

Advertising Media Final Project: Harley-Davidson

Agency: Richard's Biker Babes

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“OWN THE ROAD”

Executive Summary

The objective of this report is to present a strategic media campaign designed to help Harley-Davidson expand its customer base and increase sales through the “Own the Road” campaign. This campaign aims to sell 3,000 Harley-Davidson Sportsters over 12 months, resulting in \$48 million in revenue from a \$16 million investment. Our agency focused on targeting an underserved yet high-potential market: women aged 25 to 45.

First, our team identified key demographics and psychographics of this audience. These women are adventurous, image-conscious, and increasingly interested in motorcycle culture, but have been historically overlooked by the industry. They face barriers such as safety concerns, a lack of riding experience, cost, and minimal female representation in motorcycle marketing. To address this, we repositioned the Harley-Davidson Sportster as a lightweight, beginner-friendly bike with strong performance and iconic design, ideal for first-time riders.

Next, we conducted research using a proprietary survey, Simmons MRI data, and focus groups to understand the core concerns of our audience. Based on this data, we developed a media mix focused on building awareness, overcoming cultural and practical barriers, and driving conversion through storytelling, education, and immersive experiences.

Our campaign is divided into three distinct phases:

- **Phase 1 – Ignite the Legend:** Build awareness and excitement through influencer partnerships, traditional and digital media
- **Phase 2 – Fuel the Ride:** Focus on education, community-building, and targeted content that emphasizes ease of use, affordability, and inclusivity.
- **Phase 3 – Own the Road:** Encourage purchase through test ride incentives, dealership events, digital retargeting, and special promotions.

Geographically, we are focusing on urban markets with strong cultural relevance and growth potential: Phoenix, Los Angeles, and Chicago. These locations will host exclusive “Ladies’ Night” rides and branded pop-up activations, creating safe and inviting spaces for women to try riding for the first time.

To overcome gender stereotypes and build trust, we are highlighting real women riders and partnering with female influencers across Instagram, YouTube, and Pinterest. By highlighting authentic stories, we aim to reshape perceptions and show that motorcycling is not just for men; it is a lifestyle that belongs to everyone.

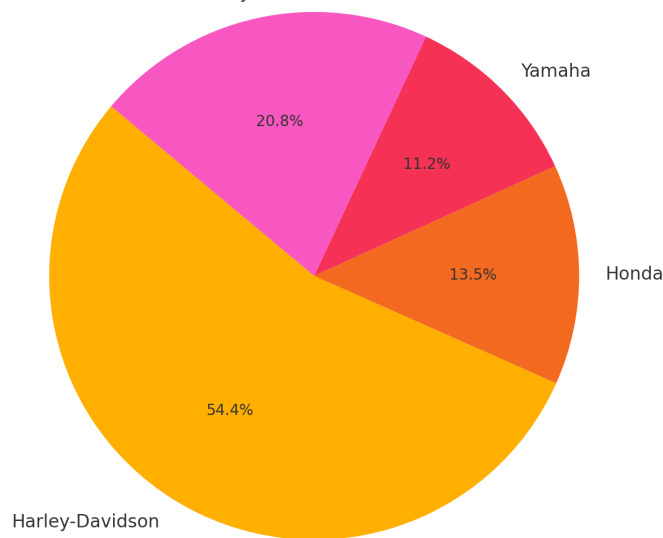
Our campaign’s tone is empowering, authentic, and community-driven. “Own the Road” is more than a tagline; it is a call to action for women who have been told motorcycling was not for them. Harley-Davidson is not just selling bikes; we are opening the road to a new generation of riders.

Situation Analysis

Share of Market (SOM)

Harley-Davidson remains a dominant player in the U.S. motorcycle market, with 30.6% of all motorcycle-owning households identifying Harley as their primary brand. Among all primary motorcycle riders, Harley-Davidson captures 35.6% of the market, further rising to 39.6% for riders aged 45+, reflecting the brand's long-standing loyalty among older demographics.

Share of Voice (SOV) by Brand - Motorcycle Advertising Spend



The pie chart illustrates the Share of Voice (SOV) by brand in terms of motorcycle advertising spend. Harley-Davidson holds the largest portion, commanding 54.4% of the total advertising expenditure. This indicates a significant investment in maintaining brand visibility and market dominance. Victory follows with 20.8%, while Honda accounts for 13.5% of the spend. Yamaha has the smallest share at 11.2%. Overall, the chart highlights a clear disparity in advertising strategies, with Harley-Davidson allocating a substantially higher budget compared to its competitors.

Seasonality

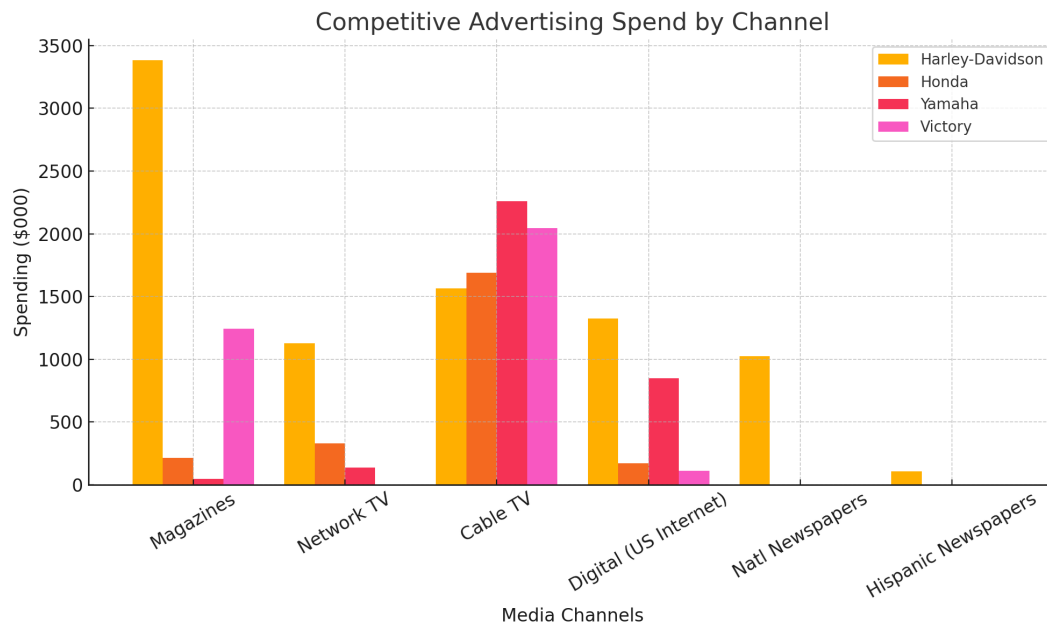
Motorcycle interest and purchasing typically spike during spring and summer months (Q2–Q3), aligning with riding season and event activations like rallies and expos. This seasonal demand informs Harley-Davidson's key promotional cycles, which are concentrated around:

- March to June for new model launches and riding weather
- Late summer/early fall for lifestyle-oriented campaigns

Competitive Spending & Share of Voice (SOV)

Harley-Davidson leads all competitors with \$9.7M in total advertising spend, significantly outpacing Honda (\$2.4M), Yamaha (\$3.4M), and Victory (\$3.7M). Harley's media mix demonstrates a strong commitment to brand storytelling and lifestyle appeal:

- \$3.4M in magazines, reinforcing its premium and heritage image
- \$1.1M on network TV and \$1.6M on cable TV, reaching broad demographics
- \$1.3M in U.S. digital spend, signaling an evolving presence in online environments
- Strong investments in national and Hispanic newspapers, ensuring cultural reach and legacy branding



This bar chart compares how four motorcycle brands, Harley-Davidson, Honda, Yamaha, and Victory, allocate their advertising budgets across various media channels. Harley-Davidson leads in overall spend, with notably high investments in magazines, network TV, digital advertising, and national newspapers. Cable TV also receives a substantial portion of its budget, although Yamaha and Victory outspend Harley-Davidson in this specific channel, with Yamaha reaching the highest spend in cable TV. Victory places second in overall digital and cable TV spend but invests significantly less in print media like newspapers. Honda appears to distribute its budget more evenly but at lower levels across all channels, while Yamaha's focus is primarily on cable TV and digital platforms. This distribution highlights different strategic priorities, with Harley-Davidson leveraging traditional and print-heavy advertising, while Yamaha and Victory emphasize cable and digital channels.

SWOT Analysis

Strengths

- Strong brand loyalty and iconic heritage among mature riders
- Market leader in both ownership and primary usage
- Dominant media presence with diversified platform investment

Weaknesses

- Lower engagement among riders aged 18–34 (only 13.8% of Harley primary riders are under 35)
- Less presence in smaller-engine segments or scooter/mobility markets
- Perceived as a traditional brand among younger, urban audiences

Opportunities

- Grow digital share of voice with targeted social and influencer campaigns
- Engage younger riders through lifestyle events, experience campaigns, and EV (electric vehicle) awareness
- Expand presence in multicultural markets through bilingual media and experiential sponsorships

Threats

- Rising competition from lower-cost, younger-skewing brands (e.g., Honda, Kawasaki)
- Market saturation in cruiser and touring categories
- Shifting transportation trends among urban consumers

Target

The target audience for this campaign is women between the ages of 25–45, with a primary focus on two key demographics: adventurous young professionals in their late 20s and busy suburban moms in their early 40s. These women are either looking for new personal experiences that empower them or searching for ways to reconnect with themselves and others through bold and exciting activities. They tend to be middle to upper-middle class, earning anywhere from \$50,000 to \$120,000 annually, and live in metro or suburban areas where community and lifestyle are equally important.

This audience values authenticity, independence, and freedom – qualities often associated with motorcycle culture but historically marketed to men. For these women, riding represents more than just a hobby; it is a bold statement of identity and confidence. Whether they are rediscovering themselves post-divorce or pursuing a new passion alongside their career, these women are seeking experiences that feel empowering and unique.

Urban professionals in this audience (like Maya, 27) are often found in cities like Austin, Denver, Los Angeles, and Nashville. They are highly active on social media, influenced by culture, style, and adventure, and are drawn to brands that speak directly to their lifestyle. These women are open to first-time experiences like learning to ride a motorcycle, especially when presented as approachable, stylish, and community-oriented.

Meanwhile, the suburban audience (like Rachel, 42) may be parents or caretakers, but are equally driven by a desire for adventure and self-discovery. For them, riding is both a thrill and an escape; it is a chance to reclaim a part of themselves that might have been put on hold. These women appreciate legacy brands that evolve with them and are often looking for a new kind of “me time” or community to be part of.

While men still dominate the motorcycle space, this campaign aims to boldly welcome women into the lifestyle in a way that feels empowering, inclusive, and stylish. This audience is less interested in the mechanical details and more focused on the emotional connection, storytelling, and lifestyle that come

with the ride. Brands that recognize this shift and speak directly to these values will gain their loyalty and drive long-term engagement.

Ultimately, women aged 25–45, whether first-time riders or newly returning, are the perfect audience for this campaign because they represent the future of the riding community. Their desire for connection, identity, and empowerment makes them both aspirational and influential within their social circles. By targeting this demographic, the brand is not just selling a product, it is inviting women to own their power and ride their story.

Personas

Narrative:

"Ride Your Way, Own Your Story"

Beneath the hum of tires and the stretch of open road, two women chase something that can't be bought: freedom on their own terms.

Rachel, age 38, lives outside of Austin, balancing a full-time job, a relationship, and weekend plans that keep her calendar full. She's a planner, but when Saturday hits, she wants nothing more than to hit the road with her partner or her crew. There is something about that first throttle; the wind, the rumble, the escape that reminds her who she is beyond the routine. She grew up seeing Harley as a symbol of grit and patriotism, and now, it's her way to live boldly, out loud, and unapologetically.

Maya, on the other hand, is figuring it out as she goes. She's 27, living in Portland, working remotely, and deep in an Instagram rabbit hole about women who ride. She has not bought her first bike yet, not because she is unsure of the ride, but of the culture. Is there space for someone like her? But something keeps pulling her back: the idea of cruising solo, headphones in, exploring her city on her terms. She scrolls through secondhand gear, pins inspo to her Pinterest board, and watches tutorials at night. She wants a hobby that makes her feel like her raw, real, and free self.

Their journeys look different, but they ride toward the same feeling: ownership. Of their time. Their story. Their power.

Whether it is Rachel customizing her Sportster with her partner at the dealership or Maya pulling into her first bike night solo, both women are carving out space in a world that was not built for them, but is changing because of them.

OVERVIEW, VALUES, AND SOCIAL MEDIA

Target Persona 1: Rachel Johnson

Age: 38

Occupation: Marketing Director at a regional outdoor gear company

Location: Suburban Austin, TX

Household Income: \$110K

Relationship Status: Married, no kids (but has a rescue dog named Scout)

Overview:

Rachel is a confident, adventurous woman balancing a career and personal life. Living in a suburban or smaller metro area, she thrives on carving out time for herself on weekends, often trading daily responsibilities for open roads and outdoor exploration. While she respects Harley-Davidson's iconic status, she is motivated by creating her own modern version of the Harley lifestyle, one that is bold, stylish, and empowering rather than nostalgic or traditional.

Psychographics:

Values freedom, self-expression, and community

Seeks escape from routine (weekend warrior vibe)

Patriotic

Identifies with the Harley legacy but craves her own voice within it

Behaviors:

Rides recreationally with friends or a partner

Purchases quality, bold lifestyle brands (e.g., Levi's, Patagonia)

Media Preferences:

Instagram, YouTube (travel content)

Podcasts (e.g. "Women Who Ride")

Niche magazines (Rider, Iron Horse)

Spotify (classic rock, alt-country)

Email newsletters from brands she trusts

Values:

Rachel values personal freedom, self-expression, and strong community connections. She sees her Harley as a symbol of independence and takes pride in American craftsmanship. While she respects tradition, she seeks brands that offer modern relevance and authenticity. Quality, durability, and timeless style are essential to her, both on the road and in her everyday life.

Target Persona 2: Maya Brown

Age: 27

Occupation: Freelance UX Designer

Location: Portland, OR

Household Income: \$62K

Relationship Status: Single, dating casually

Overview:

Maya is a vibrant, urban millennial who is always looking for new ways to express her individuality. Though she is newer to the world of motorcycles, she is drawn to the sense of freedom, adventure, and creativity it promises. She is less about tradition and more about reshaping the culture to fit her own values of inclusivity, creativity, and empowerment. Her love for vintage, second-hand fashion, and DIY culture shows in her personal style and the brands she supports.

Psychographics:

Curious about motorcycling but intimidated by culture
Craves adventure, independence, and aesthetic freedom
Wants a cool, empowering hobby that is “just hers”

Behaviors:

Follows brands that are authentic, inclusive, and female-driven
Shops second-hand
Uses Reddit, Pinterest, and Instagram for community & inspiration

Media Preferences:

Instagram Reels, YouTube Shorts
Spotify, Reddit (r/femalebikers)
Online forums + dealership events

Values:

Maya values independence, empowerment, and authentic experiences. She looks for brands and communities that feel inclusive, transparent, and welcoming. Tradition doesn’t define her—she’s focused on creating her own path. Sustainability and mindful consumption matter to her, along with embracing creativity and new challenges as part of her lifestyle.

Messaging platform:

It is not about fitting in. It is about standing out. You do not need permission to ride — just the spark to start. Harley-Davidson gives you the tools to own the road your way — no matter where you begin.

Because freedom is not something you wait for.

It is something you ride toward.

And this time, it is just for you.

Ready to start your ride?

Own your story. Own your freedom. Own the road.

Consumer Journey

Maya Consumer Journey:

Awareness: Maya’s journey begins when she stumbles upon an Instagram reel documenting a woman’s first ride. Intrigued by the story and the stylish, customized gear, she dives into Pinterest guides that showcase how to personalize riding apparel and accessories.

Consideration: As she continues exploring, Maya engages with Pinterest’s shoppable guides and watches a branded mini-series on YouTube featuring women riders. The more she learns, the more she envisions the freedom and self-expression that riding a Harley-Davidson Sportster could bring. The customizable patches and gear especially catch her eye, making the experience feel uniquely hers.

Trial/Purchase: Motivated by the stories and community, Maya joins Reddit threads where women share their Sportster experiences. She signs up for a local Harley mentorship class to gain confidence and connect with other first-time riders.

Loyalty: Maya purchases a used Sportster bundled with beginner gear and a customizable riding jacket. She personalizes it with badges that represent her milestones and identity as a rider, turning her bike into a reflection of her journey.

Evangelism: Now fully immersed in the lifestyle, Maya begins posting her own riding content on Instagram. As she grows more confident, she inspires friends to start their own journeys, eventually helping form a small, all-women riding crew that proudly owns their roads together.

Rachel Consumer Journey:

Awareness: Rachel comes across an Instagram post from a female biker influencer she follows, introducing her to the growing movement of women “Owning the Road.” The post sparks her curiosity and reminds her of the thrill she used to feel when riding.

Consideration: While flipping through *Travel + Leisure*, Rachel notices a series of Harley-Davidson ads featuring stylish, customizable gear and stories of women reclaiming their freedom on two wheels. She envisions how the Sportster could fit seamlessly into her weekend adventures.

Trial/Purchase: She brings up Harley-Davidson in conversation with friends, then visits the dealership website and registers for a “Ladies’ Night” event as she is eager to meet other women riders and learn more about the bike and the brand’s evolving community.

Loyalty: Feeling inspired and confident, Rachel upgrades to a brand-new Sportster, pairing it with fresh gear that matches her bold personality. For her, it is not just a bike; it is a statement, and she can express herself with this new customizable gear.

Evangelism: With her riding crew, Rachel organizes a mini group ride, all outfitted in matching gear. She shares the experience on Instagram, proudly celebrating the power of community and encouraging other women to embrace the freedom of the open road.

Barriers to Purchase

Primary data:

We conducted a survey to gain insight into public perception of Harley-Davidson, and particularly to gain an understanding of barriers to purchase among younger, first-time riders.

1. Safety Concerns

Overall, the main barrier to purchase is safety. Many potential riders fear injury or death, especially when riding on highways or packed city roads. As well, many riders have families that rely on them, and an injury could impact their ability to care for others. Fear of injury limits people’s interest in trying riding.

Strategic Solution:

- Emphasize the unique safety design of the Sportster
- Incorporate messaging that highlights safety features and defensive riding strategies

2. Do Not Know How to Ride

The second biggest barrier to entry among the survey results is that people simply do not know how to ride motorcycles. Inexperience and lack of education keep individuals from trying riding.

Strategic Solution:

- Launch and promote beginner-friendly programs in the Maya segment
- Partner with local dealerships to offer female-led “First Ride” sessions

3. **Inconvenient Location / Not Practical Where They Live**

Some survey results highlight that riding simply does not feel practical according to where they live. Some of these barriers include limited parking, poor weather, or unsafe roads.

Strategic Solution:

- Promote motorcycle ownership as a weekend lifestyle
- Feature test rides and experiences designed around flexible use cases(eg, leisure riding, weekend road trip)
- Connect Harley bikes with female power to drive more consideration

Secondary data:

1. **Customization Needs**

According to secondary data, many women crave the ability to customize their ride. Standard factory designs simply do not suit their size or preferences.

Strategic Solution:

- Emphasize the customization potential of Harley-Davidson motorcycles in creative messaging
- Promote the Sundowner Seat, Mid-Control kit through influencer content and dealership consultation

2. **Test Ride Availability**

Without the ability to test ride a motorcycle, potential buyers are unable to assess comfort, handling, and overall fit without firsthand experience.

Strategic Solution:

- Ensure that all interested buyers have access to test rides, regardless of prior riding experience, through pre-scheduled dealership activations and events.
- Offer longer test ride windows, ideally across different riding environments (urban, suburban, highway), to better simulate real-world use.

3. **Poor Dealership Experience**

A bad experience at a dealership can keep interested buyers from making a purchase. According to secondary data, many women reported encountering rude or unhelpful salespeople. A positive in-store experience can be the difference between purchasing and not.

Strategic Solution:

- Incorporate female ambassadors and sales professionals into test ride events and experiential activations.
- Align dealership spaces with the campaign's aesthetic to create a welcoming, gender-neutral environment.

Creative Brief

Make: Make motorcycling feel attainable and exciting for women by spotlighting their journeys and voices.

Feel: Feel empowered, bold, curious, adventurous, and seen.

Because: Because freedom should not come with conditions or stereotypes.

Purpose: To reframe the image of Harley-Davidson for a new generation of women, removing barriers, building confidence, and opening the road.

Unique Selling Point: The Harley-Davidson Sportster is the perfect entry-level bike: lightweight, stylish, and powerful, engineered for new riders who want performance and style in one ride.

Emotional Selling Point: Owning a Harley is not just about the machine; it is about belonging to a legacy, a sisterhood, and a journey of self-discovery.

Brand Personality: Confident. Adventurous. Inclusive. Timeless with a rebel edge.

Creative Strategy: Rewrite the Ride. Women have always had stories worth telling; now, they have a ride that reflects them. This campaign gives women the tools, visibility, and voice to define motorcycle culture on their own terms. We do not just market motorcycles, we shift the narrative of who gets to ride.

Promise: We promise more than just a ride. We promise a culture where women are not just welcomed, but celebrated. Where power comes in all forms. Where gear fits right, stories sound real, and the road finally reflects *you*.

Tone: Bold, inspiring, empowering, honest.

Tagline: "Women own the road"

Media Objectives

1. Build brand awareness and shift perceptions among women in our target by 15%-20%
2. 25% increase in social media engagement to drive engagement and conversion through targeted media

Media Strategies

BDI/CDI

Harley Data for 50 Top Markets										SRDS											
Code	DMA MARKET NAME	Populations (000)								Avg. HHI \$(000)	Est New Motorcycle Sales Units	Recreational Vehicle Lifestyle Index	% of US Motorcycle Commuters	Est New Harley Sales							
		Age18+	Age18-24	Age25-34	Age35-44	W18+	W18-24	W25-34	W35-44					Units	CDI	BDI					
501	New York, NY	1553.1	1761.5	2857.5	3348.3	8251.2	869.0	1483.1	1714.5	78.6	27026	57	2.45	12941	31.29315	73.98807					
803	Los Angeles, CA	12141.6	1634.4	2529.3	2680.9	6312.6	839.5	1302.6	1325.9	69.0	66942	96	9.42	19804	99.29039	145.04					
602	Chicago, IL	6978.9	889.8	1368.8	1486.0	3641.9	429.5	699.1	753.7	75.4	13991	68	1.00	9358	36.10325	119.2359					
504	Philadelphia, PA	5763.0	710.1	950.8	1195.5	3071.2	356.3	491.5	620.8	68.6	19080	69	1.68	7675	59.62305	118.4242					
807	San Francisco et al, CA	5319.3	580.9	1052.8	1162.1	2648.1	270.5	509.1	552.4	95.2	22962	77	7.75	10343	77.73913	172.9031					
506	Boston et al, MA-NH	4752.4	557.4	818.0	1032.9	2512.5	281.0	436.5	527.1	77.0	21899	77	1.07	6398	82.98427	119.7132					
511	Washington et al, DC-MD	4427.4	508.9	841.1	1007.4	2355.7	255.0	458.1	524.1	84.6	20862	63	1.63	8225	84.85777	165.1954					
623	Dallas-Ft. Worth, TX	4483.0	598.1	947.4	1023.0	2317.3	294.0	485.5	502.6	70.1	19093	88	2.01	5801	76.69903	115.0654					
505	Detroit, MI	3722.2	446.7	671.9	790.0	1948.1	218.1	346.0	401.9	72.6	18532	102	0.56	4494	89.66172	107.3604					
524	Atlanta, GA	4072.4	535.0	855.7	937.0	2136.5	264.5	454.7	474.0	72.2	22273	86	1.40	5454	98.49467	119.0901					
618	Houston, TX	3804.0	521.9	783.4	847.6	1967.0	257.5	401.4	424.3	67.2	15921	87	2.05	4854	75.37274	113.4671					
510	Cleveland, OH	2951.9	346.9	469.5	585.1	1549.8	170.7	240.7	300.5	60.6	13387	80	0.39	2966	81.67066	89.34707					
613	Minneapolis-St. Paul, MN	3126.0	410.5	550.1	684.7	1640.3	207.7	289.9	349.3	71.0	10478	129	0.81	4281	60.36343	121.7775					
819	Seattle-Tacoma, WA	3333.8	411.6	602.5	709.1	1705.7	199.6	306.7	355.2	70.0	17339	125	2.45	5251	93.66319	140.0597					
528	Miami-Ft. Lauderdale, FL	3165.6	349.0	556.7	676.0	1663.3	167.1	282.8	342.9	60.7	8807	59	1.98	3255	50.10216	91.43359					
539	Tampa et al, FL	3075.6	295.4	435.3	547.6	1621.2	146.6	221.8	278.6	57.0	16923	81	2.47	3410	99.09049	98.59056					
508	Pittsburgh, PA	2262.8	269.1	325.5	418.7	1195.9	133.4	163.1	217.1	54.0	13968	86	0.40	2023	111.1661	79.49879					
609	St. Louis, MO	2264.4	281.4	374.4	466.9	1222.8	142.7	198.5	245.1	62.3	10250	85	0.51	2599	81.51831	102.062					
862	Sacramento et al, CA	2653.9	363.0	462.7	553.2	1401.4	191.7	252.8	280.6	63.5	16664	129	2.20	3597	113.0783	120.5221					
753	Phoenix, AZ	3133.8	406.2	602.5	625.9	1604.7	203.6	299.5	305.4	63.4	21955	128	4.82	4210	126.1672	119.4598					
751	Denver, CO	2720.7	360.1	540.0	590.5	1373.2	174.7	267.6	288.9	73.6	12645	129	1.34	3994	83.69946	130.5384					
533	Hartford & New Haven, CT	1956.2	226.7	303.6	412.5	1023.7	111.0	157.2	211.1	70.8	8969	77	0.44	2853	82.56866	129.6879					
534	Orlando et al, FL	2450.4	276.5	386.9	479.9	1283.0	136.2	197.7	242.7	57.2	15618	88	2.87	2746	114.7818	99.64932					
512	Baltimore, MD	2115.1	251.3	351.5	459.8	1112.4	124.7	188.4	237.6	69.7	10756	70	0.49	3082	91.58078	129.5724					
825	San Diego, CA	2205.0	317.9	442.6	465.5	1108.3	147.3	219.0	224.6	70.1	16456	101	3.09	3642	134.4003	146.8731					
527	Indianapolis, IN	1975.7	266.5	353.5	408.5	1027.5	133.4	181.3	205.8	61.3	9397	88	0.58	2160	85.65499	97.2173					
500	Portland-Auburn, ME	747.5	82.1	108.1	153.7	398.7	41.0	58.2	82.3	55.6	4838	129	0.13	762	116.5572	90.64724					
515	Cincinnati, OH	1656.0	217.3	287.5	348.5	870.8	109.5	150.4	178.1	64.8	7048	79	0.37	1988	76.64609	106.7497					
616	Kansas City, MO-KS	1650.9	218.5	295.6	344.1	886.6	113.6	157.5	178.9	63.4	7359	86	0.46	2017	80.2754	108.6415					
617	Milwaukee, WI	1660.5	213.4	280.6	348.6	863.8	104.1	141.6	178.1	65.0	5536	95	0.50	1947	60.04013	104.2648					
517	Charlotte, NC	1914.1	232.2	367.7	410.7	998.2	116.7	188.7	204.5	62.0	10891	91	0.70	2138	102.4678	99.32393					
659	Nashville, TN	1742.7	231.7	327.3	362.0	915.3	113.5	166.8	185.4	57.2	10045	94	0.58	1726	103.8034	88.0702					
560	Raleigh et al, NC	1863.4	260.5	376.2	399.1	970.7	126.8	190.8	201.6	61.5	10384	78	0.90	2068	100.3559	98.68593					
535	Columbus, OH	1616.2	219.7	305.3	339.8	834.4	107.9	158.9	168.6	60.9	6332	84	0.34	1838	70.5554	101.1256					
567	Greenville et al, SC-NC	1548.3	191.9	256.8	292.1	819.0	96.8	131.2	148.6	52.2	8568	102	0.61	1223	99.65723	70.23962					
514	Buffalo, NY	1254.2	158.0	187.5	243.7	655.8	78.2	93.7	123.6	53.2	6065	103	0.22	1437	87.08602	101.8828					
563	Grand Rapids et al, MI	1431.8	210.3	250.9	292.8	737.3	104.2	125.9	146.9	59.9	4078	129	0.26	1315	51.29196	81.66843					
544	Norfolk et al, VA	1380.8	202.0	245.6	297.2	712.9	94.8	123.0	150.8	57.8	8134	82	0.71	1544	106.0859	99.43226					
640	Memphis, TN	1294.2	180.6	242.2	262.9	687.3	88.4	123.7	137.1	54.3	4743	90	0.35	1130	65.99882	77.64042					
622	New Orleans, LA	1312.5	183.0	230.4	265.7	699.0	93.3	119.9	137.7	52.5	5615	82	0.56	1085	77.04331	73.50912					
548	W. Palm Beach et al, FL	1344.7	118.5	173.5	237.9	711.3	57.5	89.7	122.6	69.5	5227	64	0.90	1773	70.00218	117.2449					
770	Salt Lake City, UT	1714.3	338.1	370.5	323.4	886.3	177.1	186.3	157.0	64.0	6373	196	0.94	2506	66.94861	129.9885					
641	San Antonio, TX	1523.1	213.0	284.9	309.5	796.1	105.2	144.5	156.0	55.8	8127	88	0.74	1556	96.09179	90.84311					
650	Oklahoma City, OK	1250.7	191.1	216.8	235.6	650.1	94.2	107.9	118.6	50.4	4182	111	0.53	1097	60.21648	77.99455					
521	Providence et al, RI-MA	1239.6	160.1	201.0	255.5	669.2	85.4	107.8	132.7	60.2	5842	79	0.25	1406	84.872	100.859					
529	Louisville, KY	1184.5	143.3	204.4	244.9	628.5	71.7	106.2	127.6	57.5	4319	87	0.24	1172	65.6648	87.98393					
566	Harrisburg et al, PA	1270.7	151.0	197.6	255.3	667.6	77.4	101.0	130.4	59.1	7056	96	0.43	1429	100	100					
518	Greensboro et al, NC	1232.9	146.9	220.8	249.6	645.5	75.1	111.1	124.5	56.7	6673	88	0.38	1049	97.47152	75.65862					
577	Wilkes Barre et al, PA	1171.1	141.0	166.2	218.5	603.4	69.8	80.0	108.3	49.3	6678	104	0.18	863	102.6921	65.52811					
630	Birmingham et al, AL	1338.6	175.7	234.8	256.2	714.5	88.7	120.8	132.83	53.7	8029	103	0.30	1206	108.0177	80.11379					
TOTAL US		217295.1	28422.2	67073.5	44472.7	113110.4	14021.1	19661.2	22452.8	63.2	1,001,000	100	100	246,800							

DMAs

To determine our DMAs considered many different parts of our campaign to determine where we show up:

Our understanding of the ask, the market analysis (CDIs/BDIs), regions where our target audience lives, determined in the personas and secondary research, and the general city culture that aligns with Harley Davidson's brand image.

1. Los Angeles, CA EV = 10.54%
2. San Diego, CA EV = 2.43%
3. Seattle, WA EV = 2.82%
4. Denver, CO EV = 2.09%
5. Chicago, IL EV = 3.01%
6. Phoenix, AZ EV = 3.42%

7. Sacramento, CA EV = 2.52%
8. Tampa, FL EV = 10.06%
9. Nashville, TN EV = 1.47%

Timing/seasonality

For Harley-Davidson, timing is everything. Motorcycling is not just a mode of transportation; it is a lifestyle. And like any lifestyle brand, understanding *when* to show up in front of your audience is just as important as *how*.

Our 12-month campaign focuses on high-opportunity regions. These markets exhibit a blend of Harley brand strength and category interest, with Seattle standing out for both high Harley affinity and lifestyle motorcycle market penetration.

This is a reach-oriented buy, designed to maximize exposure to a broad audience across multiple key regions. Rather than concentrating impressions on a small group, our strategy distributes messaging widely to grow awareness, especially in markets where category interest is high. However, Harley's market share still has room to grow. A full-year presence, with heavier pulses during peak riding months (May through September), ensures consistent visibility throughout the consumer decision journey.

Seasonality in these regions shapes rider behavior. The warmer months are prime time for riding, making them optimal for promoting new models, dealership events, and content centered around Harley's values of freedom, adventure, and community. During this window, our goal is to capture attention from both returning riders and new audiences inspired by the open road.

Colder months (October through March), while quieter for riding, are critical for nurturing brand engagement. This period lends itself to aspirational messaging, digital storytelling, apparel promotions, and virtual events—ideal for staying top-of-mind as potential buyers begin researching their next purchase.

Weekly media delivery is also optimized for reach. Engagement is highest from Thursday through Sunday, especially between 11 AM and 7 PM, when riders are planning trips or engaging with content. Additionally, late-night video and digital ads will reach consumers who are actively researching or consuming long-form content online.

By aligning Harley-Davidson's media schedule with both seasonal and lifestyle patterns, the brand can stay present in the moments that matter most. Whether it is getting ready for the first ride of spring, fueling a sense of rebellion on the Fourth of July, or daydreaming about next summer's cross-country trip during a snowy January afternoon.

Geography

Our objective is to execute a geographically targeted campaign to build brand awareness and drive motorcycle sales among women. Based on our situational analysis and Simmons MRI data, we determined that a spot market strategy would be the most effective way to reach high-potential audiences in specific regions. While Harley-Davidson is a nationally recognized brand with dealerships across the

country, our campaign focuses on expanding reach and engagement in urban markets where cultural alignment with our brand values is strongest and where interest in motorcycling among women is growing rapidly.

Localized activations and media placements in these areas will be tailored to reflect the unique identity and culture of each market. For example, beachside pop-ups in Southern California and group rides through the scenic outskirts of Chicago will create authentic, community-based engagement. By concentrating efforts in these carefully selected cities, we aim to drive awareness, encourage trial, and foster long-term brand loyalty among a new generation of Harley-Davidson riders.

Reach/Frequency

This campaign utilizes a National + Spot Focused strategy to maximize both broad awareness and localized impact. National media placements will introduce the new positioning of Harley-Davidson to a wide audience, while spot-focused efforts will focus on high-potential markets in our DMAs. They offer a strong presence of our target demographic and access to dealerships and riding education.

The campaign is reach-oriented, with the primary goal of building awareness among female riders and women who have the potential to become first-time motorcycle owners. High-reach platforms such as national TV, digital video, and social media will be used in the early phases to introduce the Sportster as the ideal entry bike and to reshape public perception of Harley-Davidson as a brand for confident, modern women.

While awareness is the priority, the campaign also includes some frequency in its media mix, particularly during the engagement and conversion phases. Tactics like digital retargeting, paid social ads, and email marketing will reinforce messaging and guide interested consumers down the path to purchase, from consideration to action. This balance between reach and frequency allows us to build a strong brand presence while maintaining momentum with those who are ready to ride.

Media Mix

Harley-Davidson's media strategy will be executed in five major categories: traditional (TV, magazines, radio, outdoor), digital (Instagram, Pinterest, Facebook, YouTube), Experiential (pop-up events outlined in tactics), and OTT/streaming (Spotify, Hulu, Max, Peacock). Each was selected for their high relevance and engagement with our target audience: women aged 25–45 who are curious, stylish, adventurous, and open to new experiences.

Television (TV):

TV remains a powerful medium for reaching a wide audience and setting the emotional tone of a campaign. Harley-Davidson will focus on prime cable networks that over-index with our target segment and reflect her interests, HGTV, TLC, Bravo, and FX, all known for lifestyle, empowerment, and storytelling content. These channels provide visibility to both urban professionals and suburban moms alike. :30 and :15 second spots will run in daypart windows where female viewership is high, particularly evenings and weekends.

Magazines:

Print still plays an influential role, especially in inspiring and aspirational categories. Harley-Davidson will run print and native digital content in select lifestyle, fashion, and health magazines that strongly align with our audience's values and aspirations. Recommended titles include Cosmopolitan, Real Simple, Women's Health, and Travel + Leisure. These placements help position riding as part of a holistic, stylish, and empowered lifestyle while also building brand credibility.

Outdoor:

Outdoor advertising, especially billboards near highways in and around our DMAs, fitness studios, and shopping districts, will drive top-of-mind awareness and connect with women already on the move. These placements reinforce the idea that Harley is accessible, stylish, and part of the everyday world, not just niche biker culture. Creative will feature powerful, modern visuals of female riders and bold copy about freedom, confidence, and community.

Digital & Social Media:

The digital sphere is crucial for both reach and conversation. Harley-Davidson will invest heavily in Instagram, Facebook, Pinterest, and YouTube to meet the target audience where they scroll, learn, and connect.

- Pinterest & Facebook: Focus on aspirational content, riding tips, and empowering quotes from female riders.
- Instagram: Leverage trending audio, transformation stories (e.g., "first ride" videos), and challenges encouraging women to explore freedom through riding.
- YouTube: Mini-docs and shorts highlighting real women learning to ride, exploring new places, and connecting through motorcycles.

In addition, podcast sponsorships (on platforms like "Call Your Girlfriend," "Unlocking Us with Brené Brown," and "Skimm'd") will allow Harley to reach listeners in a meaningful and trust-driven context. These integrations can include both :30 host-read ads and custom segments that explore stories of female empowerment and personal transformation through riding.

OTT/Streaming:

In addition to linear TV, streaming would allow Harley-Davidson to reach our audience more directly. Although linear TV is still important, more consumers, especially in our target market, are shifting away from traditional TV and moving to streaming platforms like Peacock, Max, and Hulu. OTT gives us the opportunity for precise digital feedback and narrow targeting focus. We are also showing up on Spotify to meet these women as they are listening to their daily podcasts.

Sales promotion/guerilla marketing/etc.

To enhance the reach and impact of the "Own the Road" campaign, a combination of sales promotions and guerrilla marketing tactics will be implemented alongside the traditional media strategy.

Sales Promotions:

1. **Limited-Time Discount Offers for First-Time Riders**

- Provide exclusive discounts or bundled deals on gear, accessories, and beginner courses for first-time female riders who sign up through the mentorship program.
- 2. **Referral Program**
 - Reward current riders who refer new female riders to the program with discounts or exclusive merchandise. This creates a sense of community while encouraging word-of-mouth promotion.
- 3. **Exclusive “First Ride” Event Access**
 - Offer special perks such as access to VIP events, personalized bike consultations, or free merchandise for those who book their first ride through the campaign.
- 4. **Ride & Win Sweepstakes**
 - Sweepstakes where participants can win a free motorcycle or customized gear by signing up for mentorship courses and attending events.

Experiential / IRL Marketing:

1. **Pop-Up Riding Experiences**
 - Set up temporary, unexpected “First Ride” stations in high-traffic urban locations (e.g., parks, city centers, festivals) where people can try out bikes in a safe, low-pressure environment.
2. **Bike-Themed Street Art or Murals**
 - Create eye-catching, interactive street art installations or murals in cities with a high concentration of potential riders. Use augmented reality (AR) to make them come to life, where people can interact with the artwork and get exclusive mentorship offers.
3. **Flash Ride Events**
 - Organize impromptu ride-along events where a group of women riders meets at a popular city spot and rides together, catching attention and inviting others to join the mentorship program.
4. **Street Team & Ambassador Program**
 - Deploy brand ambassadors in key locations to engage with the public, offering free lessons, promotional gear, or even a “pop-up” experience, drawing attention and generating buzz for the campaign.

These tactics, combined with the broader media strategy, will create a dynamic and memorable experience for the target audience, driving both awareness and conversions.

Media Tactics

1. Digital Media

Purpose:

Drive awareness, engagement, and conversions with a focus on social media, influencer partnerships, and targeted digital content.

Tactics:

- **Influencer Partnerships (Instagram, Pinterest):** Macro and micro influencers to document first rides, gear hauls, and customization journeys.
- **Targeted Paid Social (Facebook, IG Reels, Pinterest):** Storytelling-based video carousels and interactive polls to drive engagement.
- **Branded YouTube Mini-Series:** A five-part docuseries following women riders.
- **Email/Newsletter Campaigns:** Harley-branded weekend ride guides, community invites, and bold gear spotlights.
- **Social Media: Biker Patches and #CYOBP (Create Your Own Biker Patch)**
 - Encourages female Harley bikers to showcase their own clothing with customizable biker patches online
 - Social Media Competition:
 - Participants can design their own patches and submit them through tagging our social media accounts and using the #CYOBP hashtag
 - Winners will be able to receive the patch that they designed

Units & Lengths:

- 15-30 second spots (social media, YouTube)
- Mini-series (5 parts)
- Weekly email newsletters

Days/Dayparts:

- Daily posts on Instagram/Facebook, with peak engagement on weekends for lifestyle content.

Delivery Metrics:

- Social media reach, engagement rates, influencer-driven traffic, views on YouTube series, and click-through rates on email campaigns.

1. Traditional Media

Purpose:

Leverage mass reach through streaming services, podcasts, print, and out-of-home advertising to increase brand visibility and credibility in target markets.

Tactics:

- **Podcasts & Audio (Spotify, Niche Female Biker Shows):** Host-read ads on popular podcasts like "Women Who Ride" and "Call Your Girlfriend."
- **Lifestyle Magazines & Local Inserts:** Ads in key publications and local inserts near Harley dealership events.
- **Out-of-Home (Billboards + Murals):** Creative murals in key cities such as Austin, Nashville, LA to capture attention.

Units & Lengths:

- 15-30 second spots (podcasts)
- Full-page ads (magazines)

- Large-format billboards

Days/Dayparts:

- Streaming ads throughout the day with a heavier presence during peak viewing hours (evenings).
- Podcast placements weekly, typically in the mornings and evenings.

Delivery Metrics:

- Impressions, CPM, and click-through rates for OTT and podcast ads.
- Reach and visibility for out-of-home advertising.

2. Experiential Marketing

Purpose:

Create hands-on, immersive experiences that allow potential customers to engage directly with the Harley-Davidson brand in a meaningful way, fostering community and emotional connection.

Tactics:

- **Motorcycle Mentorship Program:** Partnering with local dealerships to offer beginner courses and mentorship for women riders.
- **Pop-Up Urban Garage Lounges:** Temporary, stylish urban pop-ups featuring test rides, music, espresso, and Instagrammable build-a-bike stations.
- **Ride-In Movie Tour / Bike Nights 2.0:** Outdoor movie screenings paired with food trucks, gear trials, and community rides.
- **Harley x Pinterest Creator Fund Sponsorship:** Fund women creators to produce content showcasing motorcycle fashion, gear, and customization.
- **Woman Made Biker Patches:** Custom iron-on biker patches – made by female riders, for female riders. Digital and social design competition, the winner gets to create their new collection.

Units & Lengths:

- Pop-up events lasting 1-3 days in key cities.
- Movie nights and bike events lasting 2-4 hours.
- Social media content from influencers and participants.

Days/Dayparts:

- Weekend activations, peak engagement during the evening events.
- Monthly ride-in movie nights and pop-up activations.

Delivery Metrics:

- Event attendance, social media engagement, influencer-driven impressions, and participant feedback.

3. OTT/Streaming

Purpose:

Maximize brand visibility and storytelling impact by delivering emotionally resonant and cinematic Harley-Davidson ads to targeted audiences via top streaming platforms.

Specific Tactics:

- **Platform Buys:** Targeted media placements on Hulu, YouTube, Peacock, and Max using demographic, behavioral, and geographic targeting to reach women ages 25–44 in key urban markets.
- **Creative Spots:** Cinematic 15- and 30-second video ads featuring women riders, scenic rides, customization, and personal empowerment journeys.
- **Retargeting:** Serve sequential messages to viewers who have watched previous Harley ads, driving them down the funnel (awareness → interest → conversion).
- **Interactive Video Units:** Use clickable end cards and mid-roll options on platforms like Hulu and YouTube to direct users to local dealerships or gear collections.

Units & Lengths:

- 15- and 30-second cinematic spots
- Skippable and non-skippable placements
- Interactive CTV formats with call-to-action overlays

Days/Dayparts:

- Weekend daytimes (10 AM–2 PM) to target leisure viewing habits
- Always-on retargeting for continued engagement

Delivery Metrics:

- Impressions and Completion Rates
- Click-Through Rates (CTR) on interactive units
- Video View-Through Rates (VTR)
- Brand Lift Metrics via platform measurement tools

Media Flowchart

"Own the Road": Media Plan Flowchart														
Target Demographics: Women (Ages 25-45)	Phase 1: Ignite the Legend				Phase 2: Fuel the Ride				Phase 3: Own the Road					
Medium	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Cost \$(000)	
Traditional														
Radio	50	50	100	100	100	100	100	120	80	80	80	80		1040
Magazine (Print)	100	100	100	150	180	180	180	150	100	100	100	100		1,540
OOH	125	125	150	150	125	125	150	200	80	80	80	80		1,470
TV	100	100	100	100	120	120	120	140	80	80	80	80		1,220
														5,270
Digital														
Pinterest	250	250	250	250	100	100	100	150	130	80	80	80		1,820
YouTube (pre-roll)	120	150	150	150	130	130	130	150	90	90	90	90		1,470
Meta: Instagram	120	120	120	125	150	150	150	170	130	100	80	70		1,485
Meta: Facebook	120	120	120	120	110	110	110	120	80	80	80	80		1,250
														6,025
OTT/Streaming														
Spotify	75	75	75	75	130	130	100	110	60	60	60	60		1010
Hulu (pre-roll)	100	200	200	200	90	90	90	110	60	60	60	60		1,320
HBO Max					60	60	60	70	100	100	40	40		530
Peacock					40	40	40	50	30	30				230
														3090
Experiential					120	150	250	160	250	250				1180
Total \$(000)	1,160	1,290	1,365	1,420	1,455	1,485	1,580	1,700	1,020	940	830	820		15,565
	P1 TOTAL	5,235			P2 TOTAL	6,220			P3 TOTAL:	3,610				

Total Spend: \$15.565 Million

Budget Allocation Breakdown

Medium	Allocation
Digital Media	\$6,025,000
Traditional Media	\$5,270,000
Experiential Marketing	\$1,180,000
OTT/Streaming	\$3,090,000

Budget Summary

This table outlines how marketing funds are distributed across four different media. The largest portion of the budget is allocated to Digital Media, highlighting a strong emphasis on online advertising efforts such as social media, display ads, and search engine marketing. Traditional Media, which includes channels like television, radio, and print, is close behind with an allocation of \$5.27 million, indicating it remains a significant component of the overall strategy. OTT/Streaming platforms, such as Hulu and other digital streaming services, are assigned \$3.09M, reflecting the growing importance of reaching audiences through on-demand content. Lastly, Experiential Marketing is given \$1.18, showing a targeted investment in live events and interactive brand experiences designed to engage consumers more personally. This breakdown suggests a balanced yet digitally forward approach to media planning.

Media Allocation (Media Mix)

The overall media strategy for the campaign is broken down across several key categories, each designed to target different aspects of consumer engagement and brand awareness. With a total budget of \$16 million, the allocation is as follows:

Digital Media receives \$6 million, representing 39%. This portion is dedicated to driving engagement through social platforms such as Instagram, Facebook, and Pinterest, with influencer partnerships, targeted paid social ads, and branded mini-series. These efforts aim to build brand visibility and foster deeper connections with potential customers through online content, while also tapping into the highly influential and digitally savvy female riders, like Maya and Rachel.

Traditional Media, allocated \$5.27 million (34%), will focus on leveraging more conventional advertising channels. This includes OOH, radio, linear TV, and print. The goal of this allocation is to reach a broad audience and establish a strong, recognizable presence in both national and localized markets.

Experiential Marketing, with an allocation of \$1.52 million (8%), is a major component of the strategy. This budget will fund pop-up events, ride-in movie tours, and the Motorcycle Mentorship Program, designed to provide hands-on, interactive experiences for potential customers. These efforts will create a tangible connection to the brand by offering real-world engagement opportunities, and motorcycle education to invite women into the Harley-Davidson world.

OTT/Streaming, allocated \$3.09 million (20%), is a crucial part of the media mix, strategically placed within both the Digital and Traditional categories to capitalize on shifting consumer viewing habits. This allocation targets premium placements on platforms such as Hulu, HBO, YouTube, and Peacock, ensuring the brand appears within highly engaging, long-form content that resonates with the lifestyle interests of the target audience. By leveraging data-driven targeting and contextual ad placements, these streaming spots will connect with digitally native viewers, especially younger, urban female riders, during their prime entertainment moments. This medium provides both the reach of traditional television and the precision of digital, helping build awareness while fostering stronger brand recall through immersive, story-driven video content.

1. **Digital Media**

The digital media allocation focuses on engaging the target audience across social media platforms like Instagram, Facebook, Pinterest, and YouTube. Key tactics include influencer partnerships, paid social ads, a branded YouTube mini-series, and email/newsletter campaigns. These efforts will tap into the younger, digitally native demographic that interacts with the brand online and seeks authentic, user-generated content.

2. **Traditional Media**

Traditional media efforts will focus on high-reach channels that deliver strong brand recall and visibility. This covers radio ads on national and local stations, print placements in premium lifestyle and travel magazines, out-of-home (OOH) advertising such as billboards, murals, and transit wraps in key urban markets, and TV spots on both national and regional networks. These channels will reinforce Harley-Davidson's iconic image across touchpoints where audiences are most likely to engage with inspirational, brand-driven messaging, driving awareness among a

broad but targeted audience.

3. **Experiential Marketing**

Experiential marketing will play a key role in connecting with potential customers through hands-on experiences. This includes the Motorcycle Mentorship Program, pop-up urban garage lounges in major cities, and ride-in movie tours. This portion of the budget is designed to create memorable, real-world interactions with the Harley-Davidson brand.

4. **OTT/Streaming**

The OTT/Streaming allocation targets audiences who are shifting away from traditional cable and consuming content on-demand. Harley-Davidson will deliver high-impact video ads across platforms like Spotify, Hulu, HBO Max, and Peacock. These placements will be strategically timed around lifestyle, travel, and adventure content that aligns with the brand's identity. The goal is to insert Harley-Davidson into the everyday viewing habits of aspirational and experience-driven consumers, reinforcing brand awareness and affinity through cinematic storytelling and compelling visuals that reflect the freedom of the open road.

Month-by-Month Budget Breakdown (Seasonality)

Phase 1: Ignite the Legend (Months 1–4) - \$5.235 million

Goal: Build initial awareness and introduce Harley-Davidson to the target audience (Maya and Rachel).

- January - April: Budget allocated here includes OTT/streaming ads, out-of-home advertising (murals and billboards), influencer partnerships, and experiential events like pop-up urban garages and ride-in movie tours. The key focus in this phase is to make a strong initial impact and drive visibility.

Phase 2: Fuel the Ride (Months 5–8) - \$6.22 million

Goal: Engage Maya to test ride and Rachel to begin considering Harley-Davidson for weekend road trips.

- May - August: Budget distribution for this phase includes continued OTT/streaming video ads, influencer campaigns, and expanded experiential events. Additionally, first ride events, Pinterest/Instagram paid social campaigns, and targeted email newsletters will drive deeper engagement and foster consideration.

Phase 3: Own the Road (Months 9–12) - \$3.61 million

Goal: Move Maya and Rachel from consideration to conversion, getting them into dealerships for test rides and purchases.

- September - December: The focus shifts to retargeting efforts, with geo-targeted ads, influencer UGC campaigns, and localized events designed to drive foot traffic. This phase also includes continued digital and social media advertising and conversion-focused email campaigns.

Measurements of Success

Phase 1:

- Purpose: Expand brand reach and visibility among women 25–45
- Pre/post campaign surveys
- Social listening and brand mentions

Phase 2:

- Purpose: Build a meaningful connection between Harley-Davidson and the target audience through education
- Owned / Paid Influencer Social Likes, Comments, Shares, etc.

Phase 3:

- Purpose: Drive qualified leads to conversion
- Website Traffic Growth:
 - Female website traffic from women (CTR) (VTR)
- Lead Sign-Ups (Education, Test Rides):
 - sign-ups for beginner riding classes, dealership "Ladies' Nights," and branded pop-ups.
 - Track form submissions and CRM database growth, segmented by gender and age.
- Email Engagement (Newsletters):
 - open rate and click-through rate on female-targeted Harley-Davidson newsletters.

Conversion KPIS

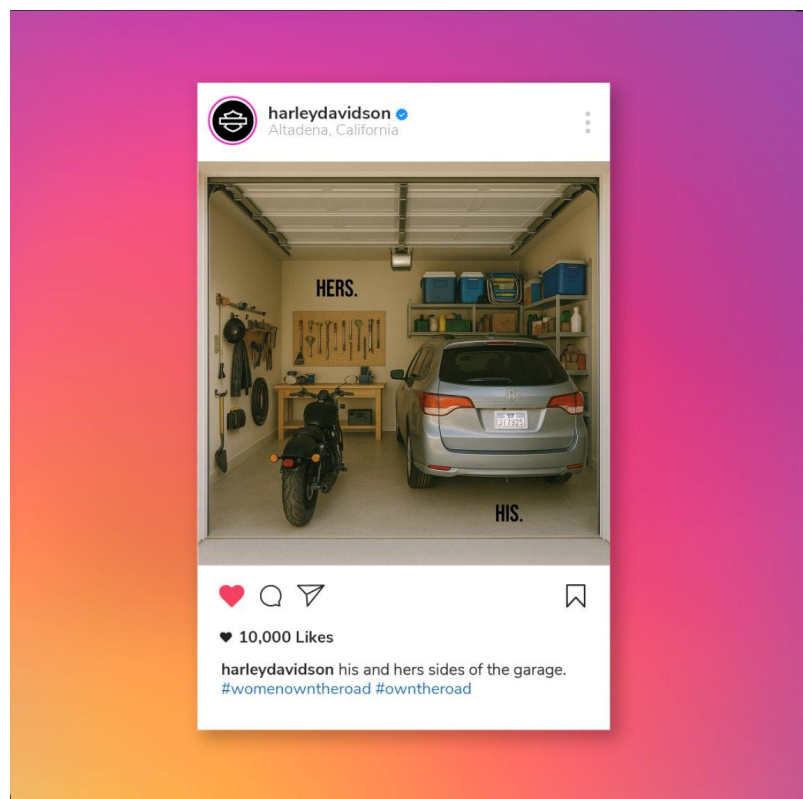
- Objective: Turn interest into actual Sportster sales.
- Sportsters Sold:
 - 3,000 units sold to women aged 25–45 within 12 months.
- Test Ride to Purchase Conversion Rate:
 - Achieve a 2–3% conversion rate from women attending test rides or dealership events.
 - Track through dealership CRM systems and unique event codes.
- Revenue Generated:
 - \$48 million in Sportster revenue from the campaign (\$16M investment → \$48M return = 3:1 ROI).

Creative Executions

Paid (OOH)



Owned (Instagram Post)



Earned: Create Your Own Biker Patch Patch #CYOBP

