CONTENT CREATION OPPORTUNITIES

PERFORMANCE WITH PERSONALITY

The dynamic duo of Dylan Johnson and Adam Roberge started making waves together in the burgeoning gravel scene since 2022. At the time, Jukebox Cycling was one of the first privateer "teams", redefining gravel racing as a serious cycling discipline.

Dylan is best know for his informative science-based YouTube videos and his insatiable quest to maximize the potential of his equipment. His somewhat "straightforward" personality is contrasted by Adam's chaotic and humorous nature. And while Adam can appear like a bit of a wild card at times, he is also known to have a laser-focus on winning big races. Together, Dylan and Adam continue to capture the hearts of cycling fans.

LONG RIDE, LONG STORY

SOME PARTNERSHIPS AREN'T ANNOUNCED.
THEY'RE BUILT.

Short-form content that frames Dylan Johnson and
Adam Roberge as riders who:

- Have trained together
- Raced differently
- Grown into distinct voices
- Still ride best together

This mirrors ENVE's engineering ethos:
INCREMENTAL GAINS, LONGEVITY, TRUST.

TWO SIDES OF THE SAME COIN

This contrast is gold for Reels and keeps content human — not salesy.

DATA-DRIVEN
ANALYTICAL
RESERVED
CALCULATED

INSTINCTIVE
EMOTIONAL
EXPRESSIVE
"SEND IT"

SOCIAL BEST PRACTICES (ENVE-Appropriate)

REELS (Primary Driver)

Frequency: 4–6 total from camp
Length: 20–40 seconds
Tone: Documentary-light, lo-fi, no forced trends

Best Practices
- Vertical, handheld, imperfect
- Subtitles always
- One idea per reel
- No product callouts unless organic
- Formats that work best
- A → B storytelling (setup → payoff)
- Split-screen comparison
- Voice-over reflections after the ride, not during

STORIES (Personality Layer)

Frequency: Daily during camp
Purpose: Texture + humor

Best Practices
- Short captions
- Polls / sliders
- POV riding clips
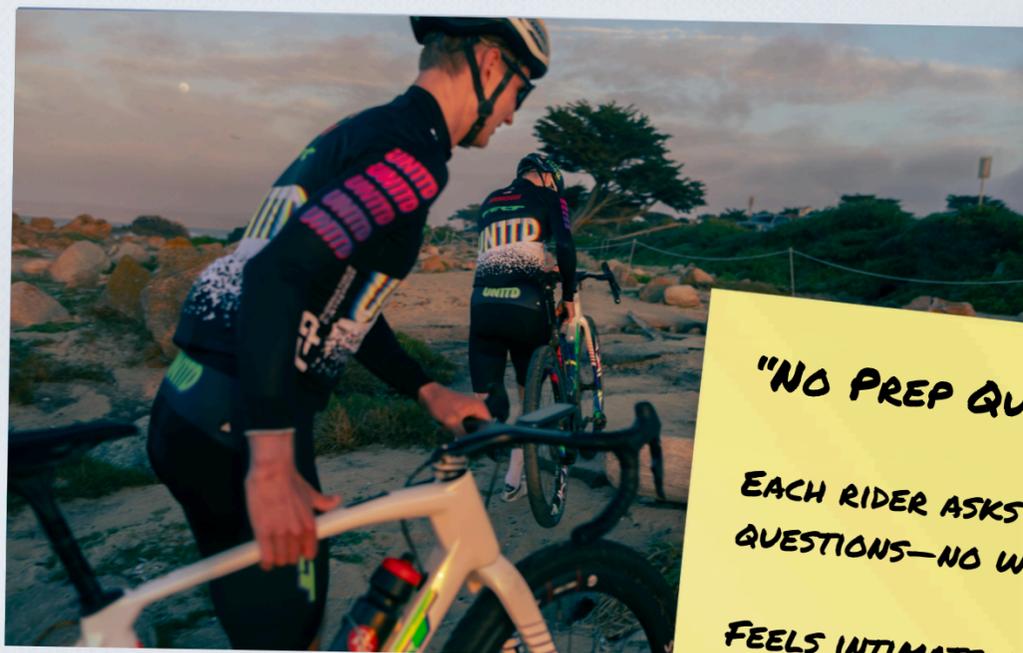- Micro-moments (coffee, banter, kit jokes)

Stories are where ENVE feels present without selling.

STATIC/CAROUSEL (Evergreen)

- 1–2 posts total
- Black & white portraits
- One quote each
- Minimal copy

These become ENVE's timeless assets.
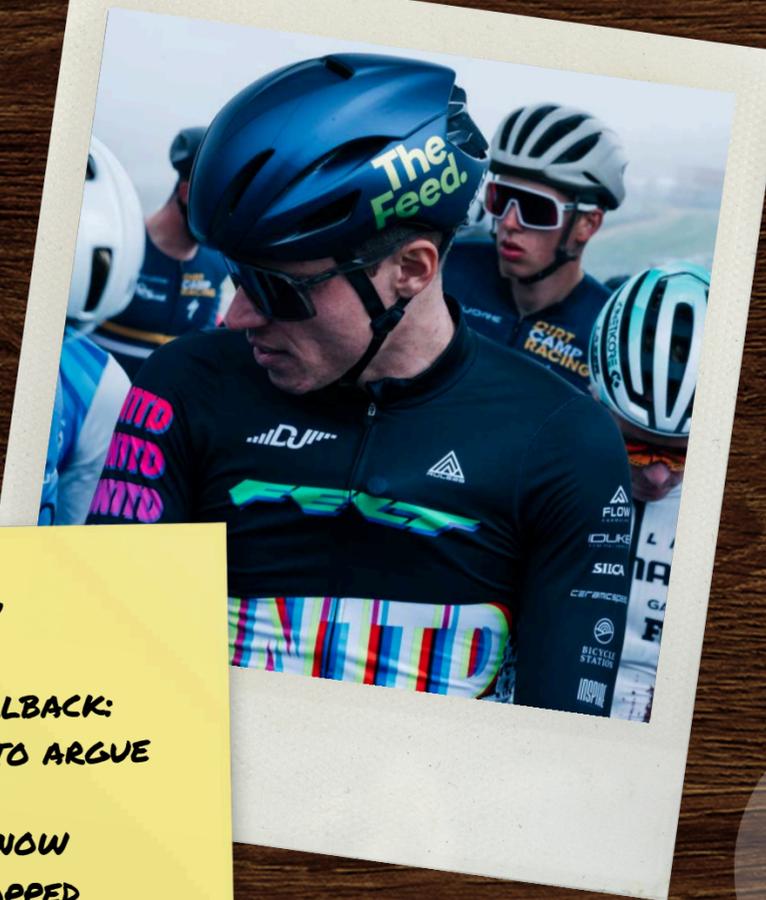
FUN CONTENT IDEAS

"Ride Debrief"

Post-ride, breathless reflections:
- What went wrong
- What surprised them
- What they noticed about each other

This is where ENVE's process-over-outcome philosophy shines.

"No Prep Questions"

Each rider asks the other 3 questions—no warning.

Feels intimate, not branded.

Examples:
- "When did you think I was done?"
- "What's one thing I overthink?"
- "What would you steal from my racing style?"

"Then vs Now"

Light archival callback:
- What we used to argue about
- What matters now
- What we've stopped caring about

This reinforces longevity.

"Who Survives This?"

Short Reel series:
- Worst weather
- Longest climb
- Worst mechanical
- Hardest race moment

Quick cuts. Honest answers. No polish.

"The Silent Ride"

One Reel:
- No talking: Just breathing, wheels, dirt
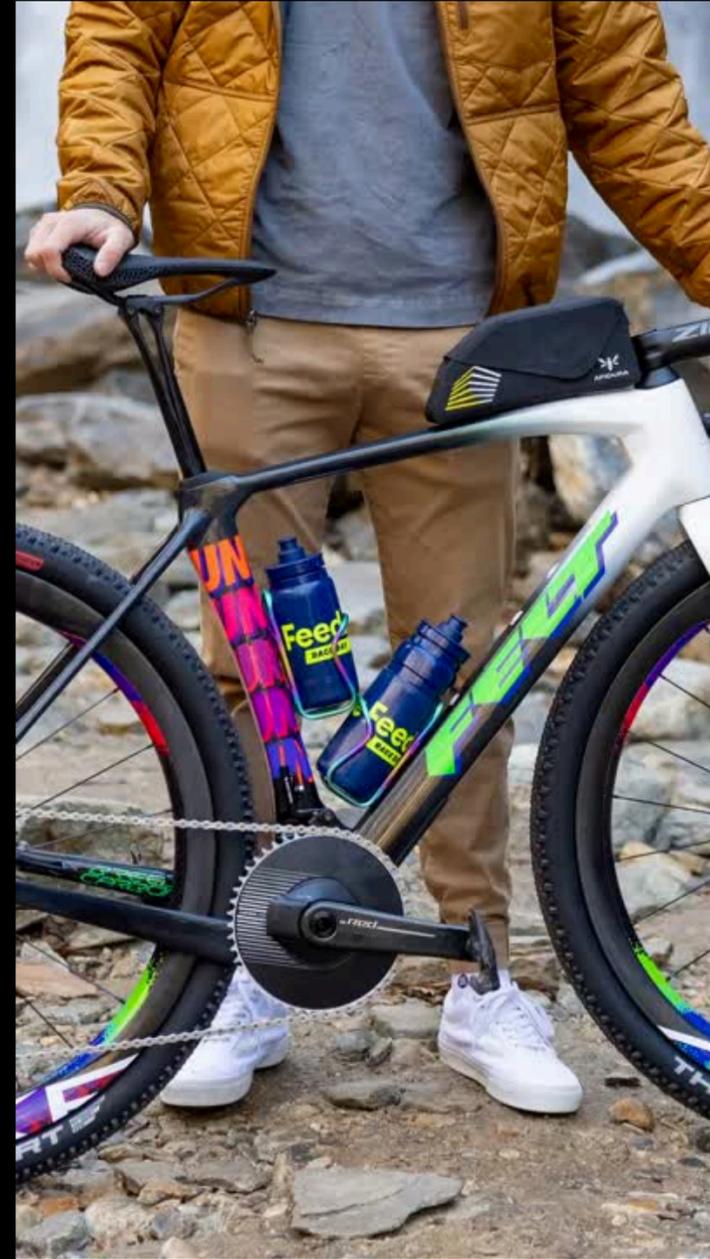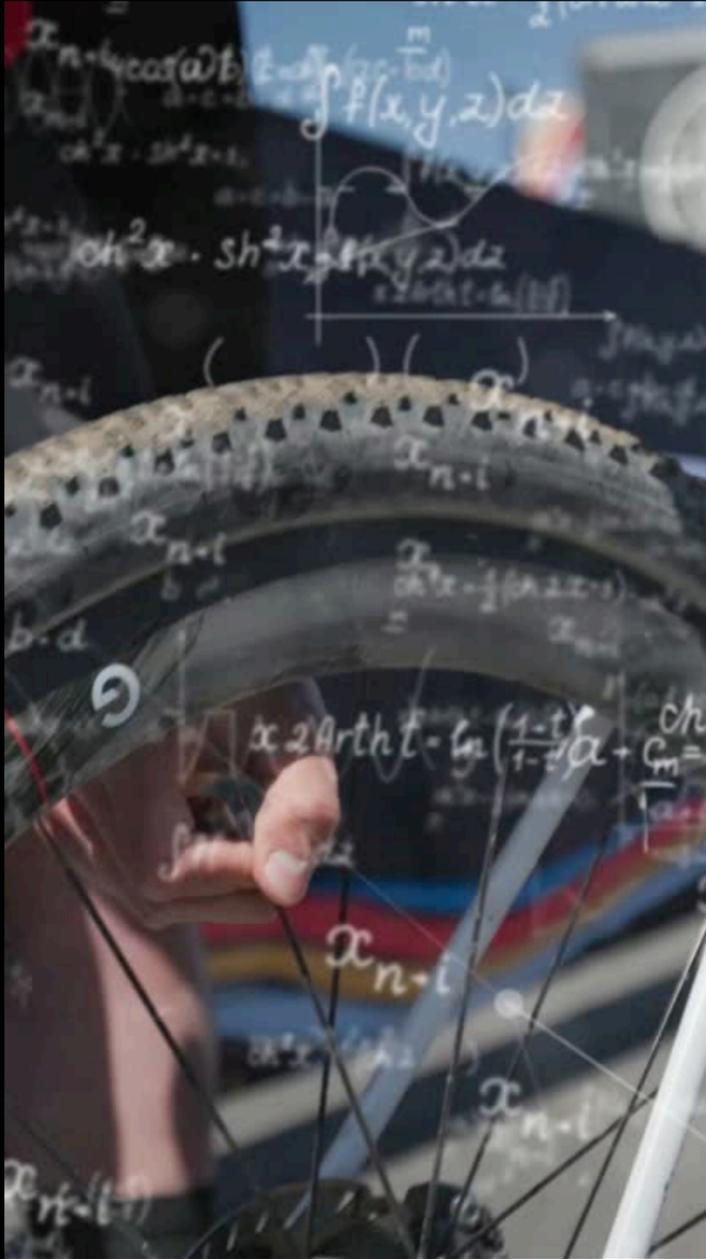- Text overlay: "Some partnerships don't need explaining."

This is very ENVE.

"Light Brand Integration"

Presence without product push:
- Helmet tap before a ride
- Wheel sound in slow-mo
- Frame-up shot leaning bikes together
- End-card: "Built over time. @envecomposites"

No specs. No sell.

SAMPLE CONTENT REELS

SAMPLE CONTENT LONG-FORMAT

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