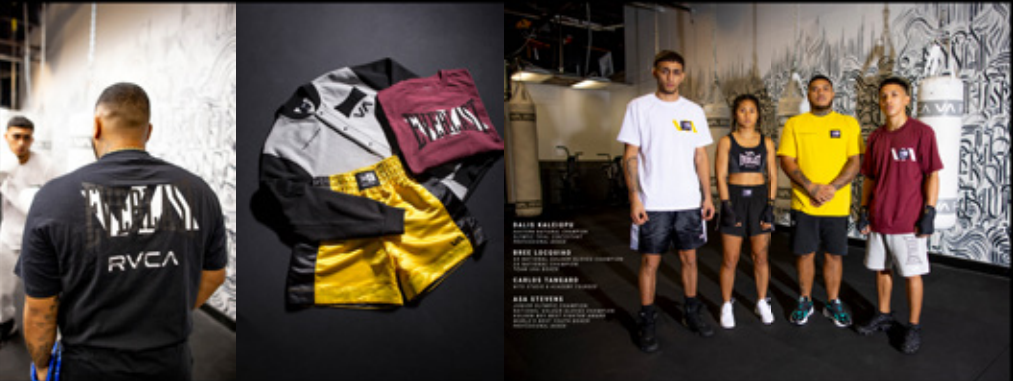


FRIDAY - 2.12.21 - COMBAT LAUNCH



A training collection to be worn in and outside of the ring. Celebrated by world champions and daily practitioners for everyday life.|| Link in Bio || #BalanceOfOpposites #RVCA #Everlast

IG STORY



SOCIAL | @RVCASPORT >> CONTINUED

**MONDAY - 2.15.21
15 SEC BOXING FOCUS EDIT**



Built to last in the ring. @everlast || #BalanceOfOpposites #RVCA #Everlast

**IG STORY
15 SEC BOXING EDIT**



THURSDAY - 2.18.21 >> HIGHLIGHTING BOXING SHORTS



A collaboration fit for champions. || Link in Bio || #BalanceOfOpposites #RVCA #Everlast

IG STORY



SOCIAL | @RVCASPORT >> CONTINUED

2.19-2.26
STATIC IMAGE REMINDERS



RVCA // @everlast
now available || ||
#BalanceOfOpposites
#RVCA #Everlast

IG STORY
STATIC IMAGE REMINDERS



FRIDAY - 2.19.21 >> LIFESTYLE



A training collection to be worn in and outside of the ring. Celebrated by world champions and daily practitioners for everyday life.|| Link in Bio || #BalanceOfOpposites #RVCA #Everlast

IG STORY



SOCIAL | @RVCA / MAIN HANDLE

TEASER - 2.9.21



RVCA // @everlast Delivery 3 || Dropping 2.11.21 || Boxing Gloves & Shorts included || #BalanceOfOpposites #RVCA

IG STORY



AM LAUNCH - 2.11.21 >> HIGHLIGHTING BOXING GLOVES



RVCA // @everlast Delivery 3 out now including limited-edition boxing gloves. Link in Bio || #BalanceOfOpposites #RVCA #Everlast

IG STORY



SOCIAL | @RVCA / MAIN HANDLE >> CONTINUED

**PM LAUNCH - 2.11.21
FULL LENGTH VIDEO**



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Link in Bio || #BalanceOfOpposites
#RVCA #Everlast

IG STORY - FULL VIDEO



FRIDAY - 2.15.21



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#BalanceOfOpposites #RVCA #Everlast

IG STORY



SOCIAL | @RVCA / MAIN HANDLE >> CONTINUED

2.19-2.26
STATIC IMAGE REMINDERS



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now available || ||
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IG STORY
STATIC IMAGE REMINDERS



FRIDAY - 2.19.21 >> LIFESTYLE



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IG STORY



SOCIAL | PAID ADS

ADS WILL RUN FOR A MONTH +

FEED & STORY ASSETS

- CAMPAIGN VIDEO
- 15 SECOND BOXING VIDEO
- CAROUSEL (4-5 SLIDES) OF THE LIFESTYLE AND PRODUCT FLAT LAYS
- COMBAT AD FEATURING THE GLOVES
- COMBAT AD FEATURING THE BOXING SHORTS
- A WOMEN'S SPORT CAROUSEL

CAMPAIGN AV



**15 SECOND AV
BOXING FOCUS**



**CAROUSEL OF LIFESTYLE
& PRODUCT FLAT LAYS**



**HIGHLIGHTING GLOVES
CAROUSEL**



**HIGHLIGHTING BOXING
SHORTS - CAROUSEL**



**WOMEN'S SPECIFIC
CAROUSEL**



@RVCA SOCIAL GIVEAWAY



GIVEAWAY IMAGE (FPO)

CHANNEL: PAID SOCIAL

RUN DATES: 2/15 - 3/8

PRIZE: SIGNED GLOVES BY PARILLO OR SENIESA

GOAL: EMAIL ACQUISITION = 10K + NEW SUBSCRIBERS

COPY IN CAPTION:

A COLLECTION FIT FOR CHAMPIONS. SIGN UP FOR A CHANCE TO WIN SIGNED GLOVES AND A \$500 SHIPPING SPREE.



@RVCA | ADVOCATE PRODUCT SEEDING



PRODUCT SEEDING TO 30 ADVOCATES & FRIENDS



POP | WINDOW DISPLAYS

211 EVERLAST
WINDOW A



211 EVERLAST
WINDOW B



211 EVERLAST
WINDOW C



211 EVERLAST
WINDOW D



POP | DISPLAYS



211 EVERLAST POP A
11X17 MAGNET



211 EVERLAST POP B
11X17 MAGNET



211 EVERLAST POP C
8.5X11 MAGNET



211 EVERLAST POP D
8.5X11 MAGNET



211 EVERLAST POP E
WOOD AND FOAMCORE



PRODUCT

TOPS



TEES



TOPS



BOTTOMS



BOTTOMS



TEES





RVCA