

Howler Brothers (<https://howlerbros.com/>)

## 1. Email Copy

Subject line: Get classic comfort with the new Howler Brothers Boxer Briefs!

### Body Copy:

Announcing the new Howler Brothers Boxer Briefs. What makes our new classic Howler Brothers Boxers so comfortable? We didn't reinvent cotton boxers, but we made sure they have a 400-thread count for ultimate softness and flexible movement. And, we made sure you'll look good in them with dozens of stunning art prints to choose from (your tush never looked so stylish). To celebrate the new launch of our Howler Brothers Boxers, save big with a FREE pair for every three you purchase!

**Save here**

## 1. Instagram

What's the thread count of your men's underwear? Guess what? Our new classic Howler Brothers Boxer Briefs have an astounding 400-thread count! That's a helluva lot of cotton threads and means you'll stay cool and comfortable all day long. And with dozens of colorful art print designs, you'll look stylish in them, too. To celebrate the launch, we're offering a FREE pair for every three purchased. Get your FREE pair today!

## 2. Product Landing Page

### Howler Brothers Boxer Briefs

Style never felt so good. Announcing the new Howler Brothers Boxer Briefs. Our 400-thread count cotton means they're the softest boxers you'll ever own. The sleek cut of these boxers moves with you, so you'll never feel pinched. With dozens of colorful art prints to choose from, you'll want more than one pair. To celebrate, get a FREE pair for every three you purchase. What are you waiting for?

**Yes, I want a FREE pair**  
**No thanks, I'll miss out**