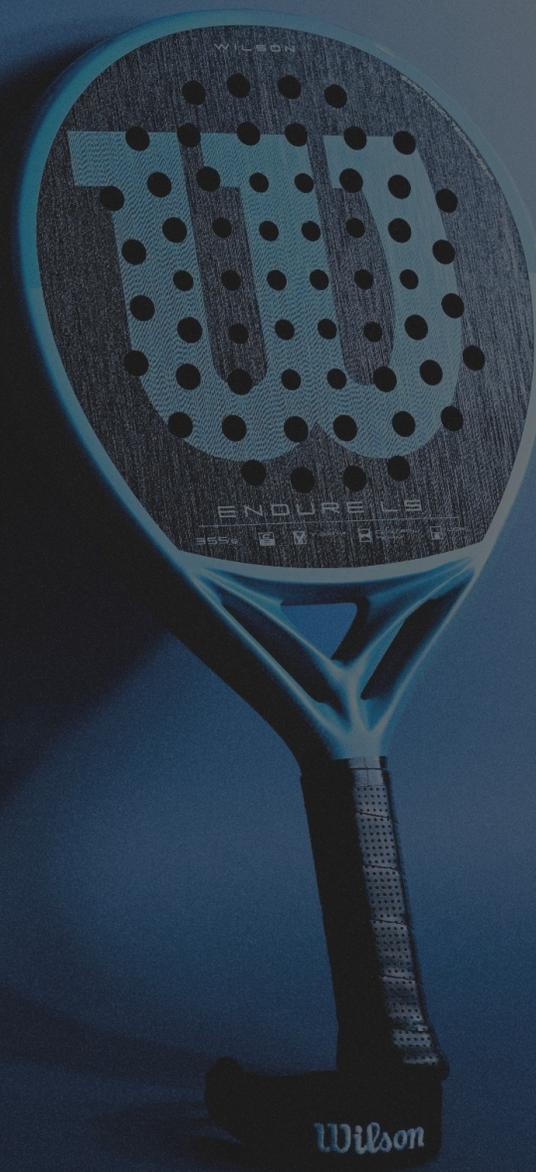


# ENDURE V1 CAMPAIGN

WILSON PADEL CAMPAIGN | 2026



ENDURE V1



# ENDURE

To remain firm in belief or action  
without regard for suffering  
or misfortune.

# **CAMPAIGN MESSAGING**

# VOICE + MESSAGING

## **STONE OF VOICE**

Grittiness, confident, trustworthy and passionate.

## **PRODUCT PROMISE**

Through differentiating design features and technologies, Endure promises to provide players with a highly maneuverable and balanced racket that delivers both precision and control in addition to an exceptional feel.

## **ATTITUDE**

Firm, Authoritative. Knowledgeable. Authentic.

## COPY HIERARCHY

### ATHLETE

### FULL LINE

### PRO MODEL

HEADLINE

DON'T JUST PLAY.  
ENDURE.

CONTROL HAS A  
NEW FACE

MASTERY IN  
MOTION

ALT-HEADLINE

**1. MASTER THE MOMENTUM  
2. THOSE WHO ENDURE WIN.**

**COMMAND THE CHAOS**

**GREATNESS IS NOT A  
PRODUCT OF CHANCE**

SUB COPY &  
SUPPORT COPY

Introducing Endure. Engineered for players who demand the precise control, maneuverability and touch to thrive under pressure.

Endure features our ExactTouch Technology, a new texture of precision, engineered for enhanced control and added spin.

Take control. Add spin. Play longer. A 3k carbon face with ExactTouch Technology delivers unmatched control, precision and durability.

CTA

**TAKE CONTROL**

**SHOP ENDURE V1**

**SHOP ENDURE V1**

ENDURE V1



# CAMPAIGN MANIFESTO

Don't just match the tempo.

Dictate the tempo.

Don't just survive the chaos.

Control the chaos.

Don't just say that you want to be great.

Become great.

Because what separates the great players from the one's you've never heard of isn't their talent, their luck or their circumstances.

It's their ability to preserve.

Don't just play. Endure.

# THE PRODUCT



## ENDURE PRO V1

Designed with a round geometry, the Endure Pro v1 delivers maximum control and precision for defensive players. Its ExactTouch Technology enhances control, feel and touch, allowing superior ball control in every shot. The raw 3k carbon face adds responsiveness and consistency for confident and reliable defensive shots.



## ENDURE V1

Designed with a round geometry focused on control and precision, the Endure v1 offers a balanced and reliable response across the entire face for defensive players. ExactTouch Technology enhances control, feel and touch, allowing superior ball control in every shot. Its carbon construction provides a solid and controlled feel ideal for consistency.



## ENDURE LS V1

Designed with a round geometry for control and precision, the Endure LS v1 stands out for being lighter and softer, making it easier to maneuver. ExactTouch Technology enhances control, feel and touch, allowing superior ball control in every shot.



## **PHOTOGRAPHY LINKS**

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**CAMPAIGN RETOUCHE IMAGERY**

**ATHLETE PHOTOGRAPHY**

**PRODUCT PHOTOGRAPHY**



ENDURE V1

