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Under Armour Saw Fans Obsessing Over a 'Heated Rivalry' Costume. Then It Made a Brilliant Marketing Move

The company's latest ad campaign features a familiar face, and a familiar product.

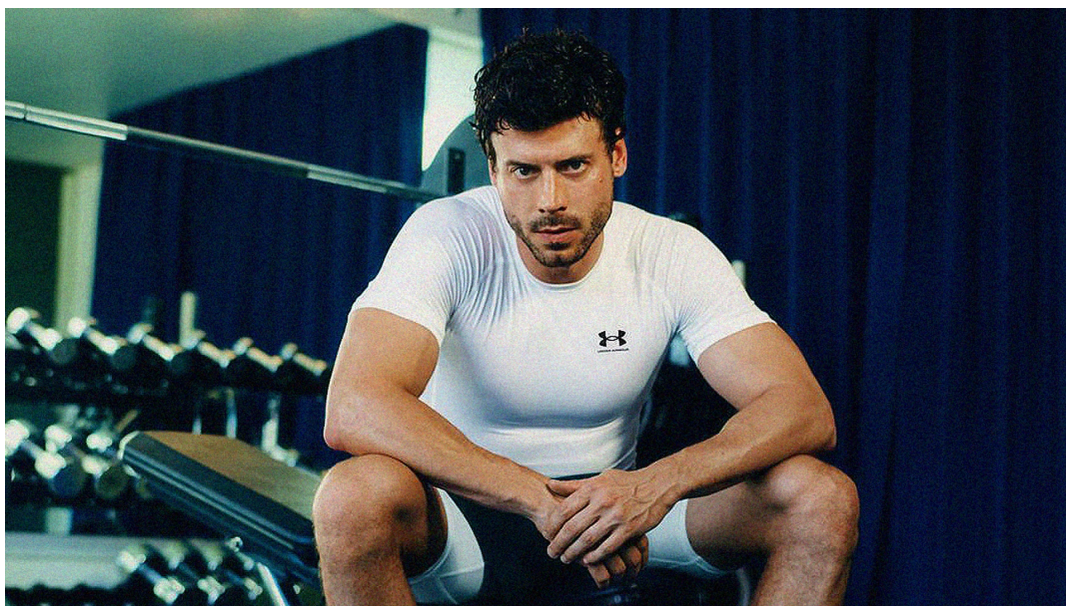
EXPERT OPINION BY ROBYN D. SHULMAN

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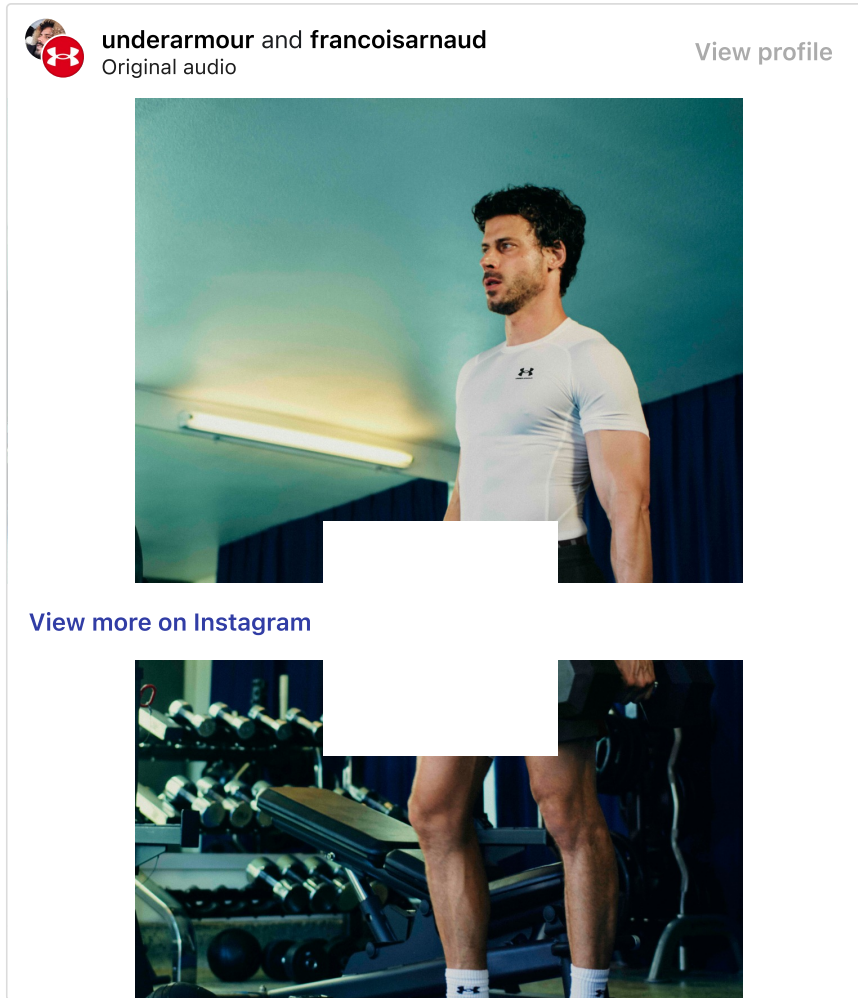
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The steamy gay hockey romance *Heated Rivalry* was everywhere in 2026, making stars out of its four main actors: Connor Storrie, Hudson Williams, François Arnaud, and Robbie G.K.. In Arnaud's case, the show's costuming became a central part of his appeal after his character, Scott Hunter, wore tight-fitting Under Armour compression apparel in key scenes of the show's third episode. The gear brought out the character's physique and training lifestyle as the captain of a fictional hockey team, and became a signature look from the show that generated memes and spirited discussion online.

For the sportswear brand, it was an unexpected boon, and one it was keen to take advantage of.

Earlier this month, Under Armour named Arnaud a global brand ambassador and launched "For When It's Hot" campaign centered on

historically hottest weeks of the year in North America.



The spot, which features Arnaud donning his character's signature white Under Armour HeatGear top, depicts him in the midst of a garage workout, attracting attention from both male and female onlookers in a nod to the source material.

SVP of Global Brand and Americas Marketing Tyler Rutstein noted that recognizing Arnaud and his character wearing the brand organically made a partnership feel authentic to both fan bases.

“HeatGear is our founding product, and foundational copy historically has been ‘for when it’s hot,’” he told AdWeek.” As we

fitness regimen to his character on screen, we thought this blended those two aspects creatively in such a fun, authentic way.”

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Rutstein went on to explain how the initiative fits within Under Armour’s marketing principles:

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