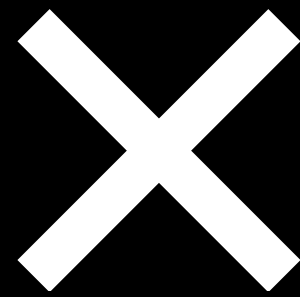




jackass

best and last



THRASHER

one last send

if you're gunna be stupid, you better look good

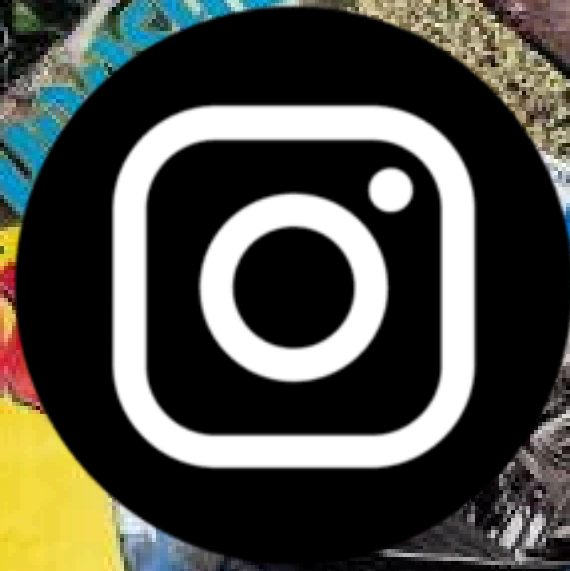
Why this campaign?

This campaign exists at the intersection of two major cultural icons with decades of influence. Both brands have built loyal audiences through rebellion, risk-taking, and authenticity. With nostalgia marketing continuing to grow, especially among Millennials and Gen Z, this collaboration taps into emotional storytelling while also driving strong commercial potential through limited-edition hype and exclusivity.

Did you know?

72% of consumers are more likely to engage with brands that evoke nostalgia!





**6.4M
FOLLOWERS**



**3.46M
SUBSCRIBERS**



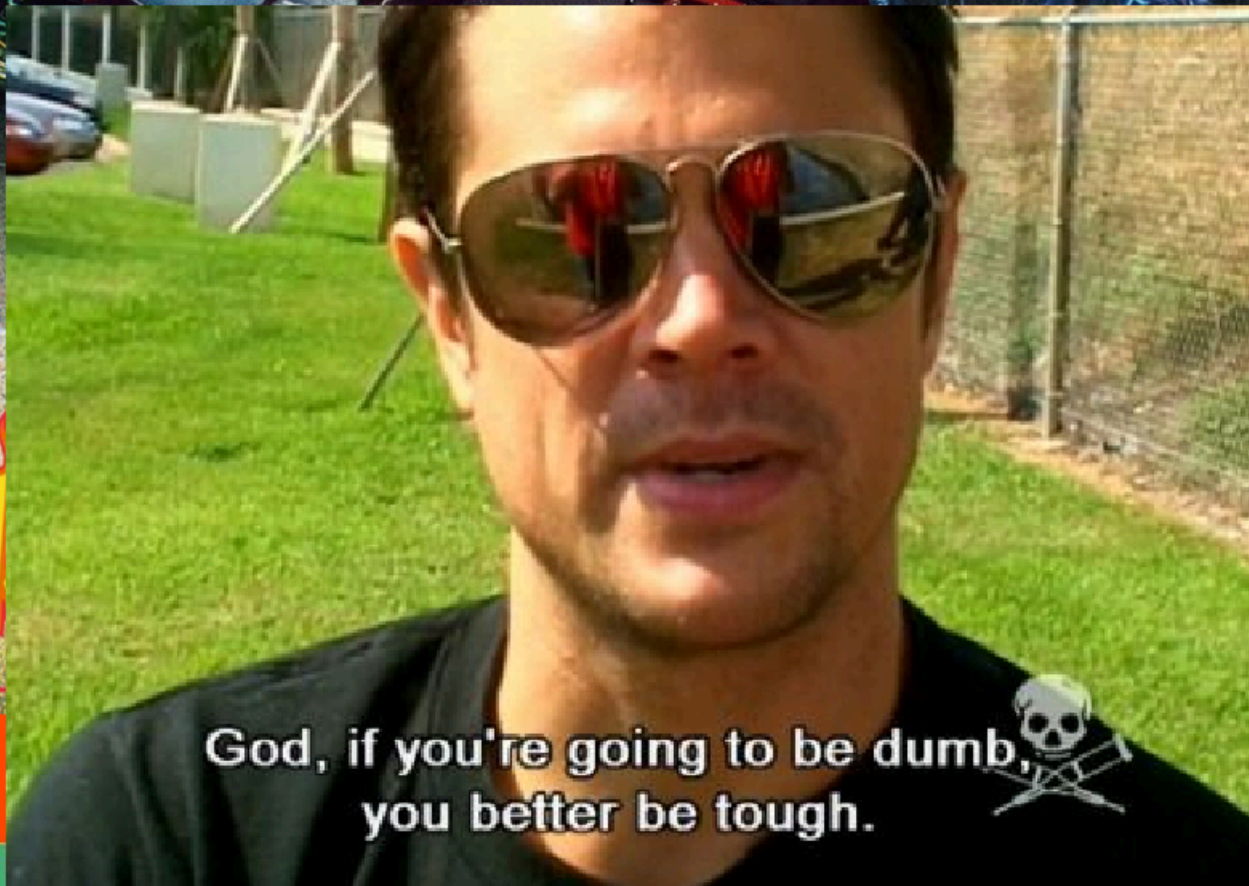
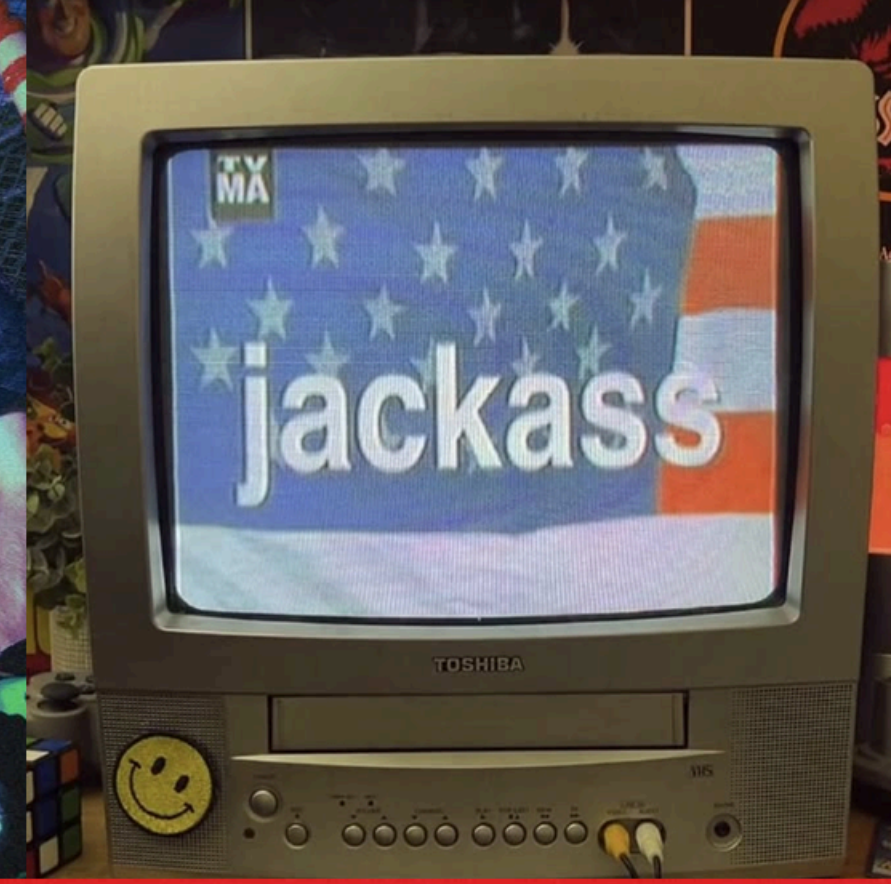
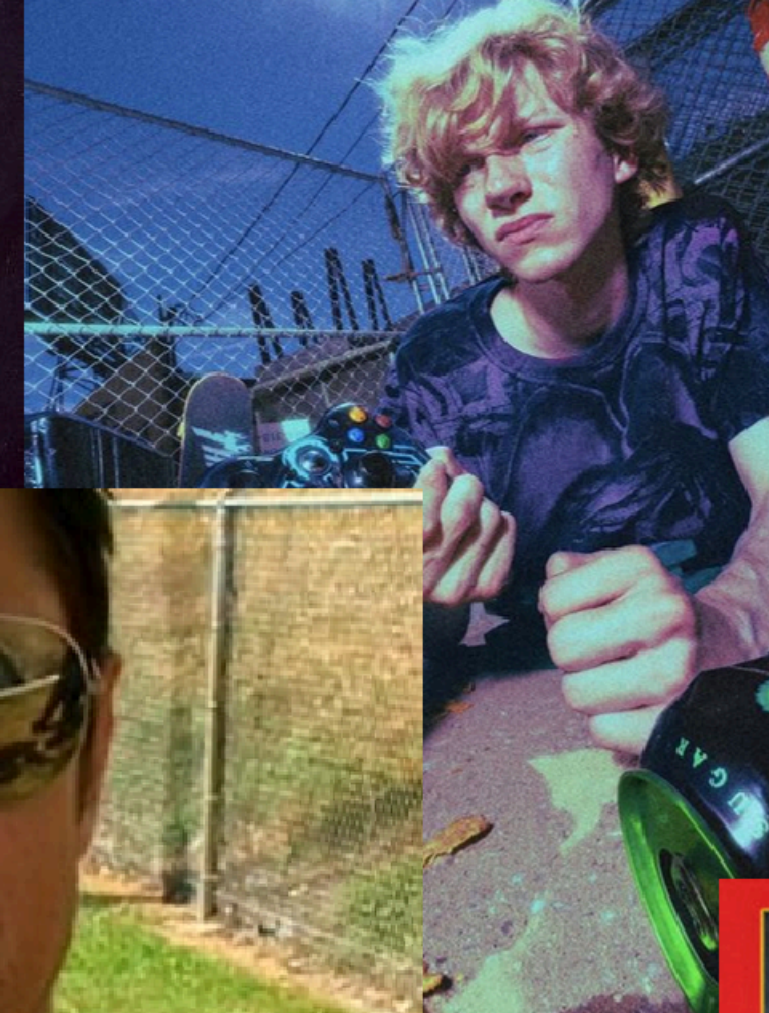
**#118,933
GLOBAL SITE RANK**

What's working?

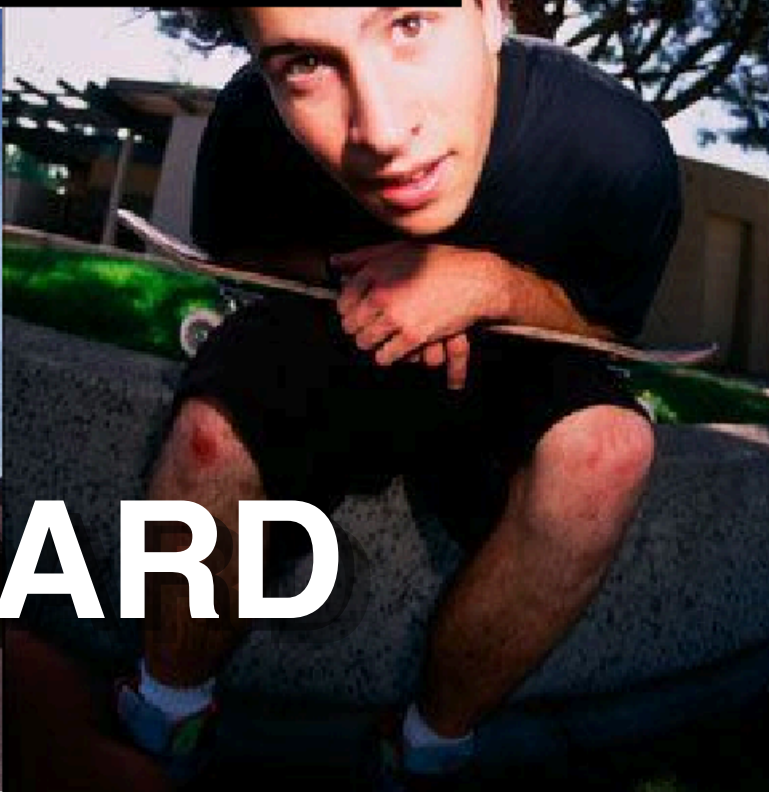
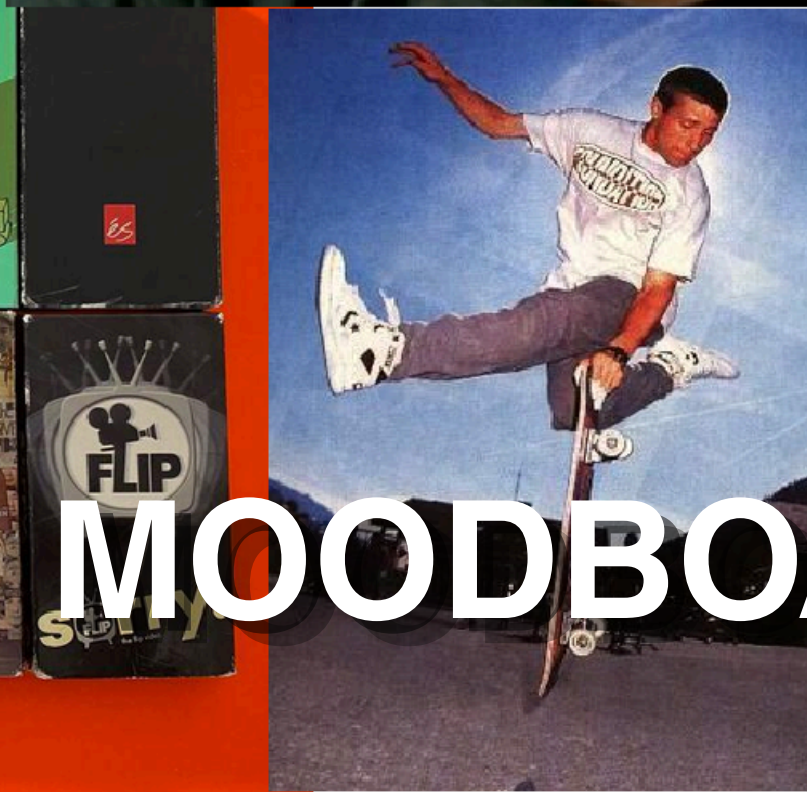
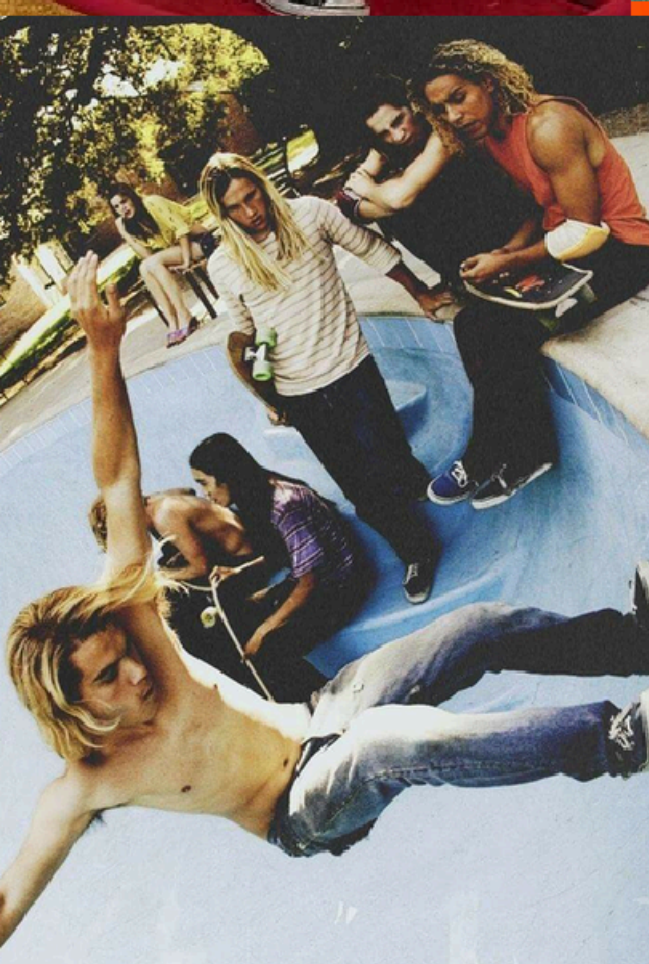
- Highly recognizable brand not just in the skate industry but in the streetwear industry
- Instagram is their primary hub for content (skate clips, archival photos, skate news, etc)
- YouTube has sustained a loyal long-form content audience
- The authentic, and raw tone matches their core demographics expectations- it feels very independent and not corporate.
- Consistent engagement on their Instagram posts and YouTube videos
- 38.65% bounce rate on their website

The Gaps

- Minimal TikTok presence, missing a huge demographic
- 65% of site traffic comes from Instagram, so more than half of their site traffic solely relies on one social media avenue
- Social content is heavily focused on skate clips and culture rather than product education or storytelling, making it harder to drive direct conversions
- Website is a little chaotic for the average user, and may be more friendly for a seasoned fan of the brand
- Many consumers still view Thrasher as a "skaters-only" brand, which can limit appeal to broader streetwear audiences



God, if you're going to be dumb, you better be tough.



THRASHER PRODUCTS

Eric Thomas Craven sent us this photo of himself sporting a **THRASHER** T-shirt and got in the mag! You could be next!

Send us photos of you and your friends wearing **THRASHER** gear and you could be famous too. Submit all photos to: **FIFTEEN MINUTES OF FAME c/o: THRASHER magazine** PO Box 884570 San Francisco, CA 94188-4570 Remember, you must be sporting some kind of **THRASHER** item in the photo.

skateandanny.com

MOODBOARD

TARGET AUDIENCE PERSONAS

Matthew



“the core skater”

Age 16-25

PSYCHOGRAPHICS/DEMOGRAPHICS

- Male
- Student
- Has been skating for years, and is immersed in skate culture
- Student
- Values authenticity, and brands who prioritize their supporters over profit
- Has grown up watching the Jackass movies

SHOPPING BEHAVIORS

- Regularly shops at thrift store but saves limited releases
- Collects collaboration pieces that resonate with him
- Doesn't like to browse big box chain stores
- Would mostly purchase clothing from his mobile phone

PLATFORM HABITS

- Lives on Instagram + YouTube
- Watches skate clips, and old King of the Road reruns
- Doesn't have TikTok (thinks it melts your brain)

TARGET AUDIENCE PERSONAS

Mara



“the nostalgia collector”
Age 22-30

PSYCHOGRAPHICS/DEMOGRAPHICS

- Gender neutral leaning
- Lives in the city (more on Main St than Kits)
- Professional Creative
- Grew up watching Jackass on MTV
- A sucker for nostalgic marketing

SHOPPING BEHAVIORS

- Shops on Grailed, stockX, or SSENSE
- Values pieces that give her that nostalgic feeling
- Influenced by creator/celebrity content
- Shops online on her desktop/mobile

PLATFORM HABITS

- Follows her favourite creators on TikTok, Instagram and YouTube
- Follows r/streetwear on reddit for drop alerts
- Takes a lot of her outfit inspo from Pinterest



THRASHER



jackass

one last send.

IF YOU'RE GONNA BE STUPID, YOU BETTER LOOK GOOD.

Clothing Collection Mockup

COMPETITIVE LANDSCAPE



- Similar customer base
- Shared skateboarding heritage
- Nostalgia Marketing
- Multi sport branding



- Strong community and athlete campaigns
- Event driven marketing
- Loyal client base
- Appeals to skaters and mainstream consumers
- Household name for many generations



- Drop culture
- Strong brand identity
- Collectability
- Collaboration strategy
- Shared target audience
- Wider target market appeal

STRENGTHS

- 6M Instagram/3M YouTube Audience
- 45 years of brand dominance in the skate industry
- Huge overlap between the fan bases
- UGC potential
- Global reach
- Ecommerce and retail opportunity

WEAKNESSES

- May be a niche audience
- Limited inventory
- Heavy male audience
- No real TikTok presence, despite a core demographic being on there
- Collaboration saturation

OPPORTUNITIES

- Farewell to the beloved Jackass franchise is a realtime culture moment with earned media pull
- Nostalgia/resale audience would extend reach past core skater demographic
- Natural looking advertisement through the cast wearing the collection in the movie/post movie

THREATS

- Fast sell through could cause frustration
- Resell value may bring bad publicity
- Knockoff risk
- Collab fatigue
- Potential small niche the campaign could appeal to

CAMPAIGN BRIEF

CONCEPT & CREATIVE DIRECTION

After 25 years, one groundbreaking MTV series, and five unforgettable films, Jackass is taking its final bow. For decades, the crew has pushed boundaries, turned chaos into entertainment, and built a loyal fanbase through fearless stunts and unapologetic authenticity.

For over 45 years, Thrasher has championed skateboarding's most daring and influential voices, becoming a cultural icon both on and off the board. Together, these brands share a legacy built on risk-taking, rebellion, and a refusal to play by the rules.

The Thrasher x Jackass: One Last Send capsule collection celebrates that shared history through a nostalgic creative direction inspired by grainy camcorder footage, VHS textures, early-2000s skate videos, and the raw energy of the MTV skate-prank era. More than a clothing collection, this campaign serves as a tribute to a generation that grew up chasing adrenaline, embracing imperfection, and living life without a safety net.

THE EMOTION

Nostalgic urgency, the bittersweet rush of catching the last show before the curtains close for good.

CAMPAIGN TAGLINE

“if you’re gunna be stupid, you better look good”

COLLECTION LAUNCH EMAIL



it's happening.

It's finally here.

After 25 years of chaos, broken boards, and bad decisions captured on camera, and 45 years of Thrasher pushing skate culture forward, we're linking up for one final ride.

The Thrasher x Jackass: One Last Ride collection is officially live.
This isn't just a drop. It's a send-off.

Inspired by VHS tapes, early-2000s skate videos, and the golden era of MTV mayhem, every piece is a tribute to the culture that taught us one thing:

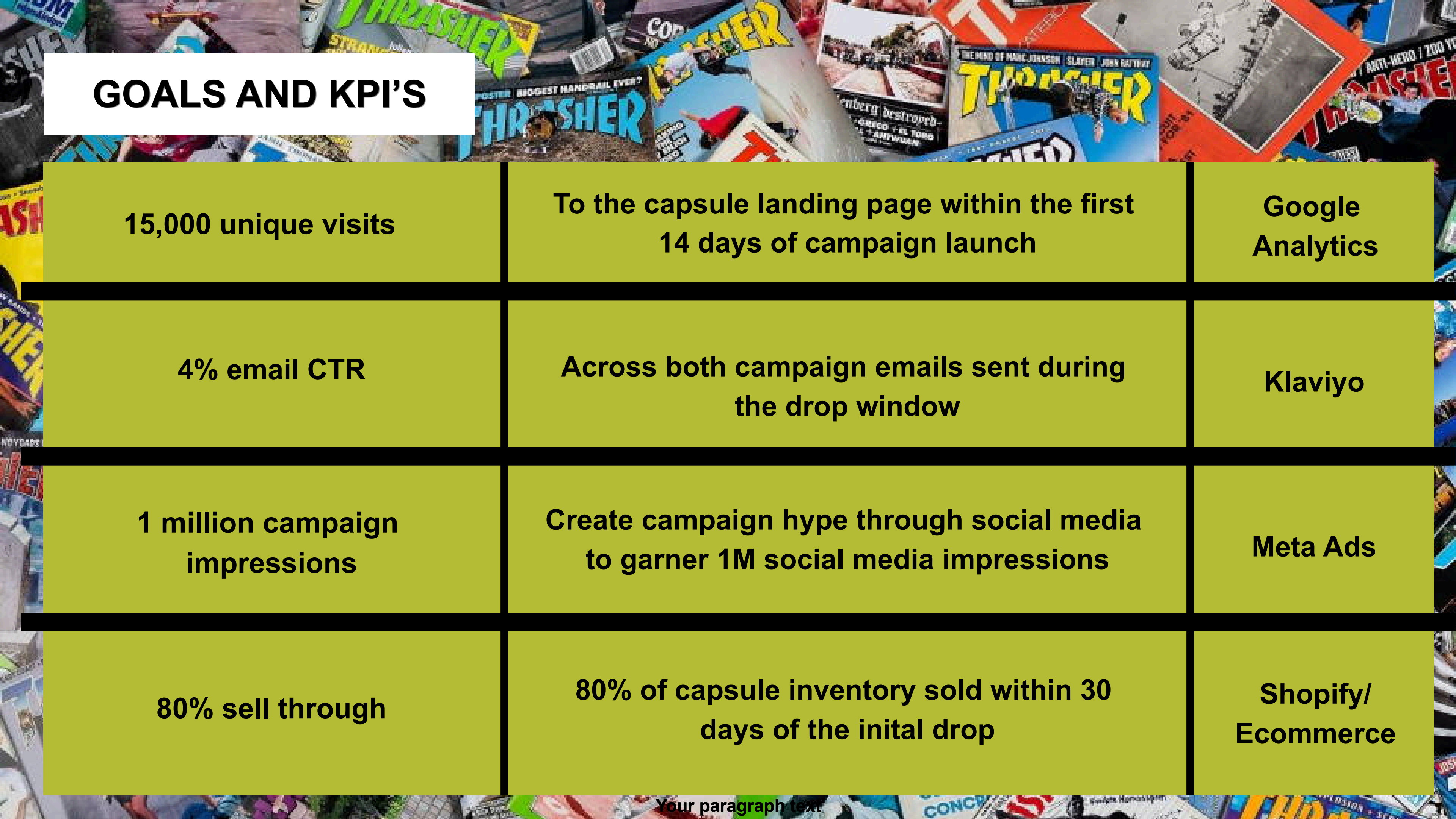
If you're gonna do something stupid... you better look good doing it.
Limited quantities. No restocks.
This is it.

[SEE THE FULL COLLECTION](#)

MOCK SOCIAL MEDIA LAUNCH POST



To launch the collection on social media, the Jackass crew would release a short-form campaign film shot entirely on a VHS-style camcorder, paying homage to the original Jackass movie released in 2002. The video would feature the cast recreating iconic skate-inspired stunts while wearing pieces from the Thrasher x Jackass capsule collection, blending fashion with the chaotic energy that made the franchise a cultural phenomenon. To amplify the nostalgia factor, skateboarding legends such as Tony Hawk, Jason Lee, and Danny Way would make guest appearances throughout the film. To connect with younger Gen Z audiences and expand the campaign's reach, modern skateboarding icons such as Nyjah Huston, Rayssa Leal, and Yuto Horigome would also be invited to participate, bridging generations of skate culture while generating excitement across social media platforms.

A collage of various Thrasher magazine covers featuring skateboarders and street culture imagery. The word 'THRASHER' is prominently displayed in its signature yellow font on several covers.

GOALS AND KPI'S

15,000 unique visits

To the capsule landing page within the first 14 days of campaign launch

Google Analytics

4% email CTR

Across both campaign emails sent during the drop window

Klaviyo

1 million campaign impressions

Create campaign hype through social media to garner 1M social media impressions

Meta Ads

80% sell through

80% of capsule inventory sold within 30 days of the initial drop

**Shopify/
Ecommerce**

A collage of various Thrasher magazine covers is used as a background for the entire slide. The covers feature different skateboarders, street scenes, and the magazine's logo in various colors and orientations. Some visible titles include 'STRANGER', 'EMMA', 'THE MIND OF MARC JOHNSON', 'SLAYER', 'JOHN GATTI', 'DALLAS OLLIE AIR CONGR', 'POWELL PLODOWN', and 'KITTIE - THE EXPLOSION'.

60 DAY CAMPAIGN TIMELINE

DAY 1

Teaser phase begins

No logo reveal, just a “One last send” countdown

DAY 14

Capsule collection drops

Aligned near the films theatrical release

DAY 46-60

Final curtain call

Last chance messaging/marketing, generate campaign wrap report

DAY 8

Official Reveal

Collab confirmed + collection drop date announced

DAY 15-45

Sustained push

Restocks, UGC features, creator content

PLATFORM STRATEGY

INSTAGRAM

Teaser reels, archival
throwback
stunts from films+tv show,
drop countdown
stories/posts/stickers,
repostable/sharable posts

TIKTOK

Content creator led
unboxings, “How I’d style”
capsule pieces, try on’s,
viral sound trends, skate
clips with OLS merch

EMAIL + SMS

2 Email sequence: reveal + last-call, paired with SMS to create drop time urgency

PAID SOCIAL MEDIA

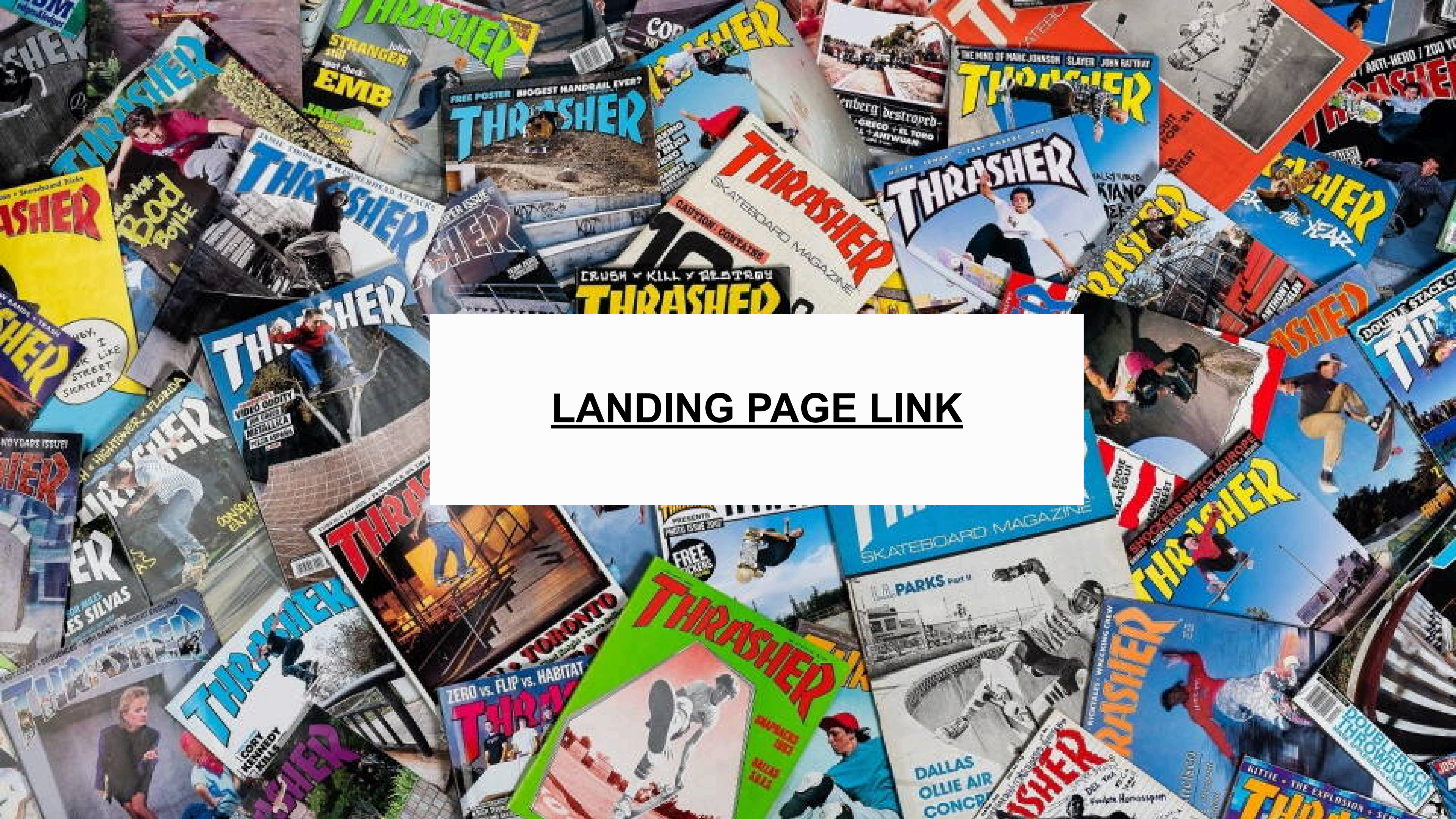
Awareness video in the
teaser phase, ads at the
initial drop, retargeting cart
abandoners/people
searching for the movie itself

PR

Send product/collection to
the Jackass crew,
professional/influential
skaters, influencers for
organic coverage

LANDING PAGE

Single capsule page
every social
media/website points to.
Highlights just the
capsule collection



[LANDING PAGE LINK](#)

CONTENT CALENDAR

DATE	WEEK	PHASE	PLATFORM	POST TYPE	TOPIC	CTA
DAY 1	WEEK 1	TEASER	Instagram	Reel	Silhouette tease: blurred capsule pieces over VHS static texture, no logo yet	Follow for the reveal
DAY 2	WEEK 1	TEASER	Tiktok	Short Video	"Something's ending. Something's coming." countdown teaser with archive skate clips	Turn on notifications
DAY 3	WEEK 1	TEASER	Instagram Story	Countdown Sticker	Daily countdown sticker series begins (14 days to drop)	Tap to set reminder
DAY 4	WEEK 1	TEASER	Instagram	Carousel	Archive throwback: classic early-2000s skate-prank era photos from the Thrasher archive	Swipe for the throwback
DAY 5	WEEK 1	TEASER	YouTube	SKATELINE segment	Skateline teaser segment: Jackass crew speculation, but no confirmation of partner brand	Watch the full episode
DAY 6	WEEK 1	TEASER	Tiktok	Short Video	Creator duet challenge: "guess the collab", post your guess for chance to win entire collection	Duet this with your guess
DAY 7	WEEK 2	TEASER	Instagram Story	Countdown Sticker	Countdown sticker (7 days to reveal)	Tap to set reminder
DAY 8	WEEK 2	REVEAL	Instagram	Feed Post+Reel	OFFICIAL REVEAL: Thrasher x Jackass: Best and Last "One Last Send" capsule announced	Shop the drop link in bio
DAY 9	WEEK 2	REVEAL	PR/ Press	Press Release	Embargo lifts: press release sent to skate media, streetwear and lifestyle press	Read the full story
DAY 10	WEEK 2	REVEAL	Email	Reveal Email	Email #1: "It's happening" reveal email to full subscriber list with capsule lookbook	See the full collection
DAY 11	WEEK 2	REVEAL	Tiktok	Creator seeding	First wave of creator unboxings begin posting (seeded product arrives)	Watch their first reaction
DAY 12	WEEK 2	REVEAL	Instagram	Carousel	Product detail carousel: close-ups on VHS style graphics, gaffer-tape trim, logo placement	Tap to shop each piece
DAY 13	WEEK 2	REVEAL	Paid Social	\$ Awareness Video	Paid awareness video begins running: capsule reveal cut, broad targeting	Learn more
DAY 14	WEEK 2	REVEAL	Instagram Story	Countdown Sticker	"1 day until it drops" countdown sticker	Set a reminder for tomorrow
DAY 15	WEEK 3	DROP	Instagram + Site	Drop day livestream	DROP DAY: capsule goes live on-site; Instagram Live walkthrough of the full collection w/ Knoxville	Shop now link in bio
DAY 16	WEEK 3	DROP	SMS	SMS blast	"It's live" SMS blast to opted-in subscriber list at drop time	Shop now
DAY 17	WEEK 3	DROP	TikTok	UGC post	Repost of early customer try-on/unboxing content from drop day	Tag us in your fit
DAY 18	WEEK 3	DROP	Paid Social	Conversion ad	Conversion-focused paid ad set launches, retargeting site visitors who haven't purchased	Shop the capsule
DAY 19	WEEK 3	DROP	Instagram	Feed post	"How it's selling" post: low-stock callouts on fastest-selling pieces	Don't miss out shop now
DAY 20	WEEK 3	DROP	Email	Site visitor Follow up	Cart abandonment email sequence begins (automated, ongoing)	Complete your order
DAY 21	WEEK 3	DROP	Instagram Story	Poll/Engagement	"Which piece did you cop?" poll sticker plus customer photo reposts	Share your fit with us
DAY 22	WEEK 4	DROP	YouTube	SKATELINE segment	Skateline recap segment covering drop-day reaction and sell-through so far	Watch the recap
DAY 23	WEEK 4	SUSTAIN	Instagram	Restock announcement	Restock alert post for any sold-out sizes/colorways	Restock is live shop now
DAY 24	WEEK 4	SUSTAIN	TikTok	BTS	Behind-the-scenes content: how the capsule's graphics were designed	See the full process
DAY 25	WEEK 4	SUSTAIN	Instagram	Customer feature	Customer try-on feature carousel, sourced from tagged UGC	Tag us for a feature
DAY 26	WEEK 4	SUSTAIN	Paid Social	Retargeting ad	Retargeting ad set refreshed with new UGC creative for cart abandoners	Still thinking about it? Shop now
DAY 27	WEEK 4	SUSTAIN	Email	Mid campaign update	Email #2 setup: "Last call" messaging drafted and scheduled for final phase	Preview what's left
DAY 28	WEEK 4	SUSTAIN	Instagram Story	Q&A	Instagram Story Q&A with a Thrasher team member about the collab's creative direction	Ask us anything
DAY 28	WEEK 4	SUSTAIN	Instagram	Recap post	4-week recap post: top-performing content, thank-you message to the community	Catch up if you missed it



Thrasher x Jackass | One Last Ride

www.thrasher.com/jackass

Limited Edition Capsule Collection/ No Restocks. Shop Now.

Celebrate the legacy of skateboarding and chaos with the final Thrasher x Jackass collection. Limited quantities available.



Thrasher x Jackass | One Last Ride

www.thrasher.com/onelastride

If you're gonna be stupid, you better look good. / Shop the Final Drop
Inspired by the early 2000s skate era. Exclusive graphics, oversized fits, and authentic Thrasher x Jackass style.

GOOGLE ADS

if you're gunna be stupid,
you better look good.

SHOP NOW

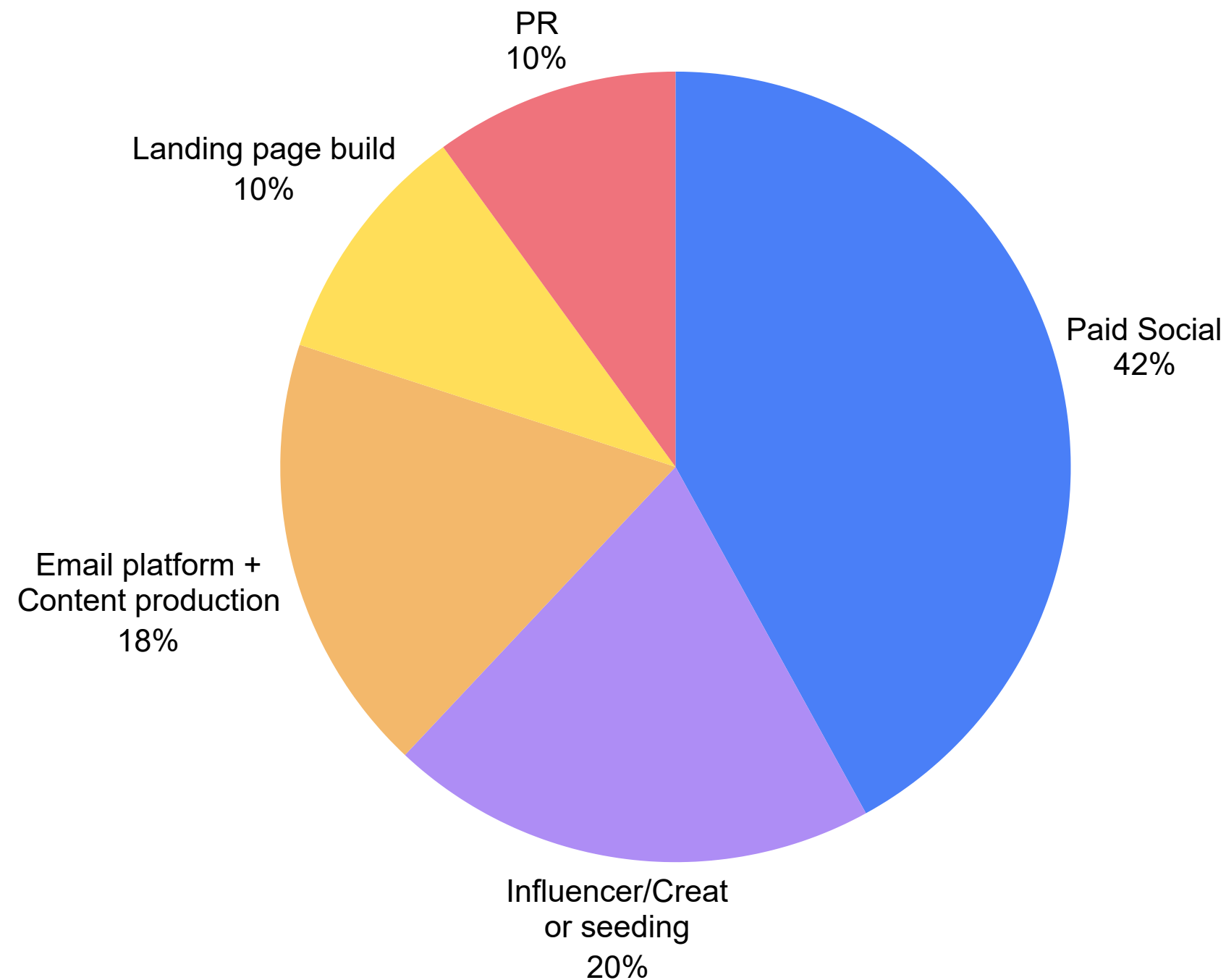
THRASHER

X



jackass
best and last

BUDGET BREAKDOWN



Paid social

The largest investment is allocated to Instagram, TikTok, and Meta ads to maximize reach, drive website traffic, and generate conversions among the target audience.

Influencer/Creator seeding

Partnering with skateboarding and streetwear creators helps build authenticity, expand reach, and encourage user-generated content.

Email Marketing and Content Production

This budget supports campaign photography, video content, and email marketing assets to maintain a consistent and engaging brand experience.

Landing Page Development

A dedicated landing page provides a central destination for campaign storytelling, product discovery, and conversions.

PR and Media Outreach

PR efforts will generate buzz through coverage in skate, streetwear, and youth culture media outlets, increasing awareness and credibility.

EXPECTED RESULTS



To conclude, this campaign works because it is built on authentic cultural alignment between both of the brands, strong nostalgia appeal, and a highly engaged audience. It combines storytelling with exclusivity, creating both emotional connection and commercial urgency. “One Last Send” is not just a product launch, but a tribute to two eras of chaos, creativity, and skate culture legacy.