



Harley-Davidson

Measuring Social, 2022

**TIMELESS PURSUIT OF ADVENTURE.
FREEDOM FOR THE SOUL.**

The Appeal



1: Timeless

Harley-Davidson stands for the timeless pursuit of adventure.



2: Community

Building their legend and community through bike rallies, local chapters

LiveWTM ONE

Ready to take you beyond the limitations of combustion. LiveWire ONE electric motorcycle includes a Revel powertrain assembled by Harley-Davidson in the USA, fast DC charging capability, world-class suspension and ride control, and advanced rider aids for an evolved riding experience.

Range 146/95 City/Combined	Speed 3 sec 0-60 MPH	Charging DC
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\$22,799

You may be eligible for incentives.

3: Innovative

Harley Davidson leading the industry through foray into electric bikes

Products and Channels

Motorcycles

Electrical and Traditional

Parts and Accessories (P&A)

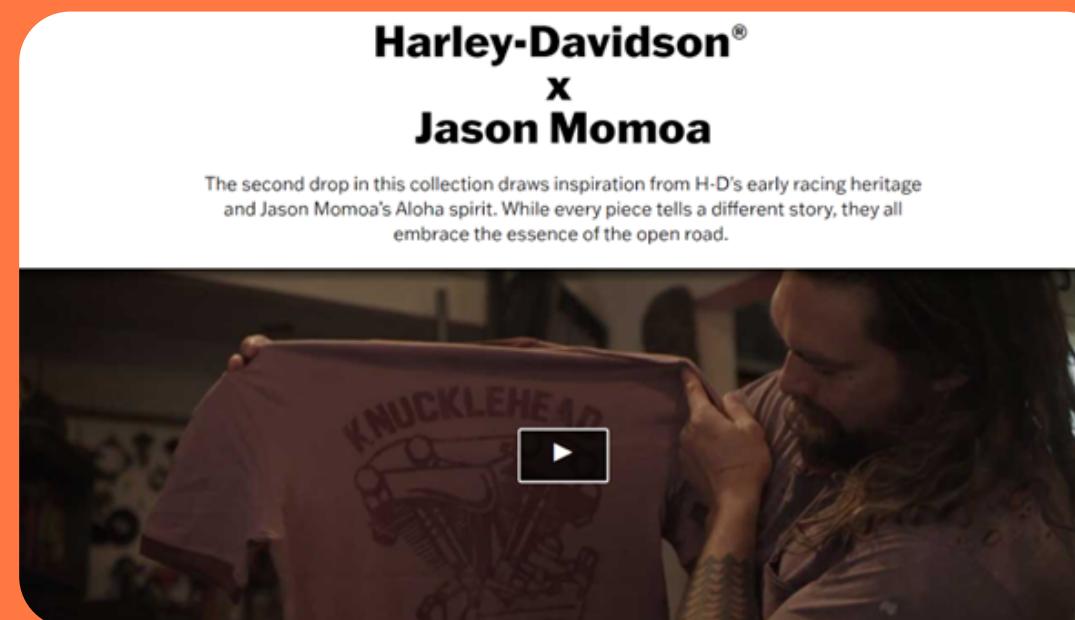
For modification and replacement of parts

Apparel and Licensing (A&L)

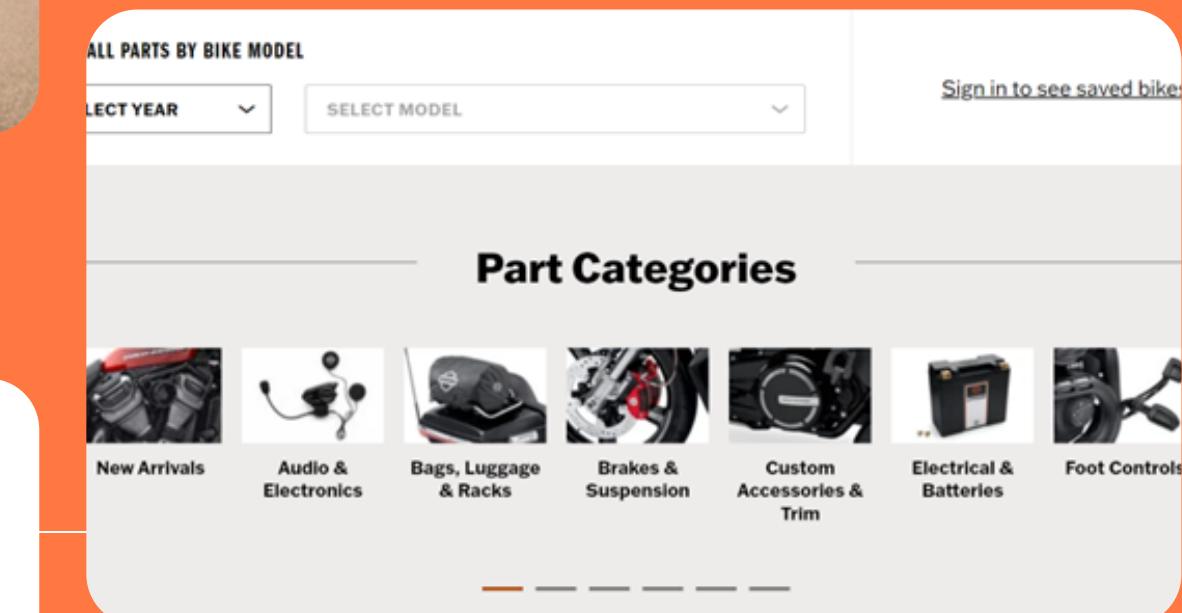
Footwear/eyewear/small leather goods/jewelry/ kids apparel



Dealership in Pittsburgh



Collaboration with Jason Momoa



Harley-Davidson website

01 DRIVE NEW CUSTOMER ACQUISITION

- How do we reach new consumers?
- Messaging and content to draw them in the loop
- How could we test our recommendations?

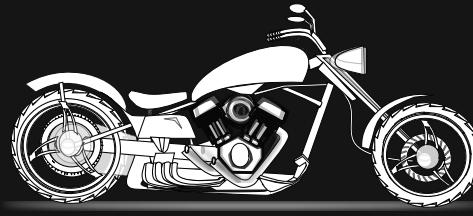
02 SIMILAR BRAND ANALYSIS

- Who is doing well?
- What tactics are they using?
- What channels drive biggest impact?

03 SOCIAL COMMERCE GROWTH

- How do we weave in social channels?
- Paid Media messaging designs
- How do we engage existing customers?

THE ASK

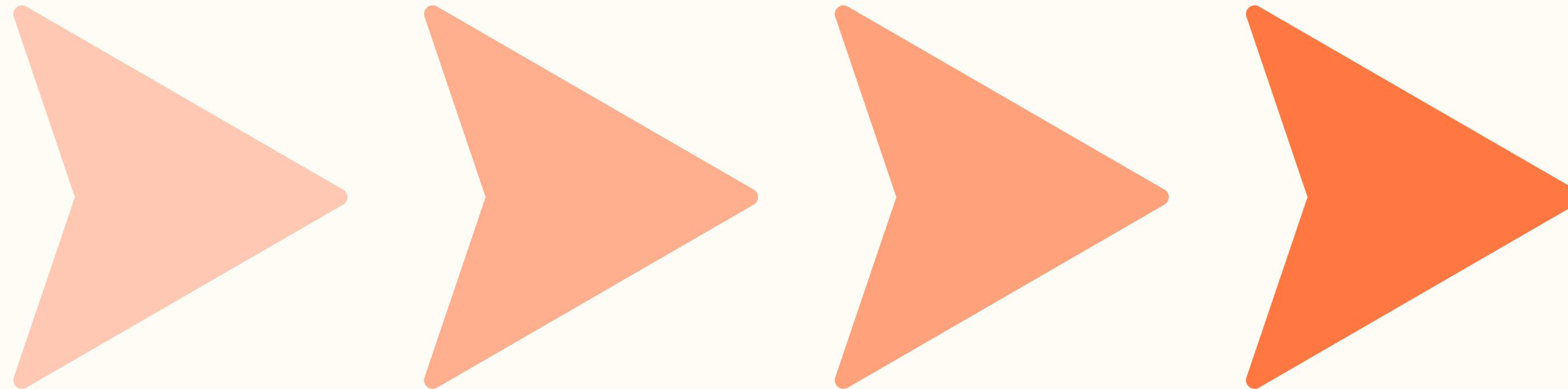


**“MOST COMPANIES MUST REALIZE THAT THEY
ARE NO LONGER COMPETING AGAINST THE GUY
DOWN THE STREET OR THE BRAND THAT SELLS
SIMILAR PRODUCTS.”**

**INSTEAD, THEY’RE COMPETING WITH
EVERY OTHER EXPERIENCE A CUSTOMER HAS.”**

- DAN GINGISS, AUTHOR AND CUSTOMER EXPERIENCE EXPERT

CONSUMER JOURNEY

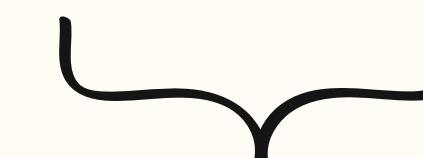


DISCOVERY

INTEREST

CONNECTION

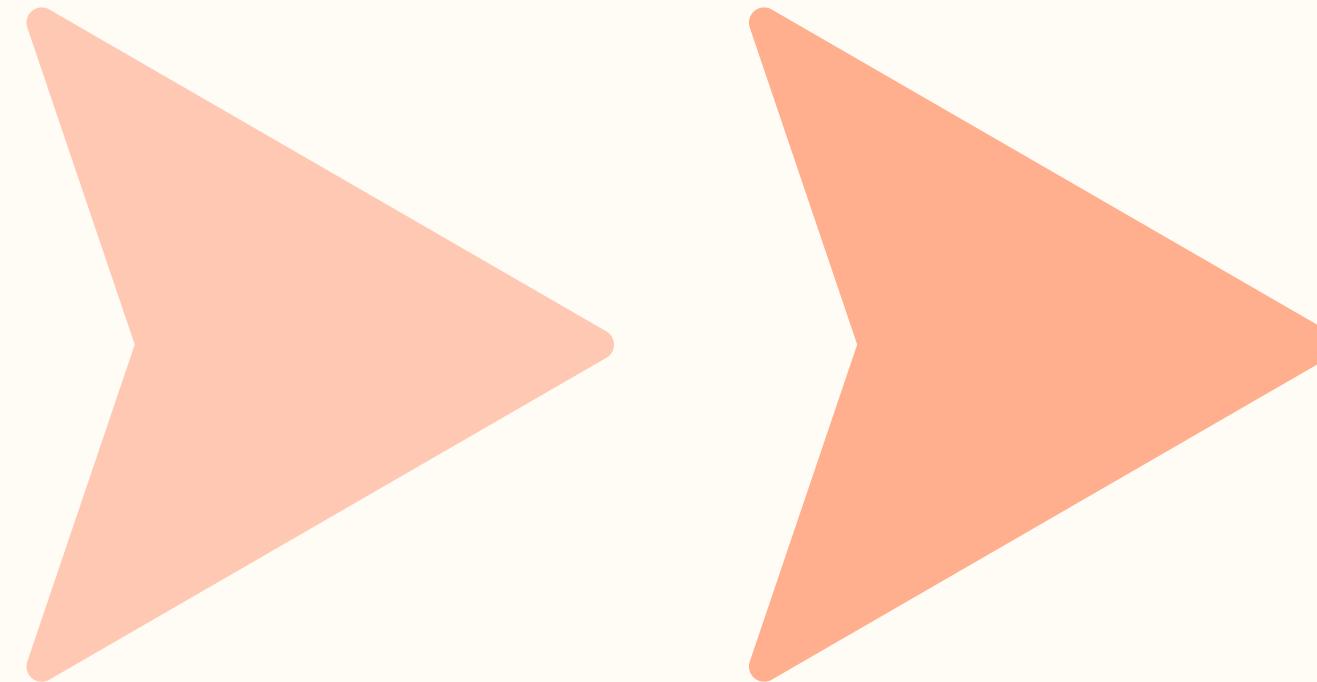
IMMERSION



Reach potential customers
through organic social media

Paid media and social
commerce conversions

CONSUMER JOURNEY



DISCOVERY

INTEREST

Improving engagement and audience reach will lead to a better consumer response for paid media

What Improvements Have Marketers Worldwide Seen with Customer Engagement as a Result of Implementing More Personalization?

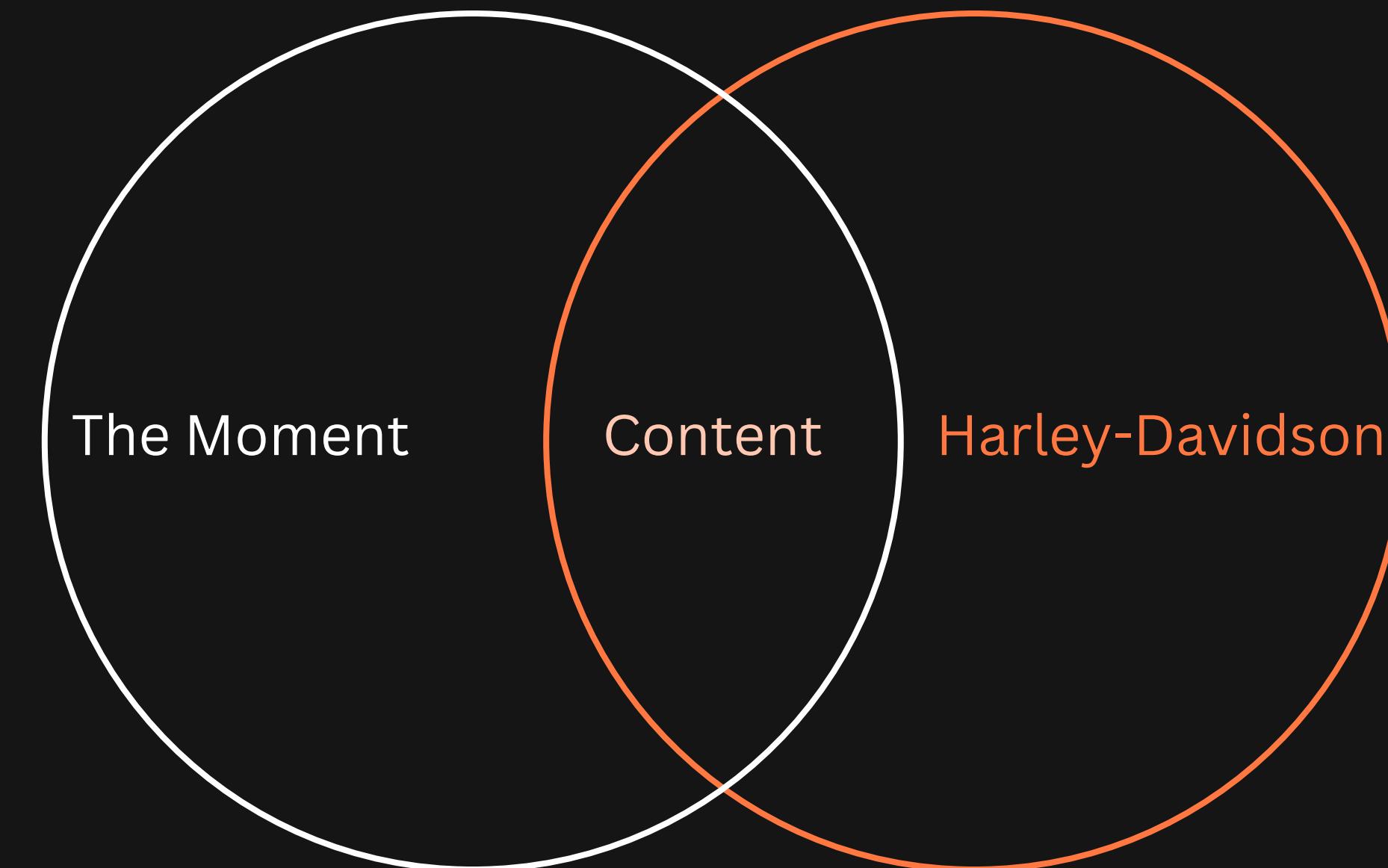
% of respondents, Aug 2021



Source: Acquia, "Deliver a More Modern CX: A Guide for Marketing Innovators," Oct 26, 2021

270781

eMarketer | InsiderIntelligence.com



Take advantage of moments and involve
H-D to build discovery and interest and
create trust and relevancy.

Marketers must build a strong digital brand persona to stimulate consumer brand engagement and foster long-term brand relationships in a digital world.

By positioning the brand as having a humanlike personality in digital contexts, brands can help consumers to identify with the brand and (continue to) use it for self-expressive purposes.



WHO IS HARLEY-DAVIDSON?

Here is an example for how H-D could engage with audiences via a persona.

Tone

Casual, cool, and charming

Bio

Harley-Davidson is a motorcycle rider, but more than that they are a free spirit that loves sharing the pursuit of adventure and excitement with everyone everywhere.



William Darfler @WilliamDarfler · Sep 1

16 years ago we brought our newborn son home from the hospital in our brand new @Honda Pilot. 16 years later Cole got his license and now the Pilot is his. It keeps going and going... #honda #hondapilot



1

3

18



Honda @Honda · Sep 1

Replying to @WilliamDarfler

A full circle moment! ❤️ Congrats on getting your license, Cole!



EdisonTech C,B&G @ET_CBandG · Oct 12

#fallcleanup out at Mt. Hope Cemetery @CityRochesterNY continues!

...

Our crew is getting bigger by the day!!

@EdisonTechRCSD @RCSDNYS



0:23 45 views

1

1

8



Carhartt @Carhartt · Oct 20

Replying to @ET_CBandG @CityRochesterNY and 2 others

Putting in the work this fall. 💪

...

1

1

1



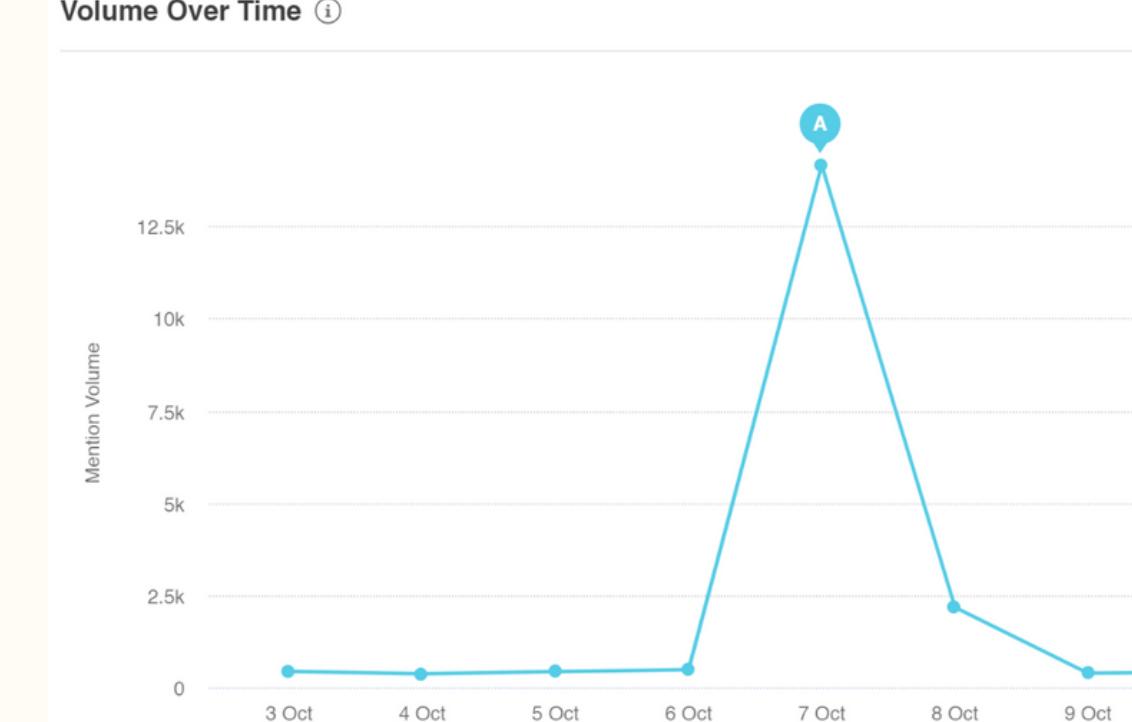
Cornell had a **vintage** items sale today. My 18 yo sent me photos with "Look what I got Bonus Dad!" He found a **vintage** **Harley Davidson** bball cap and long sleeved tee. Both in perfect condition. I love this kid so much. Christmas **shopping** for his stepdad in September! My heart! ❤️



Harley-Davidson ✅ @harleydavidson · Oct 14

Replying to @dadiyo64

Nothing beats priceless connections and timeless gear 🏍️



Brandwatch data shows a 3100% increase in mentions due to this event

CONTENT RECOMMENDATIONS

37% of online shoppers say they use social media for “purchase inspiration.”

01

Image

02

Video

03

Text

[Source](#)

IMAGE

What works

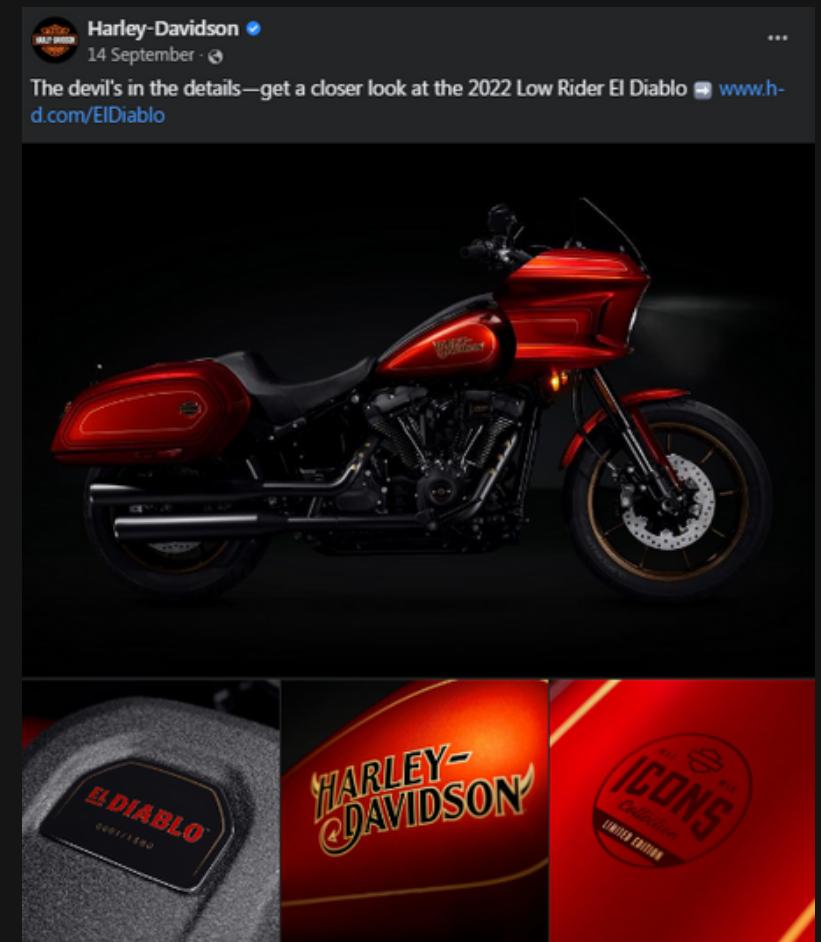
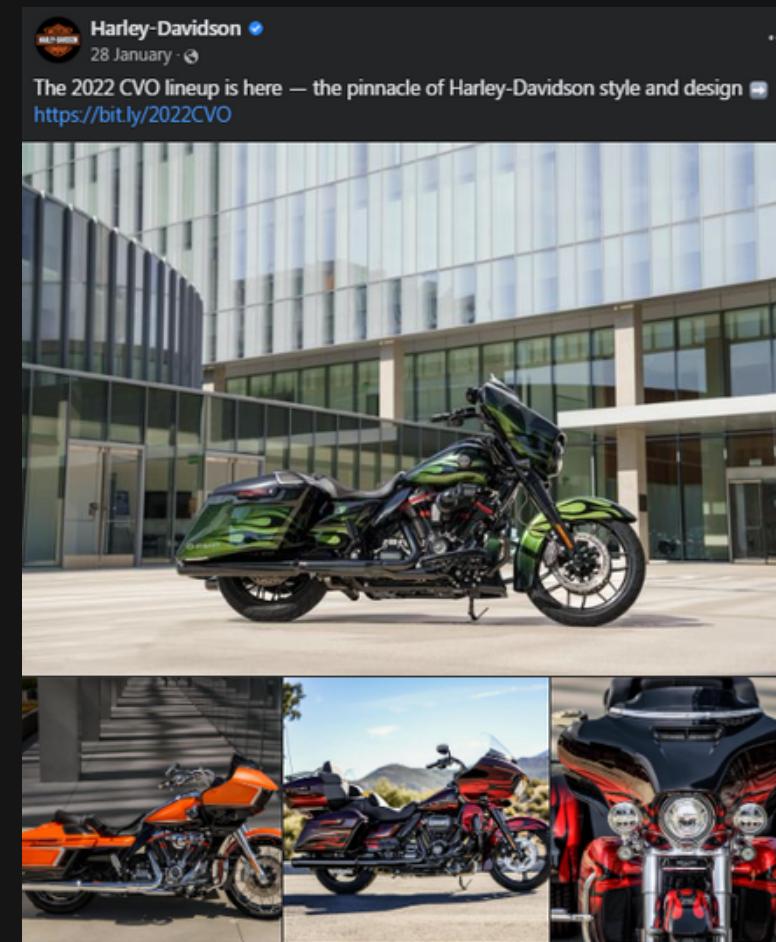
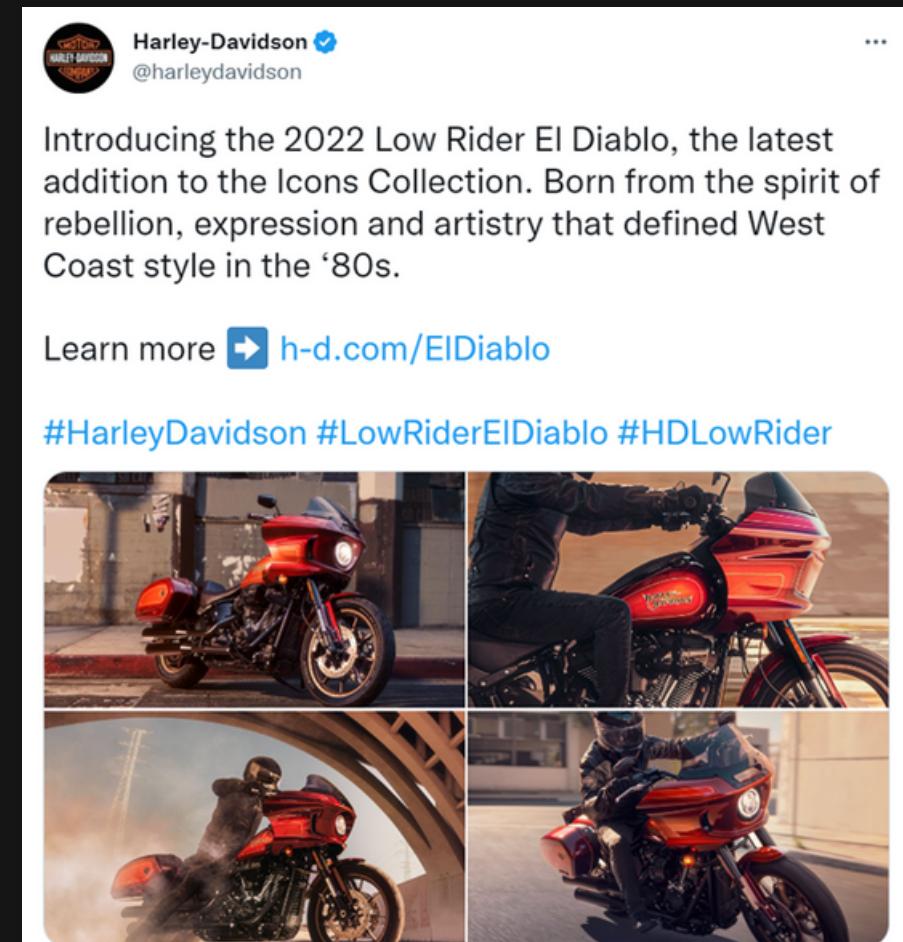
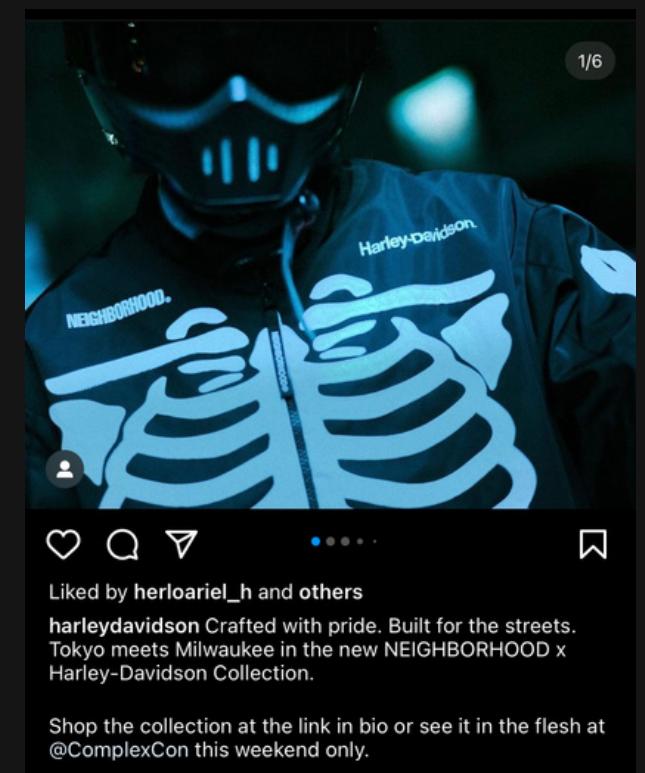
Twitter/FB

- New bikes
- H-D Link
- More images(typically 4) in carousel

Instagram

- People

80% of the posts by Ducati and Triumph containing multiple images have higher engagement rates

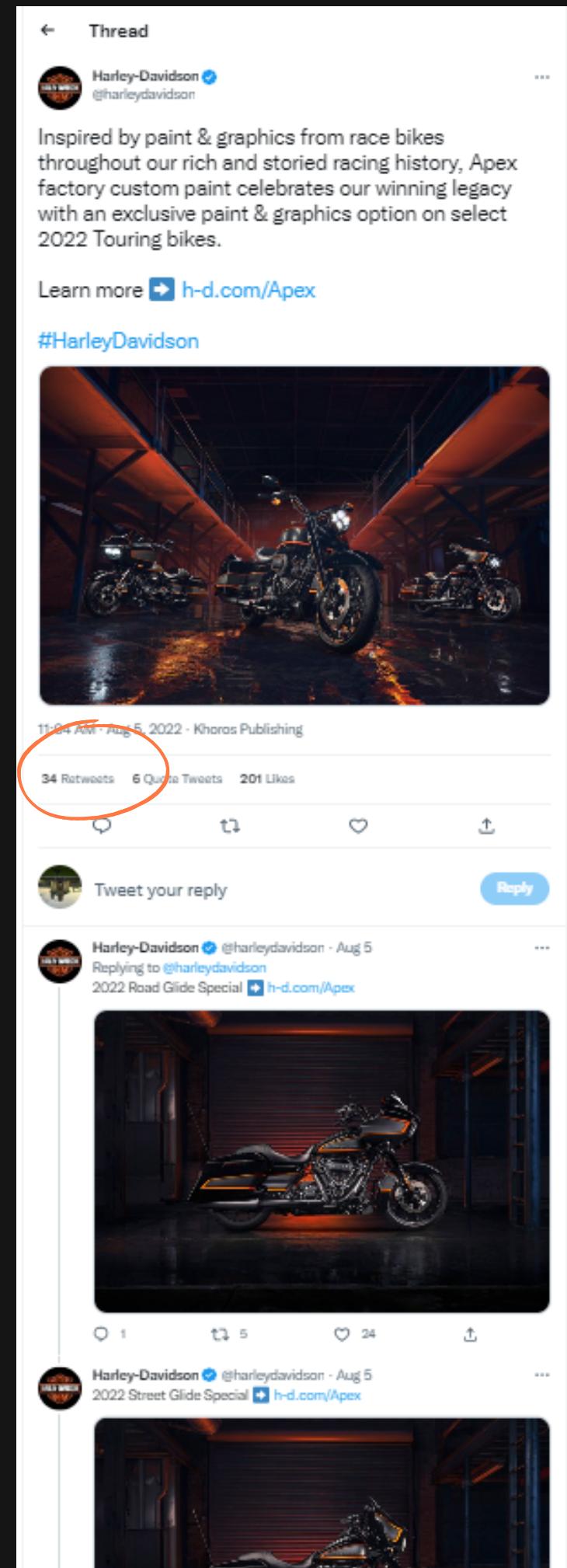


Source: YTD Metric Deck

IMAGE

What doesn't work

- New bike introduction with just 1 image
- Riders with just 1 image
- Twitter thread with multiple images



Source: YTD Metric Deck

INCLUSIVITY, DIVERSITY, AND REPRESENTATION

in media content



There is currently a lack of diversity within media content.

In order to reach broader, more diverse audiences H-D needs to reflect that in its content.

More inclusive ads have seen **23% more “purchase intent”** from Gen Z consumers

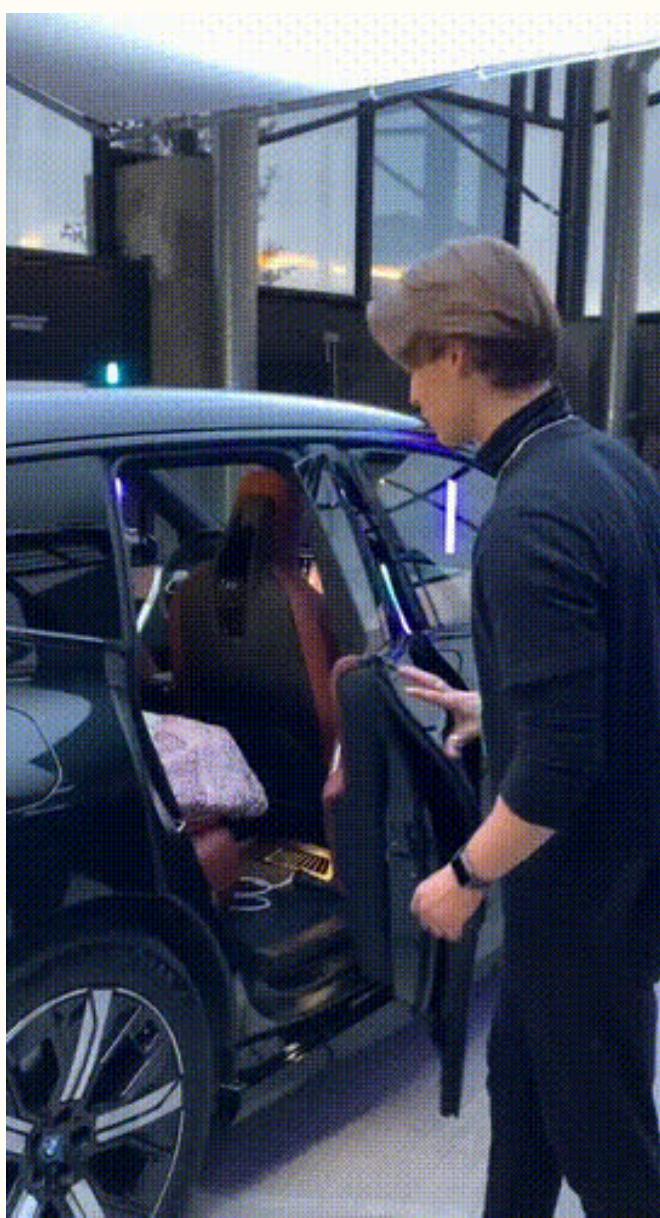
59% of consumers are more trusting of brands if they are represented in their ads

VIDEO

Recommendations



Polished: 43K Views



Unpolished: 16M Views

Unpolish (at least some of) videos.

Twitter/Facebook

What Works:

- New bikes
- Preview of bikes
- Upcoming events
- UGC vertical raw video

What Doesn't:

- Playback/recap style
- Medium form content [1-10mins]

Instagram

What Works:

- Personal Stories (My Garage, My Harley Tradition)
- Showing off bikes and gear

What Doesn't:

- Events → shorter, highlights
- Focus on Customization → quick, fun, introduce new faces

Youtube

- Long-form content working great
- Recycle short-form content to Instagram and Facebook

79% of people say UGC highly impacts their purchasing decisions.

[Source 1](#) [Source 2](#)

TEXT

RECOMMENDATION

TWEETS WITH TWO OR MORE HASHTAGS ARE 55% MORE LIKELY TO BE RETWEETED



Hashtags

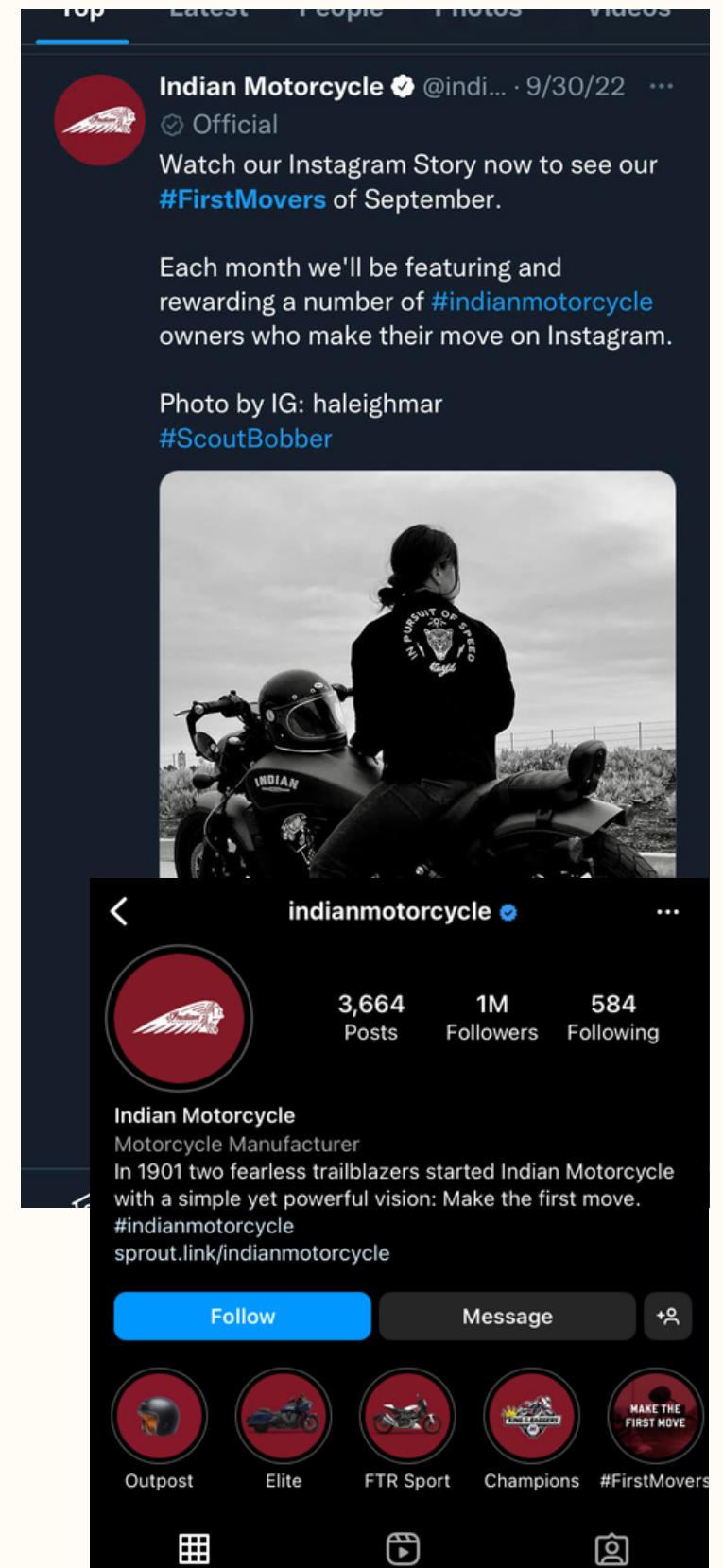
Hashtags allow for searchable posts and videos while linking them to larger communities or personas. Currently, HD is limiting their #s, when it could be using them to connect with new and current customers.

INDIAN HASHTAG COMPARASION

#FirstMovers is synonymous with Indian

Use the hashtag across multiple channels to bring forth its persona - being the first motorcycle company in America. You want to be a part of that movement - innovators

Indian has dedicated spaces for interactions with customers - story for #



TEXT

RECOMMENDATION

Comments

Build relationships with an audience on social media and draw them into the lifestyle before aiming to convert into sales.

This helps create a genuine image and creates trust for the brand. It shows the audience that H-D is more than just a company, but a personality that care about its audience.



Harley-Davidson @harleydavidson · Oct 14

Replies to [@dadiyo64](#)

Hi Ahmed, we appreciate you bringing this to our attention. When you have a moment, please reach out to our Customer Care Team at 1-800-258-2464 (Monday through Friday; 8am-7pm CDT), so they can learn more. Thank you.



DICKIES AND CARHARTT

Customer Connections

dickies  @utopia.us x Dickies Blank Canvas Overall Vest now available on Dickies.com

Limited edition Dickies remade by Makers #DickiesBlankCanvas

6d

xclusivehabit 🔥

6d 1 like Reply Send

itsmgimegu 🔥🔥🔥

6d 1 like Reply Send

dickies  @itsmgimegu ❤️

6d 1 like Reply Send

avaraiin Already sold out 😢

6d 1 like Reply Send

dickies  @avaraiin there are a few still available!

6d 1 like Reply Send

mariss_92 Purple 😍😍 @carhartt already have pink and grey ❤️

14w Reply Send

carhartt  @mariss_92 perfect. Now you just need to add the orange, sea foam, blues and reds and you'll be set.

14w 1 like Reply Send

tara_hopkins00 I want ALL of them!!!!!!

14w Reply Send

udfarming Loving those colors!! 🤩🤩

14w 1 like Reply Send

carhartt  @udfarming who doesn't?

14w 2 likes Reply Send

Dickies®  @Dickies · 25/02/21

Many of us are frustrated by the disturbing rise in anti-Asian hate crimes. These incidents of racism and bias towards the AAPI community have become more frequent and are now escalating in more aggressive and violent ways.

#STOPASIANHATE

D

#STOPASIANHATE

Dickies®  @Dickies · 25/02/21

We stand in solidarity with the Asian community and condemn acts of racism, hate and violence in any form.

Together, we can work hard to stop it. For more information please visit StopAAPIHate.org.

Mason Ellis @masonx54 · 28/09/22

I put on my @Carhartt sweatshirt this morning because it's officially cold for me. I swear this sweatshirt increases my productivity. Lol

2 t 1 heart up

Carhartt  @Carhartt · 28/09/22

that's because we're all about the WORK.

1 t 1 heart up

Jordan Mendez @Ro_Dez · 27/09/22

Replying to @Carhartt

When/where can I get it

1 t 1 heart up

Carhartt  @Carhartt · 28/09/22

Right here: carhartt.com/c/duck-camo?ic...

Right now.

1 t 1 heart up

COMMERCE RECOMMENDATIONS

1 in 5 people say they have purchased clothing directly from a social media platform

01

Ads

02

Shop

Current Ads

SHOP THE COLLECTION

FB Advertising can be done in more than one way. Currently it follows more of a shop a collection style ad carousel, where multiple products from the same collection are shown at a time-

The image displays three Facebook ad carousels for Harley-Davidson, each featuring a different collection.

Left Ad (Harley-Davidson): A Harley Tradition ad. Text: "A Harley Tradition: Revving up your holidays. Get an extra helping of holiday yourself and everyone on your list. Shop our Holiday Gift Guide." Includes two product images: a black leather jacket and a patterned shirt. Buttons: "Holiday Gift Guide" and "Shop now".

Middle Ad (Harley-Davidson): NEIGHBORHOOD x Harley-Davidson Collection ad. Text: "Crafted with pride. Built for the streets. Tokyo meets Milwaukee in the new NEIGHBORHOOD x Harley-Davidson Collection. See it in the flesh at ComplexCon this weekend only." Includes a product image of a blue zip-up hoodie with a ribcage graphic. Button: "Shop the collection" with a link: <https://bit.ly/HDneighborhood>.

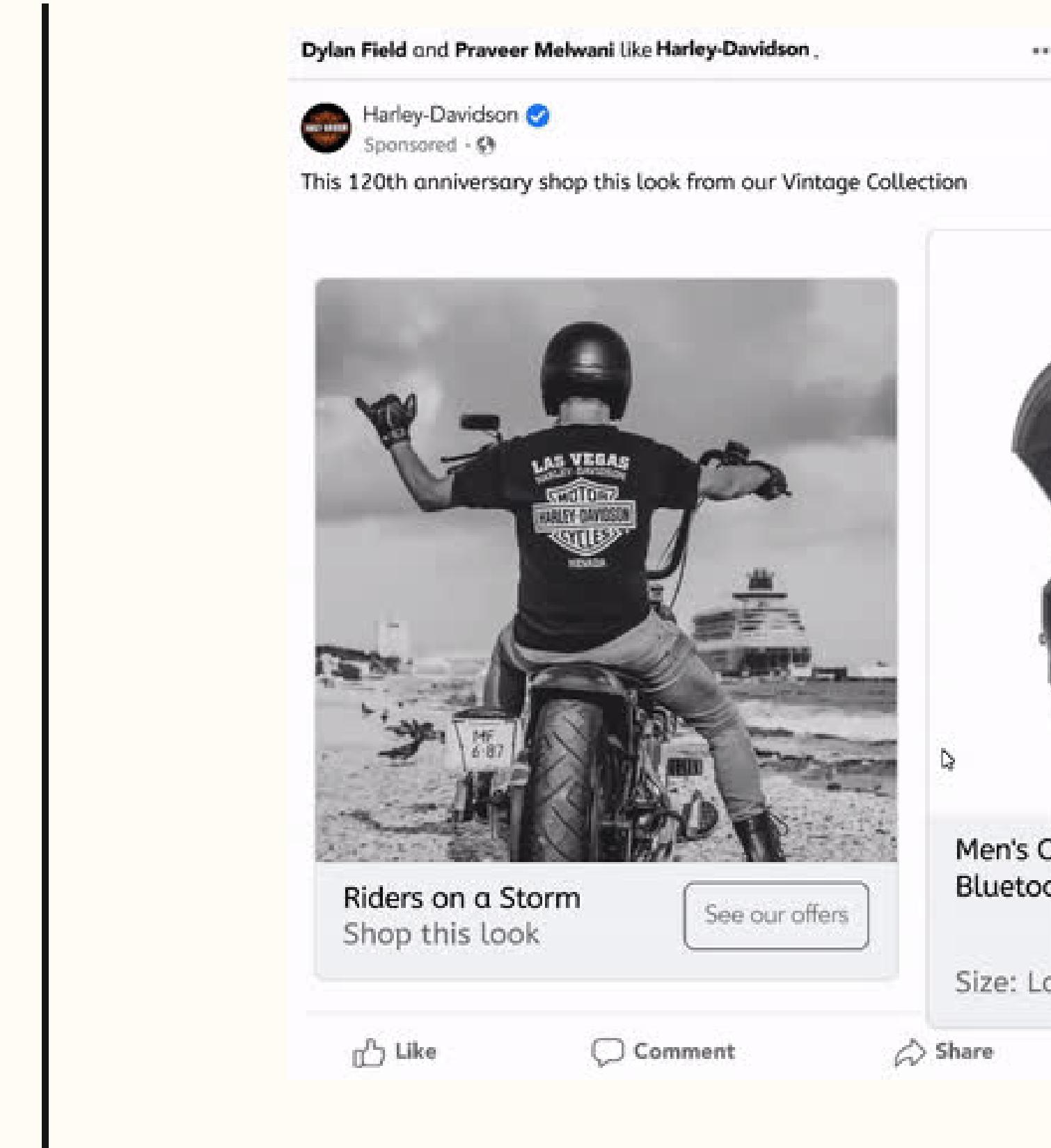
Right Ad (Harley-Davidson): H-D X Jason Momoa Collection ad. Text: "history meets Jason Momoa's roots. This limited-edition, vintage-inspired collection features iconic designs and styling that tie back to H-D's lineage while paying tribute to Jason's Polynesian heritage. Every piece tells a different story, capturing the spirit of the open road. All-American made." Includes two product images: a man in a tropical print shirt and a man playing a guitar. Buttons: "Shop now".

Bottom Left: Redmond Logistics Pty Ltd ABN 85 084 655 747 and 54 others

Ad Recommendations

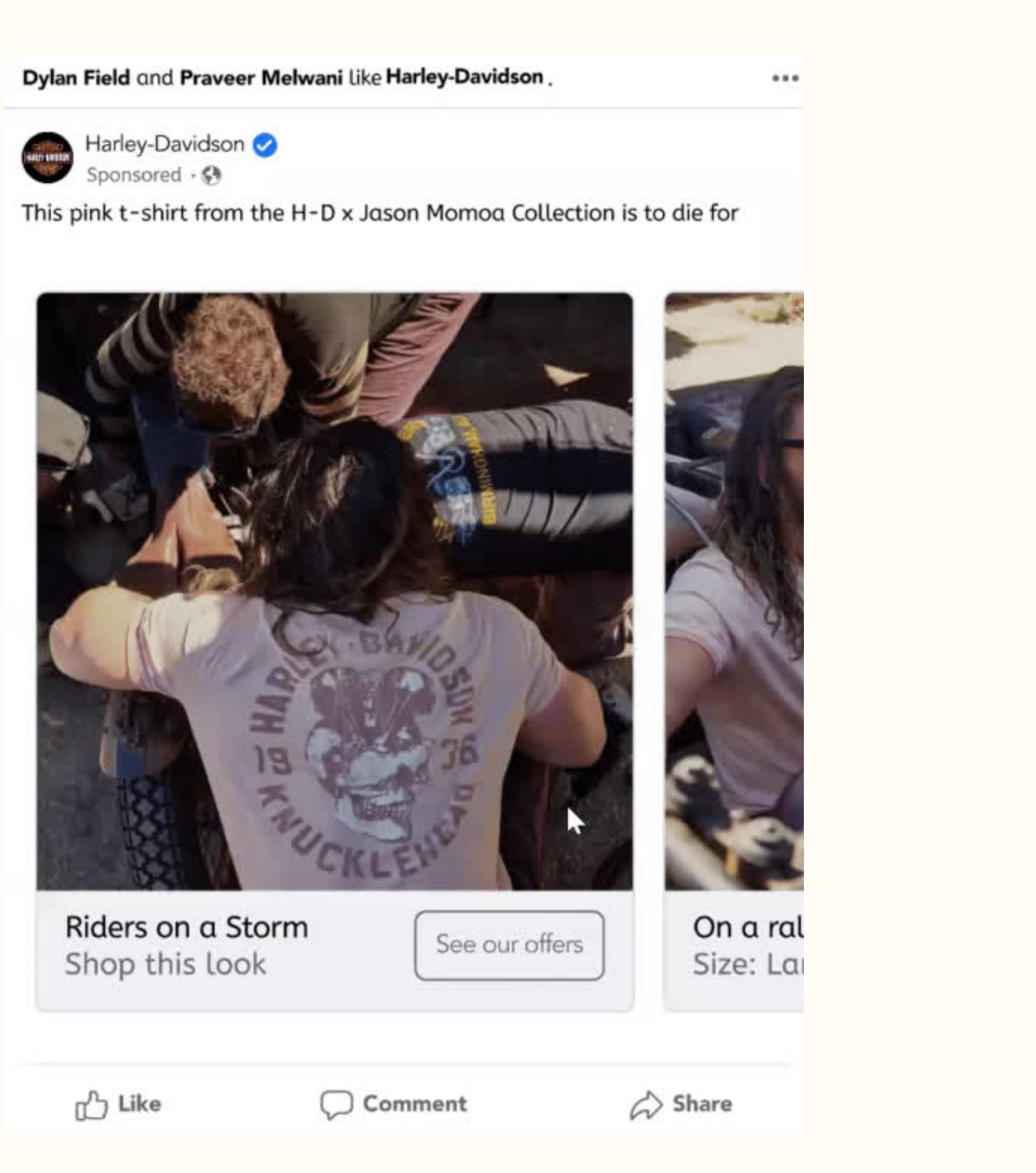
SHOP THE LOOK

Show the outfit in the first image and the individual items contained in the outfit. Add the respective website link of all the products



[Source](#)

Ad Recommendations



SHOP THE PRODUCT

Showing the same product worn in many different scenarios by multiple people

[Source](#)

Ad Recommendation

Video content is great for attracting new customers who have to initially be hooked through entertainment and to capture their attention quickly

Use a video to show unique features or tell your brand story.

- Create videos that are **15 seconds or less** to captivate your audience and keep them engaged.
- The **first three seconds** of a Facebook video ad are responsible for 47% of total campaign value



Harley-Davidson

Sponsored ·

Travel in Style with new Rain gear collection from Harley-Davidson. Designed to last forever, this will be the last piece of rain gear you will ever buy!

#Harley-Davidson #Harley #Rains #Summertime #AdventureSports
#TravelinStyle #BeattheRains

<https://www.harley-davidson.com/us/en/shop/reflective-rain-suit>



HARLEY-DAVIDSON.COM

Rain Gear that lasts forever

Shop Now



541

26 Comments 87 Shares

Like

Comment

Share



Creative combinations that work

A. Drove more visitors to the marketer's site than the control.



Phase 1
(4 days)



Phase 2
(4 days)

B. Most effective at driving visits to marketer's site. Increased visits 1.7x compared to control.



Phase 1
(4 days)



Phase 2
(4 days)

C. Most effective at driving online conversations. Increased conversations 1.3x compared to control.



Phase 1
(4 days)



Phase 2
(4 days)

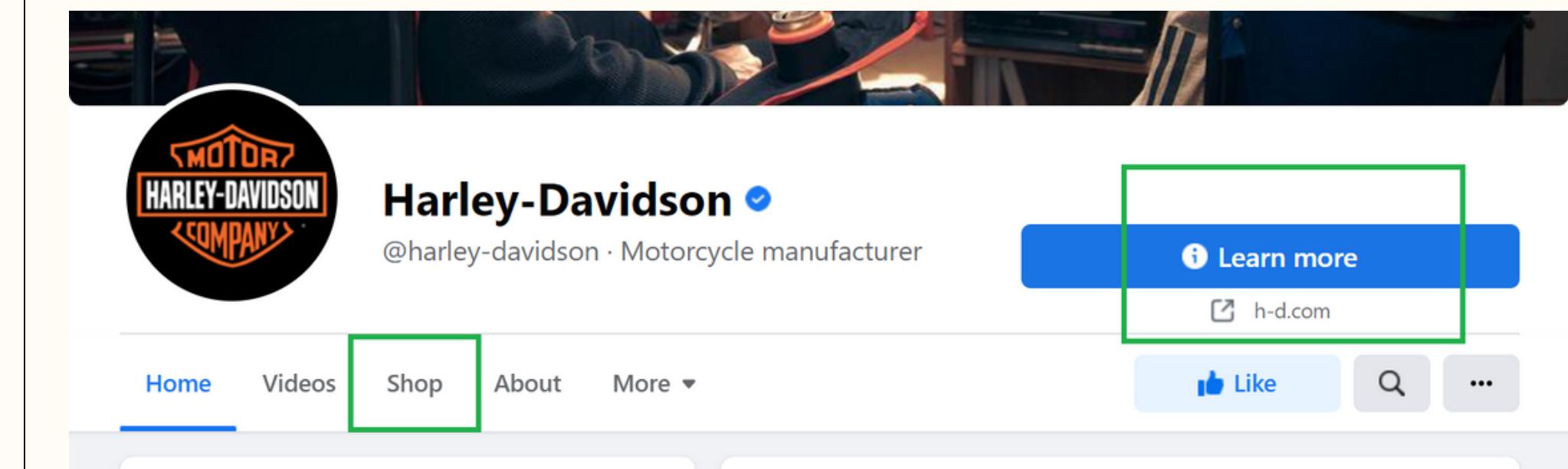
Source: Facebook

IDEAL AD CAMPAIGN

Great results actually come from combining image and video ads into a sequential campaign. Continuous testing is necessary to figure out what works best

[Source](#)

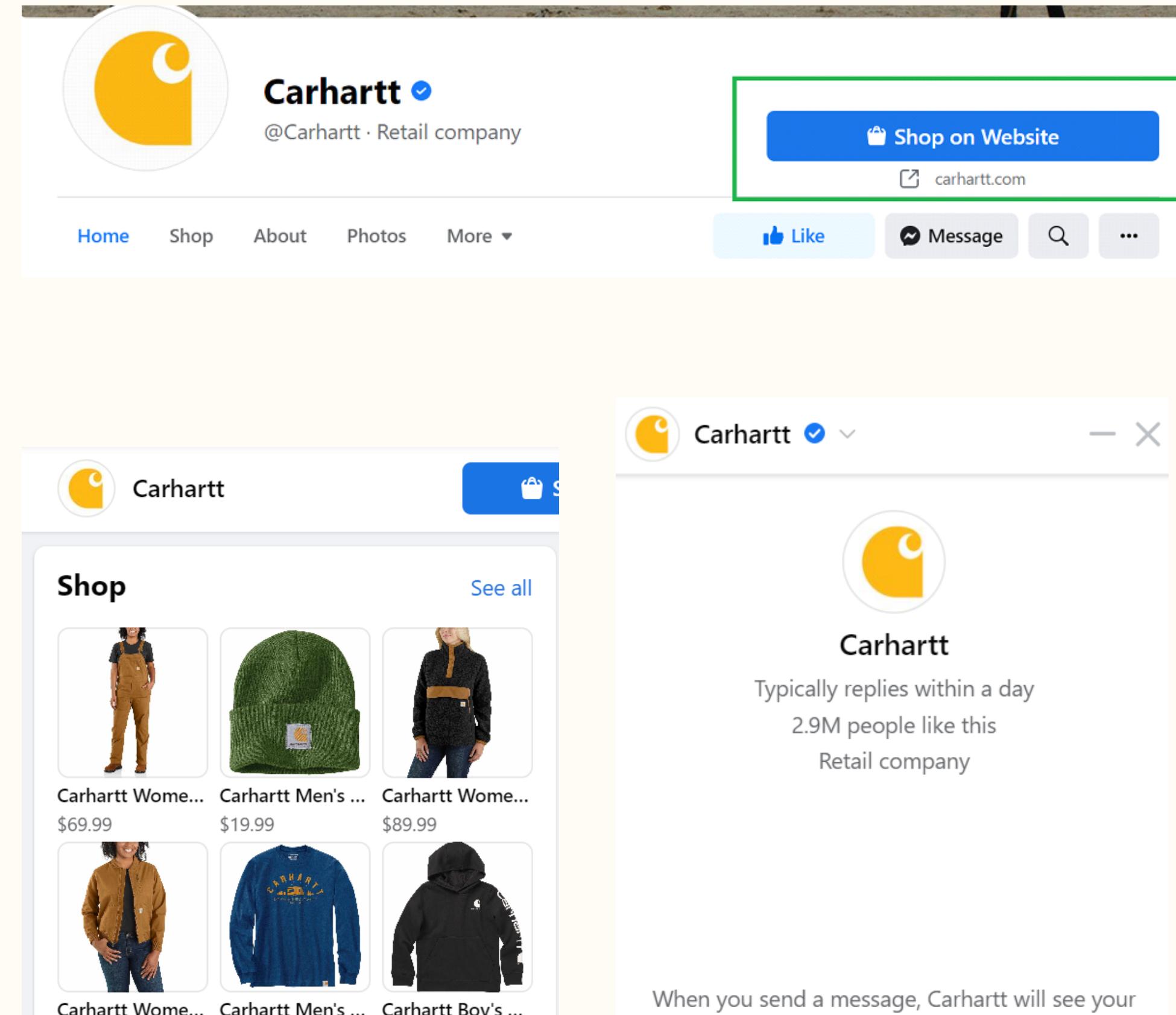
HARLEY- DAVIDSON FACEBOOK



CARHARTT FACEBOOK

- Shop directly via the **Shop on Website** button
- **Chatbox** automatically opens up on landing the page [desktop website]
- **Shop** section

People are **53%** more likely to buy from a business using live chat!



Source

DICKIES FACEBOOK

Chat directly via the Send

Message button

Reviews for customer satisfaction

Shop section

The screenshot shows the official Facebook page for Dickies. At the top, the Dickies logo is displayed next to the page name "Dickies" with a blue verification checkmark. Below the logo, the page stats are shown: @dickies, 4.1 149 reviews, and Clothing (brand). A prominent blue "Send Message" button is located on the right. The main navigation menu includes Home, Reviews (which is highlighted with a green box), Photos, Community, and More. Below the menu, a section titled "Recommendations and reviews" features a box for "4.1 out of 5" based on 149 reviews. A question "Do you recommend Dickies?" with "Yes" and "No" buttons follows. A user post from "Muffy Hassan" is visible, recommending the brand and praising its professional service and profit-making opportunities. The post was made on November 19 at 18:37.

The screenshot shows the "Shop" section of the Dickies Facebook page. It displays a grid of product cards. The first row includes a "Brewton Beanie" for \$32.99, "Women's Orig..." for \$29.99, and "Women's Crop..." for \$29.99. The second row includes "Women's Tallas..." for \$44.99, "New York Suns..." for \$50.00, and "Women's Duck ..." for \$64.99. The third row shows partial product cards. A "See all" link is located in the top right corner of the shop section.

HARLEY- DAVIDSON INSTAGRAM

harleydavidson  Follow Message +∞ ...

4,348 posts 5.5M followers 1,558 following

Harley-Davidson
Since 1903

h-d.com/social-links



Iron



Sportster S



More H-D



H-D Comm...

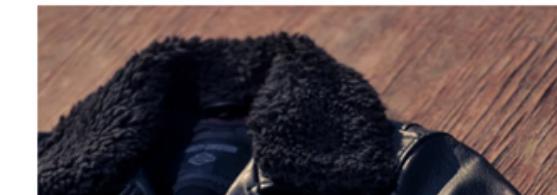
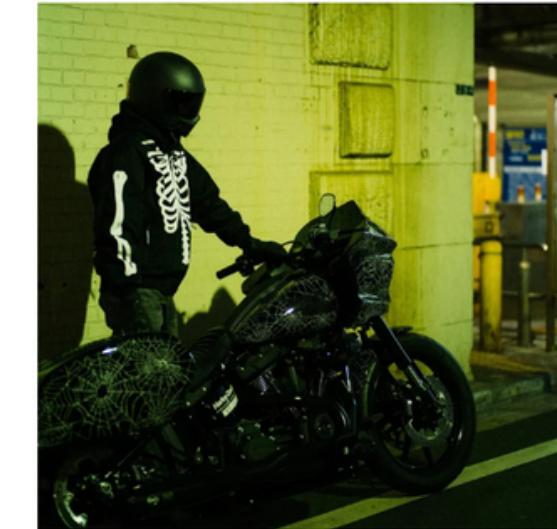


Heritage



harleydavidson

Click on media to learn more



CARHARTT

INSTAGRAM

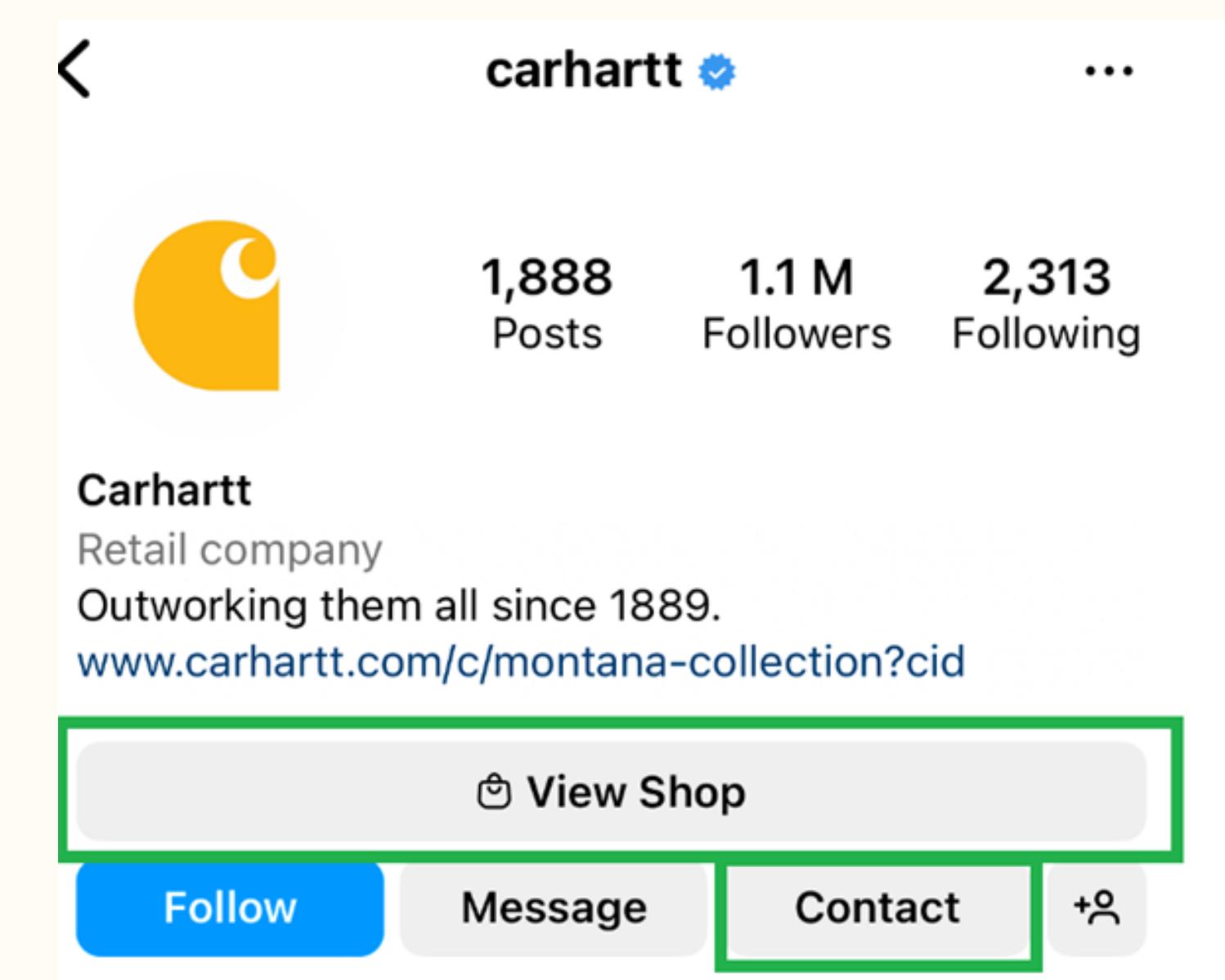
Shop directly from social media via the View Shop button.

Contact customer service via the Contact button on the page.

Shop links embedded in stories.

Separate page for women.

Challenges like
#makeyourownparade



DICKIES

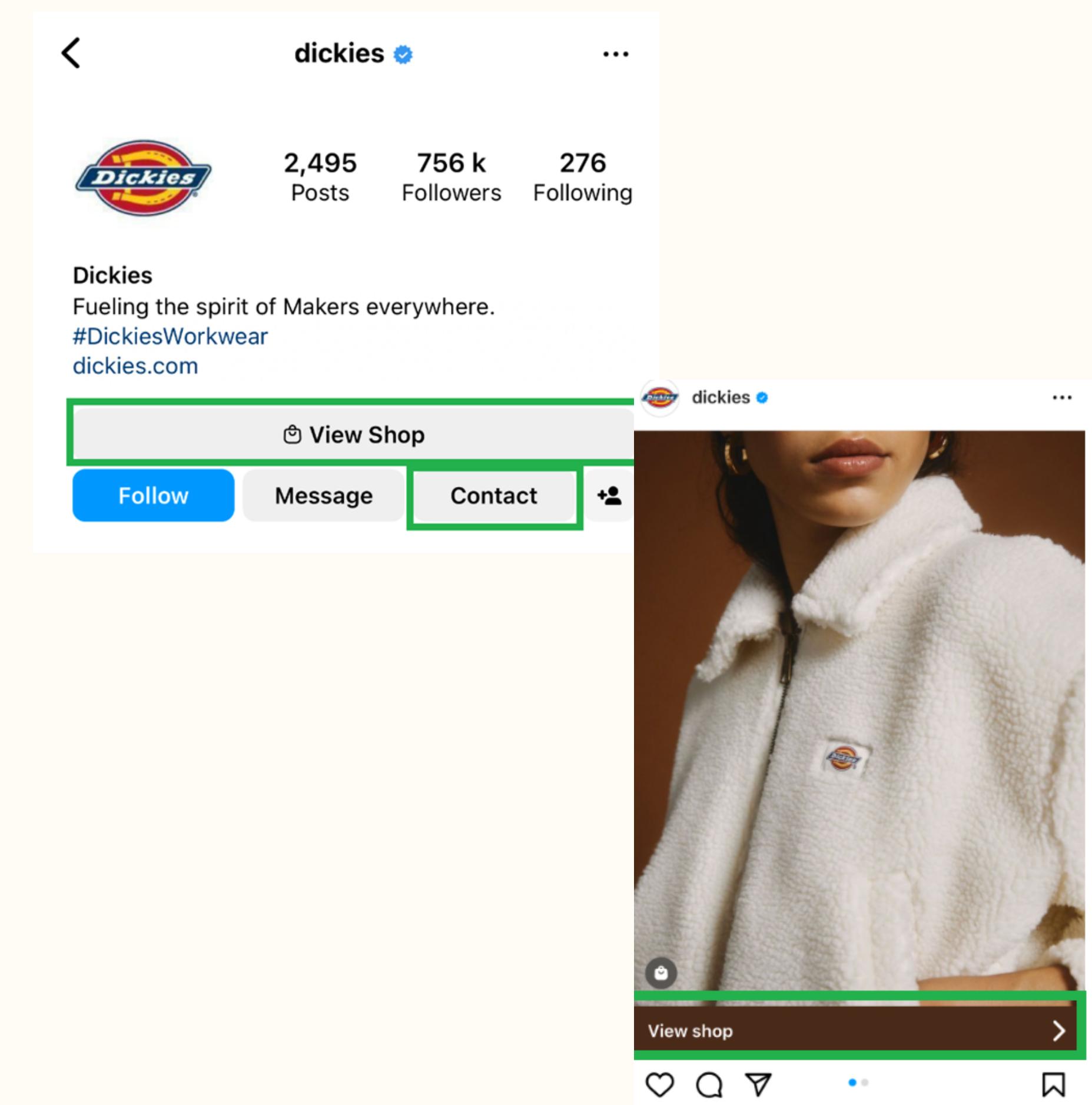
INSTAGRAM

Shop directly from social media via View Shop button

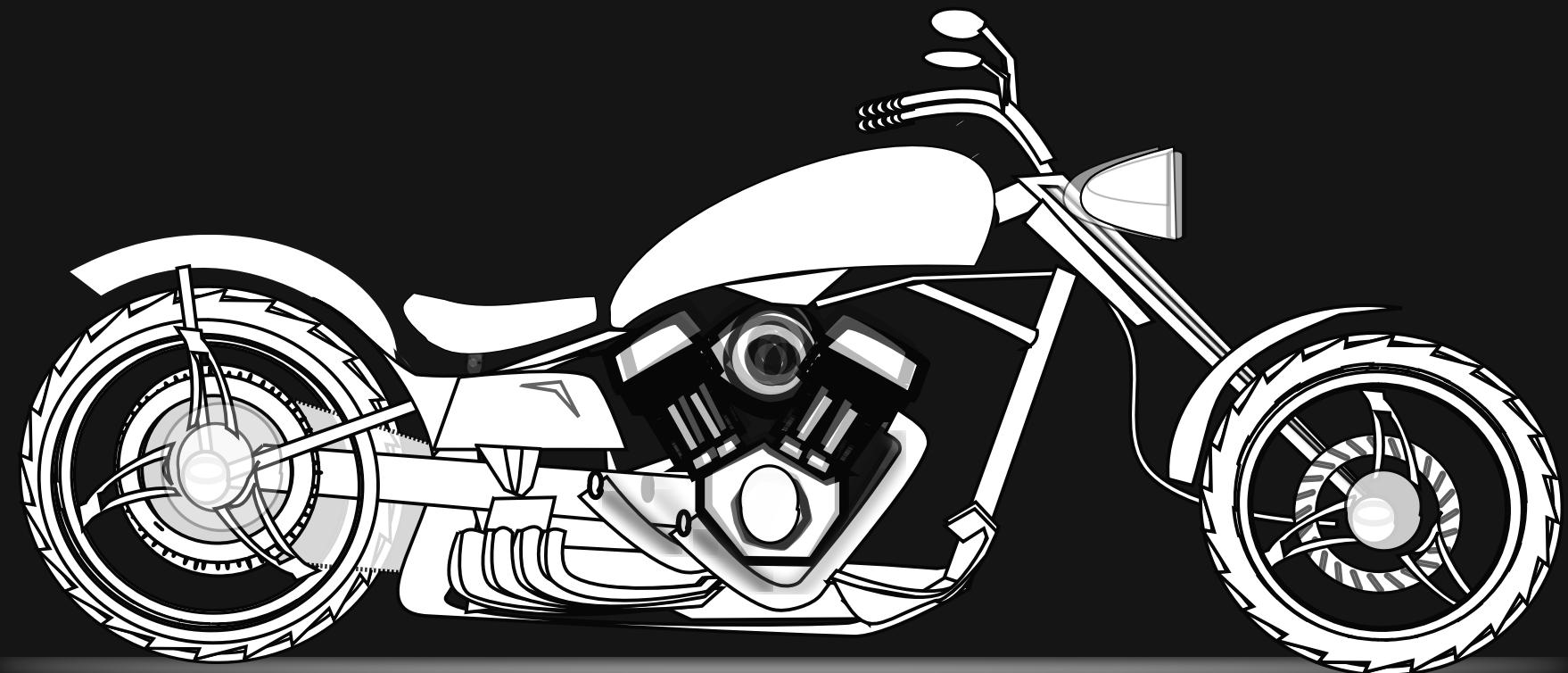
Contact customer service via Contact button on the page

Tap to Shop links embedded in stories

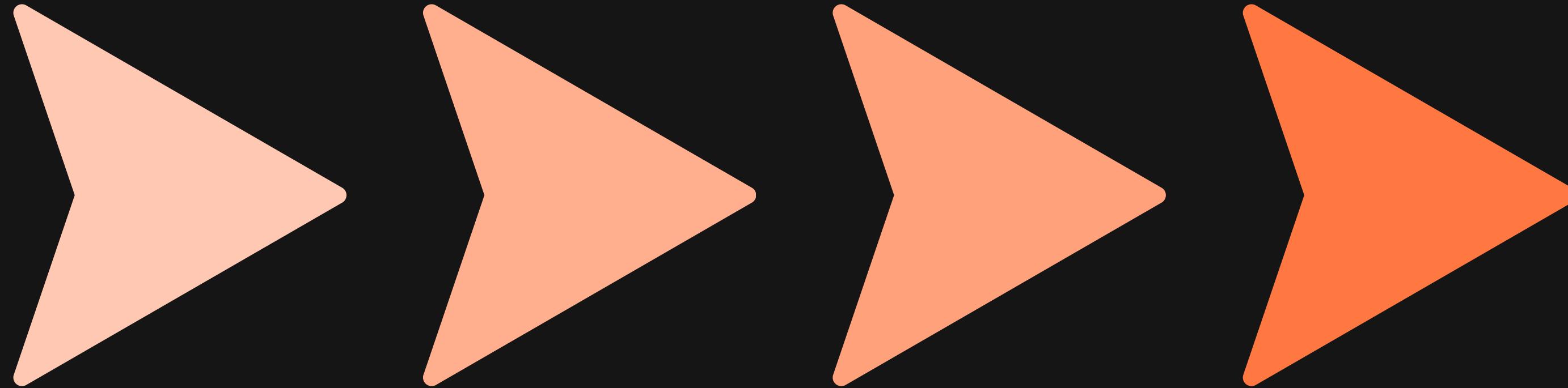
View shop button with the posts



DRIVING GROWTH



GROWTH CHANNELS



DISCOVERY

INTEREST

CONNECTION

IMMERSION

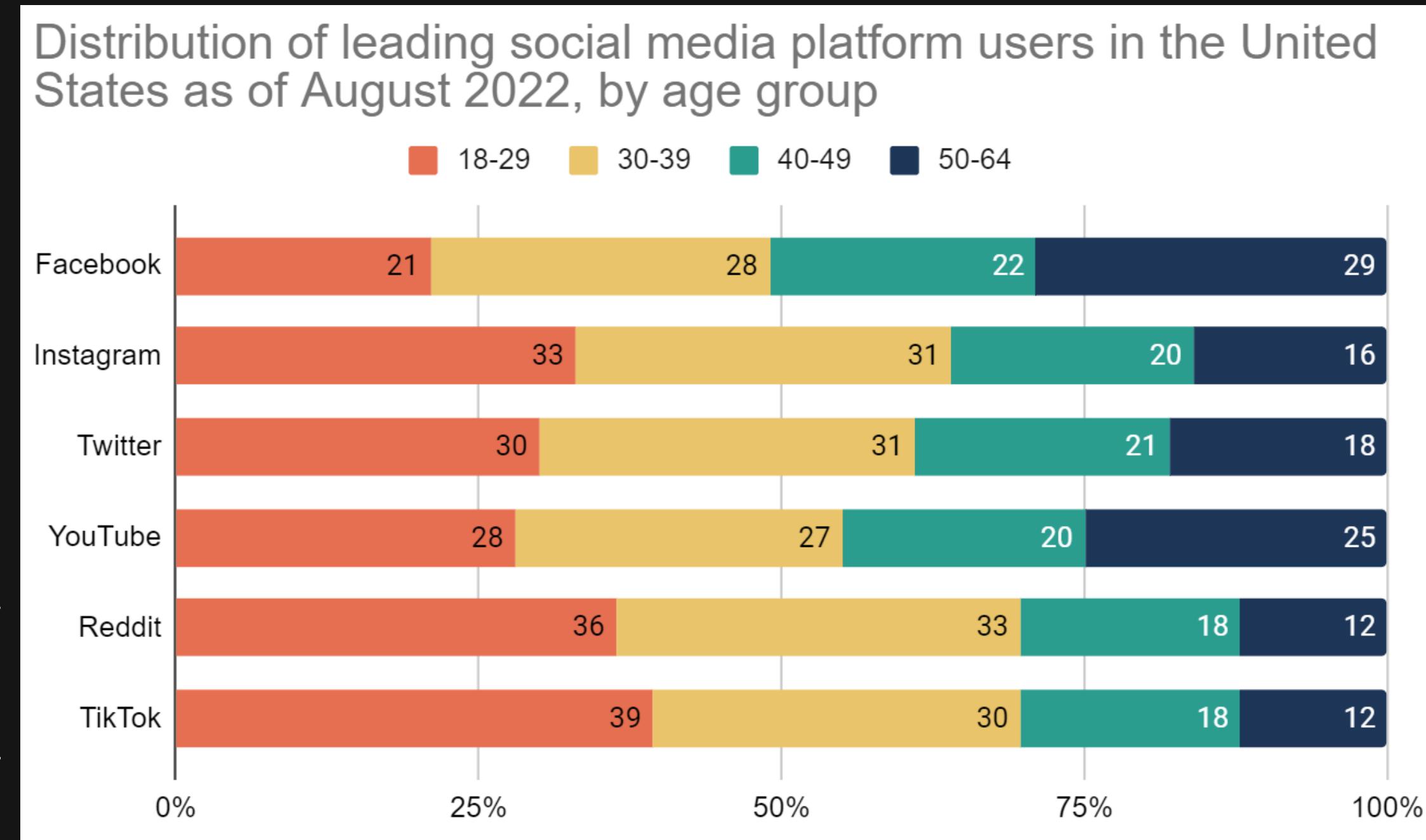


TIKTOK

REDDIT

GROWTH CHANNELS

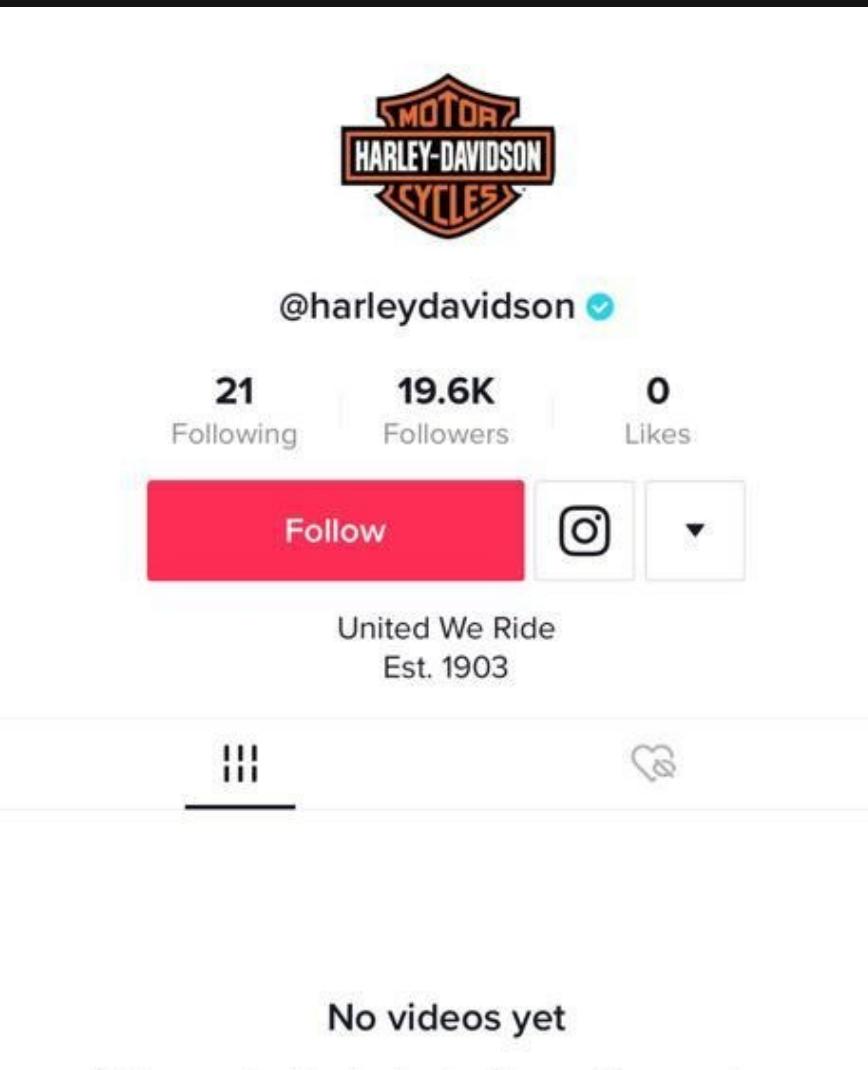
TikTok and Reddit
are preferred
platforms for those
18-39.



*Detailed analysis linked here

GROWTH CHANNELS

TIKTOK



TikTok is the fastest growing platform in the U.S. Because the content here is organically shown at will of the algorithm to users, it is a great place to reach new audiences.

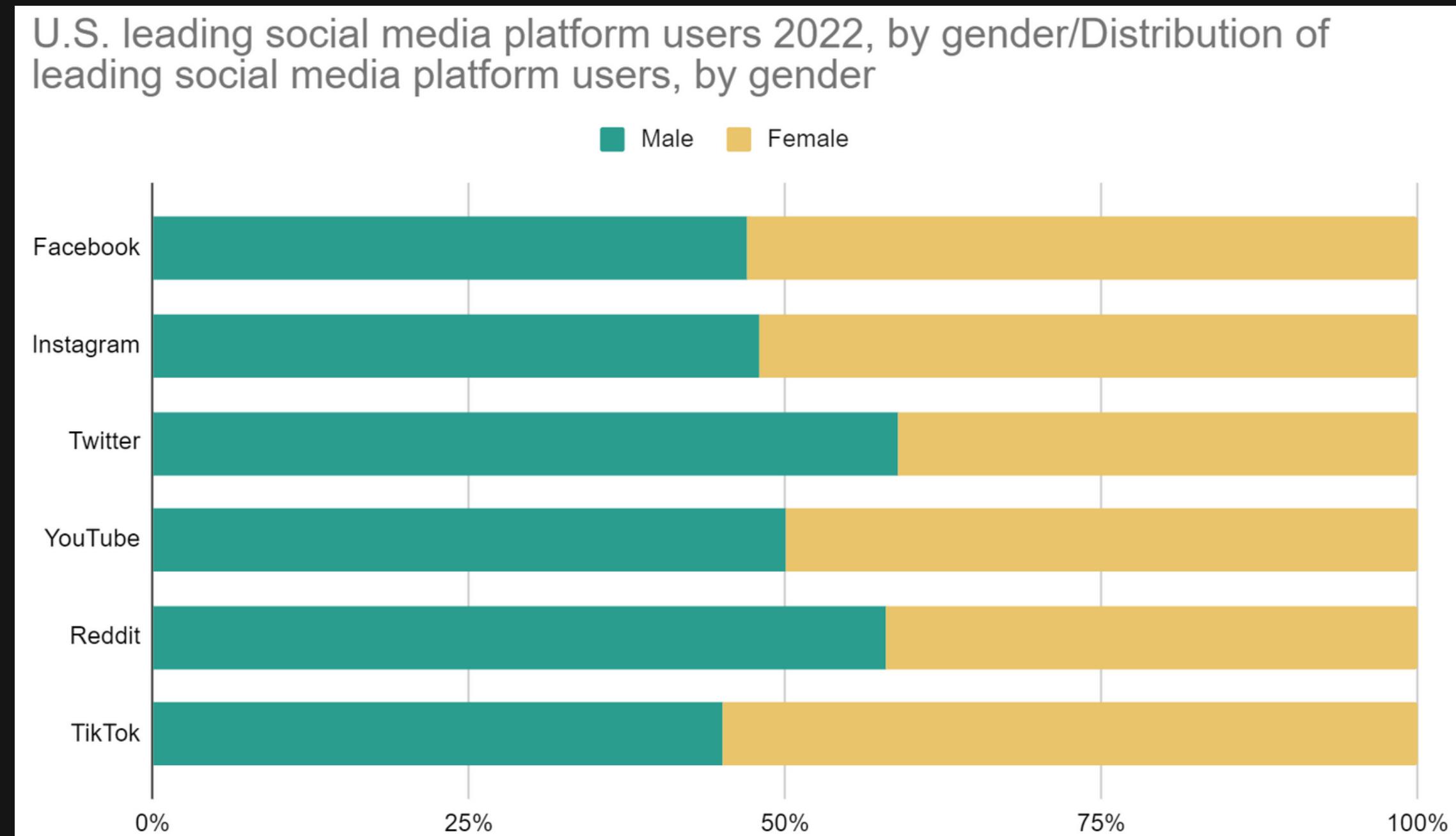
This is an opportunity for H-D to showcase themselves through both engaging with and creating content that amplifies the brand and lifestyle. **Apparel and licensing is a great introduction** to a fresh audience that does not yet have a relationship with H-D.

CURRENT H-D PRESENCE:
Official TikTok Handle has zero posts, still has 19.6k followers

#harleydavidson
5.7B Mentions
Top video has 3.5M likes

GROWTH CHANNELS

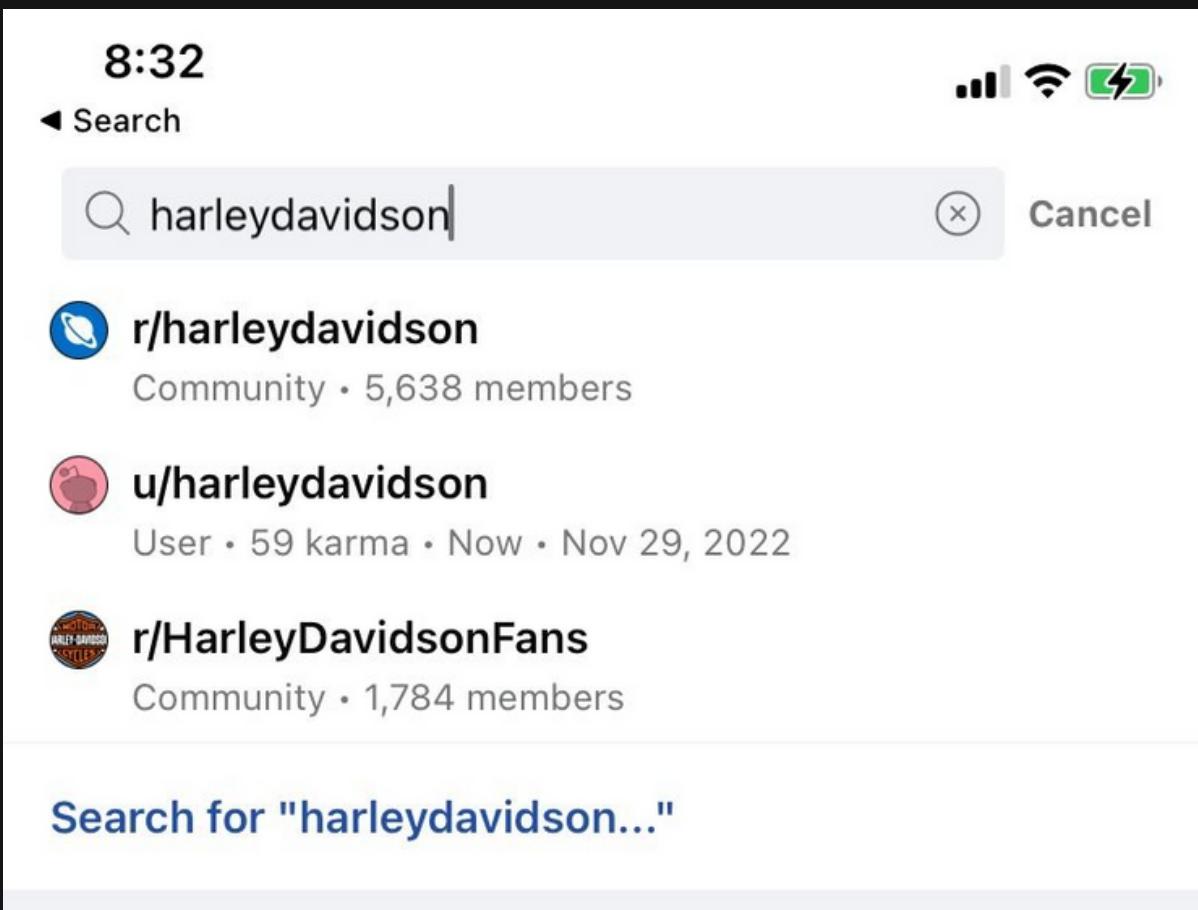
There are **more females** on TikTok than any other platform.



*Detailed analysis linked here

GROWTH CHANNELS

REDDIT

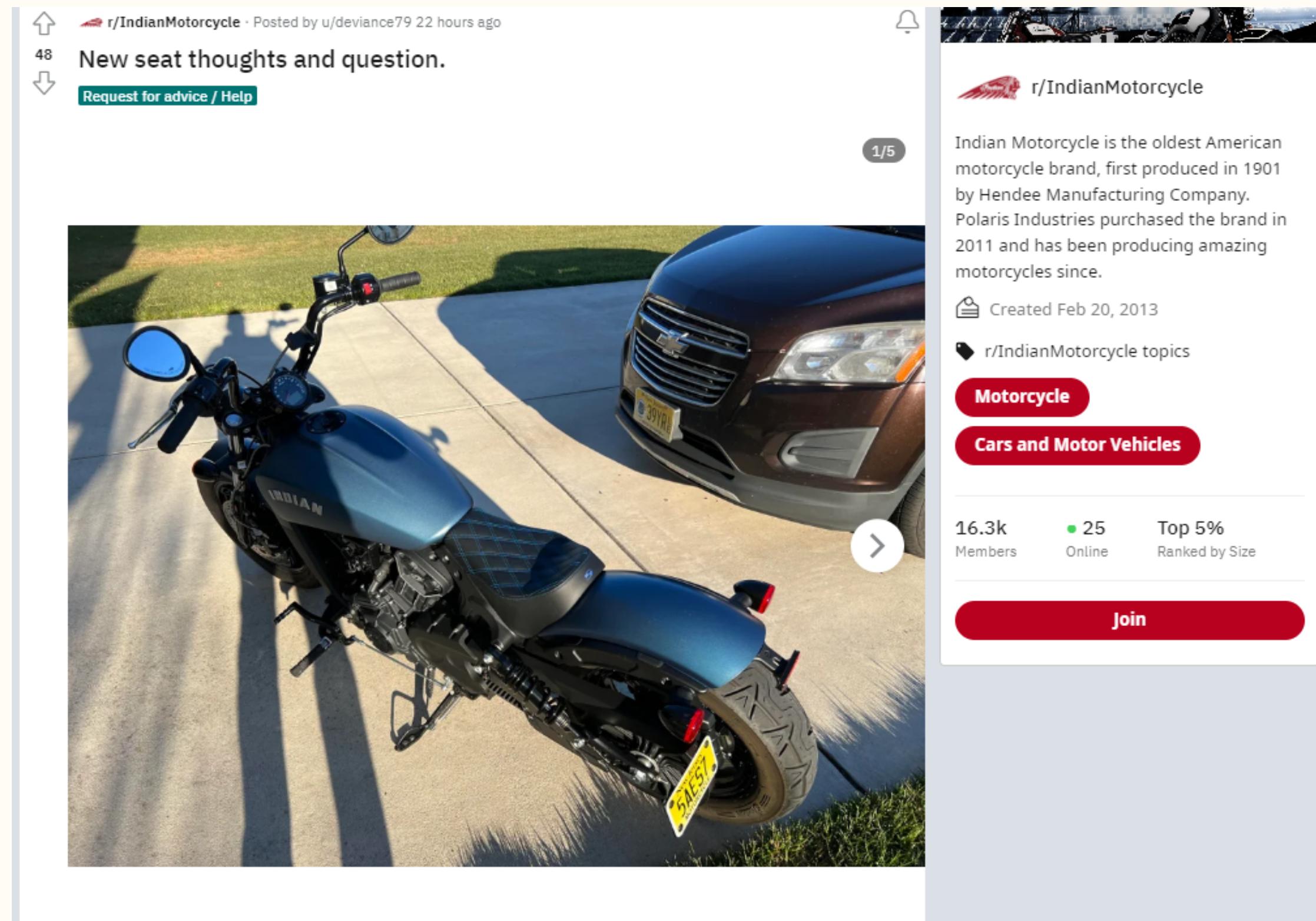


Reddit is a place where people come to engage and learn in a forum based discussion format. Communities on here consist of those that **own or are interested** in owning a motorcycle.

This is an opportunity for H-D to tap into those that are fully immersed in moto culture and **boost parts and accessories** conversions.

CURRENT H-D PRESENCE:
No official Reddit H-D account
User generated H-D community
20 - 30 posts per day
Most posts get about 20-50 comments

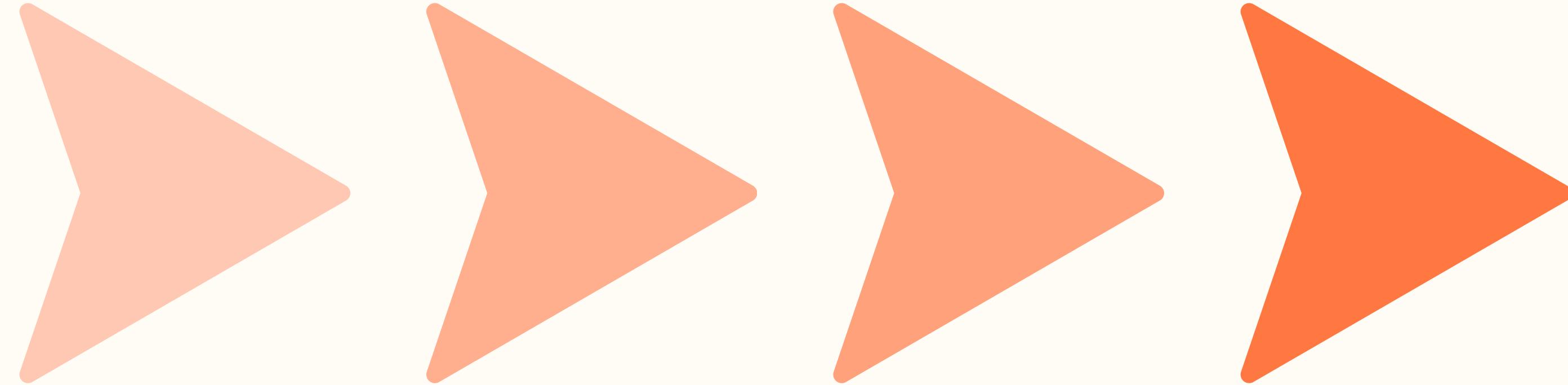
REDDIT FOR SELLING P&A



Interested consumers
participate in an
information sharing
forum that pushes users
from exploring to buying

Detailed roadmap/test breakdown here

TEST PLAN

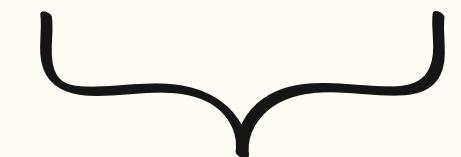
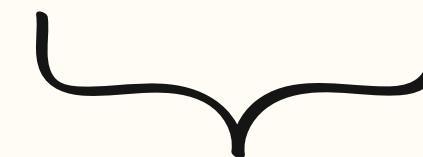


DISCOVERY

INTEREST

CONNECTION

IMMERSION



Create various **content** and
engagement forms as per
recommendations and
release incrementally

Create **paid media** and
advertising still following
recommended formats

Detailed roadmap/test breakdown here

TEST PLAN

	Phase 1	Phase 2	Phase 3	Phase 4
Reddit	<ul style="list-style-type: none">• Create an account• Follow related pages• Claim unofficial H-D page that is currently run by non H-D representative moderators	<ul style="list-style-type: none">• Upvote posts that support H-D as a preferred brand in order to gain ability to post and engage on certain subreddits• Answer questions about H-D products and engage in conversations with the motorcycle community	<ul style="list-style-type: none">• Do a H-D AMA where motorcycle community members have a chance to have natural and immediate conversations with the brand• Create regular posts showcasing products and the H-D lifestyle in order to contribute and build relationships with the community	<ul style="list-style-type: none">• Run ads for P/A targeted towards motorcycle enthusiast
TikTok	<ul style="list-style-type: none">• Get initial content by reposting Instagram Reels to build up a presence on TikTok. This is a short term strategy to get something on the platform before making full investment into creating content.• Develop content plan for phase 2 and outline the types of posts and frequency. Keep in mind that trends are continually changing, thus flexibility is highly important as brands that participate in trends late are seen as unfavorable and unorganic.	<ul style="list-style-type: none">• Create original content that DO NOT have explicit qualities of an ad or a well polished corporate video. Content should be natural, entertaining, and connect the audience to the H-D lifestyle rather than convince them to make a purchase.<ul style="list-style-type: none">▶ Utilize platform specific functionalities (i.e. duets)▶ Participate in popular trends▶ Leverage brand partnerships and influencers to create entertaining videos	<ul style="list-style-type: none">• Comment and engage on H-D related videos like H-D motorcycle riding, H-D vintage hauls, motorcycle meetups, H-D communities, etc. as well as comments to posted content	<ul style="list-style-type: none">• Create H-D challenges/trends where the brand is engaged outside of TikTok. This will help capture new audiences by building brand awareness and generating buzz• Look into paid media that will convert views into sales for the A/L segment

Detailed roadmap/test breakdown here

TEST PLAN

	Phase 1	Phase 2	Phase 3	Phase 4
Reddit		Answering posts Metrics: <ul style="list-style-type: none">• Upvote rate• Community Karma	AMA & Posts Metrics: <ul style="list-style-type: none">• Upvote rate• # of comments• Total post views• Total Shares• Community Karma	Ads Metrics: <ul style="list-style-type: none">• Impressions• Clicks• Conversions• Return on advertising spend
TikTok	Recycled Videos 1-2 reposted videos from Reels Metrics: <ul style="list-style-type: none">• Follower growth• Profile views	Short Form Video Content 2-3 trend videos 2-3 product videos 1-2 duets Metrics: <ul style="list-style-type: none">• # of likes, comments, and shares• Comment sentiment• Hashtag performance• Total video views• Average watch time• Video views by section (sounds, searches, hashtags)• Follower growth• Follower activity & demographics	Comment on videos that show H-D and lifestyle Metrics: <ul style="list-style-type: none">• # replies, comments, likes, and shares• Reply/comment sentiment• Average watch time• Follower activity & demographics	Developing a trend/challenge Metrics: <ul style="list-style-type: none">• Top trending videos• Hashtag performance• Sound performance• Comments, likes, and shares Ads Metrics: <ul style="list-style-type: none">• Impressions• Clicks• Conversions• Return on advertising spend

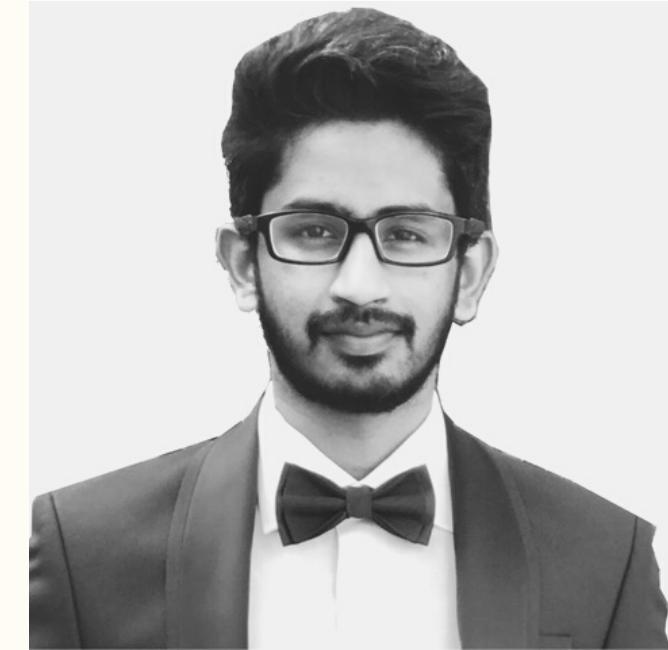
THANKS!



Aakriti



Hongyun



Anudeep



Rahul



Nini



Shanza

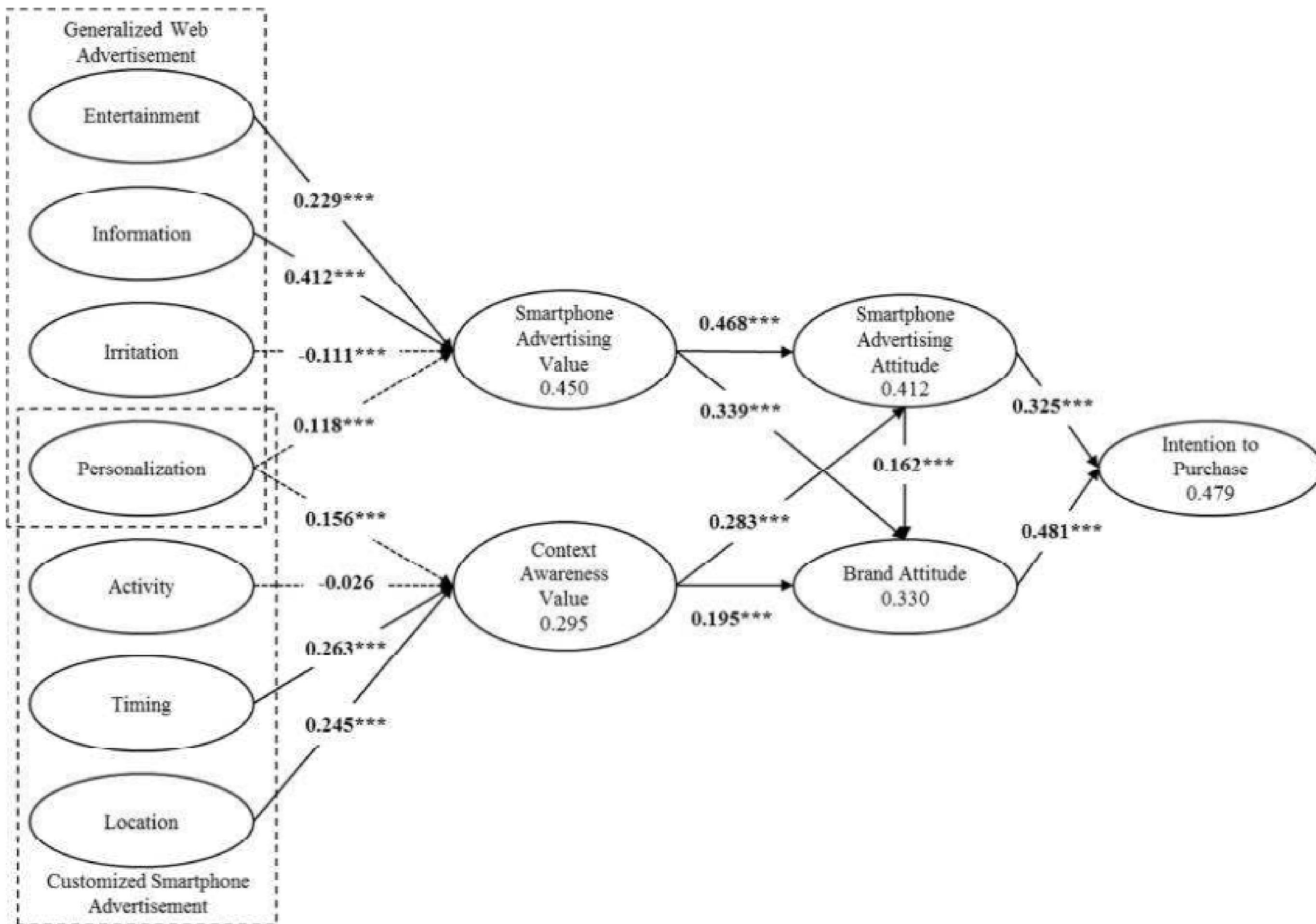


Tanya

Appendix

Data - Literature

- Brand personality-related content in Facebook posts leads to higher numbers of likes, shares, and comments compared to merely informative content.
- Marketers must build a strong digital BP to stimulate consumer brand engagement and foster long-term brand relationships in a digital world. By positioning the brand as having a humanlike personality in digital contexts, brands can help consumers to identify with the brand and (continue to) use it for self-expressive purposes.
 - Ghorbani, M., Karampela, M., & Tonner, A. (2022). Consumers' brand personality perceptions in a digital world: A systematic literature review and research agenda. *International Journal of Consumer Studies*, 46(5), 1960–1991. <https://doi.org/10.1111/ijcs.12791>
- Brand attitude had a positive influence on purchase intention when examining purchasing behavior
 - Lee, E.-B., Lee, S.-G., & Yang, C.-G. (2017). The influences of advertisement attitude and brand attitude on purchase intention of smartphone advertising. *Industrial Management & Data Systems*, 117(6), 1011–1036. <https://doi.org/10.1108/IMDS-06-2016-0229>
- ROI of digital engagement with advertising with macro-level data clustering using Facebook as a social network context by connecting more than 24 million consumer Facebook posts to S&P 500 companies' revenue over a five-year time period
 - Yoon, G., Li, C., Ji, Y. (Grace), North, M., Hong, C., & Liu, J. (2018). Attracting Comments: Digital Engagement Metrics on Facebook and Financial Performance. *Journal of Advertising*, 47(1), 24–37. <https://doi.org/10.1080/00913367.2017.1405753>
- How consumers' engagement with social media platforms drives engagement with advertising embedded in these platforms and, subsequently, evaluations of this advertising.
 - Voorveld, H. A. M., van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type. *Journal of Advertising*, 47(1), 38–54. <https://doi.org/10.1080/00913367.2017.1405754>



SOCIAL MEDIA

scope limited to United States

Instagram: @harleydavidson

Pan America Instagram: hdpanamerica

Museum Instagram: hdmuseum

Facebook: @harley-davidson

Pan America Facebook: hdpanamerica

Museum Facebook: hdmuseum

YouTube: <https://www.youtube.com/c/harleydavidson>

Twitter: @harleydavidson

LinkedIn: harley-davidson-motor-company

Pinterest: <http://pinterest.com/harleydavidson>

Company website: www.Harley-Davidson.com

01

CURRENT

Facebook

Twitter

YouTube

Instagram

02

OUT-OF-SCOPE

LinkedIn

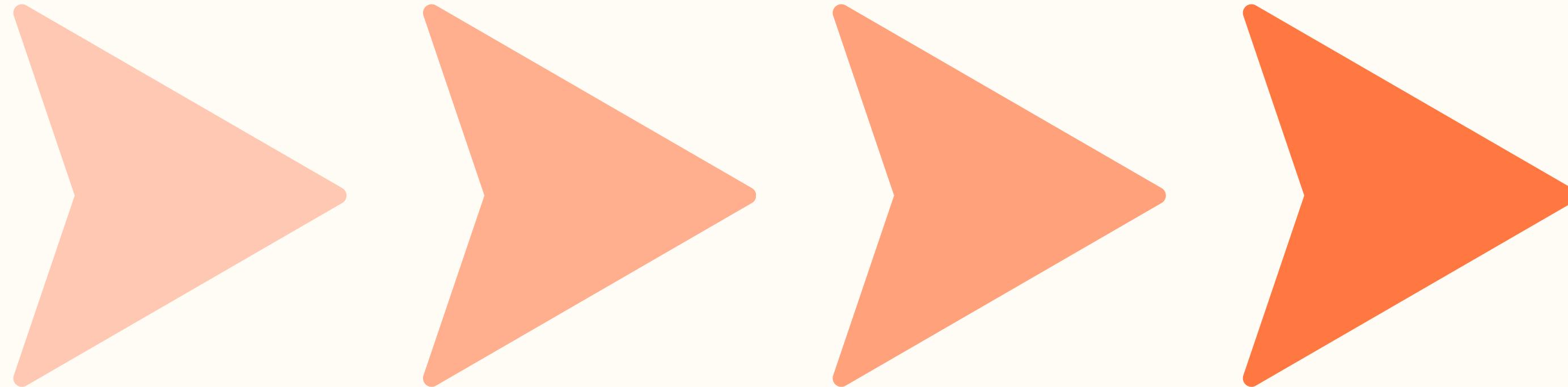
Pinterest

03

GROWTH

?

CONSUMER JOURNEY



DISCOVERY

- Introduced to H-D through SM
- Engages with the brand purely through digital platforms

INTEREST

- Starts to learn more about H-D
- Follows H-D on SM
- Develops a personal meaning for the brand

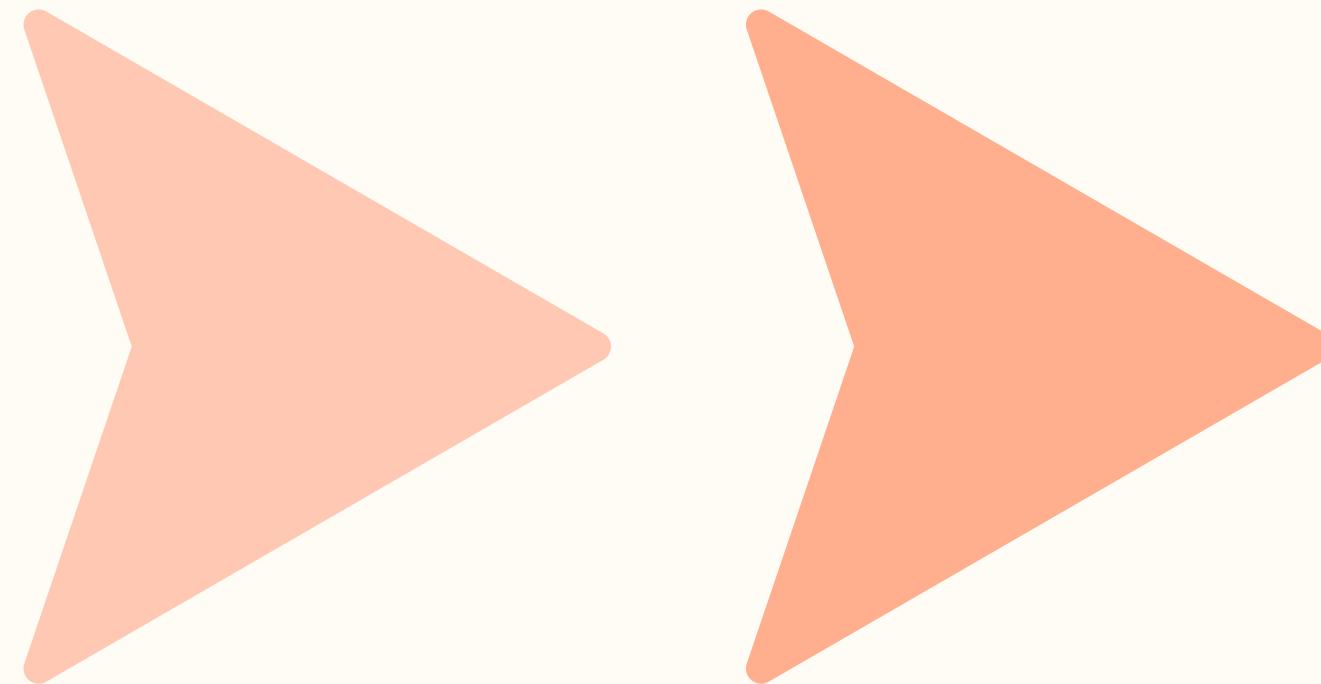
CONNECTION

- Starts to identify parts of themselves with H-D
- Converted towards A&L
- Lives out aspects of the H-D lifestyle

IMMERSION

- Develops a lifetime relationship with H-D
- Eventually drawn into moto culture
- Converted towards P&A

CONSUMER JOURNEY



DISCOVERY

INTEREST

Focus on building trust and relevancy for consumers

Factors That US Gen Z Adults Find Most Appealing and Most Unpleasant About Ads, May 2022

scale of 1-5

Most appealing

I like an ad from a trustworthy brand	3.22
I like an ad that is creative and visually captivating	3.21
I like an ad for a new product of interest	3.00
I like an ad that is funny	2.82
I like an ad related to content I'm seeing at the moment	2.75

Most unpleasant

I don't like ads that trick me into clicking	3.45
I don't like ads that are too long	3.32
I don't like ads that are disruptive or distracting	3.06
I don't like ads that are not relevant	2.69
I don't like ads that are unrelated	2.48

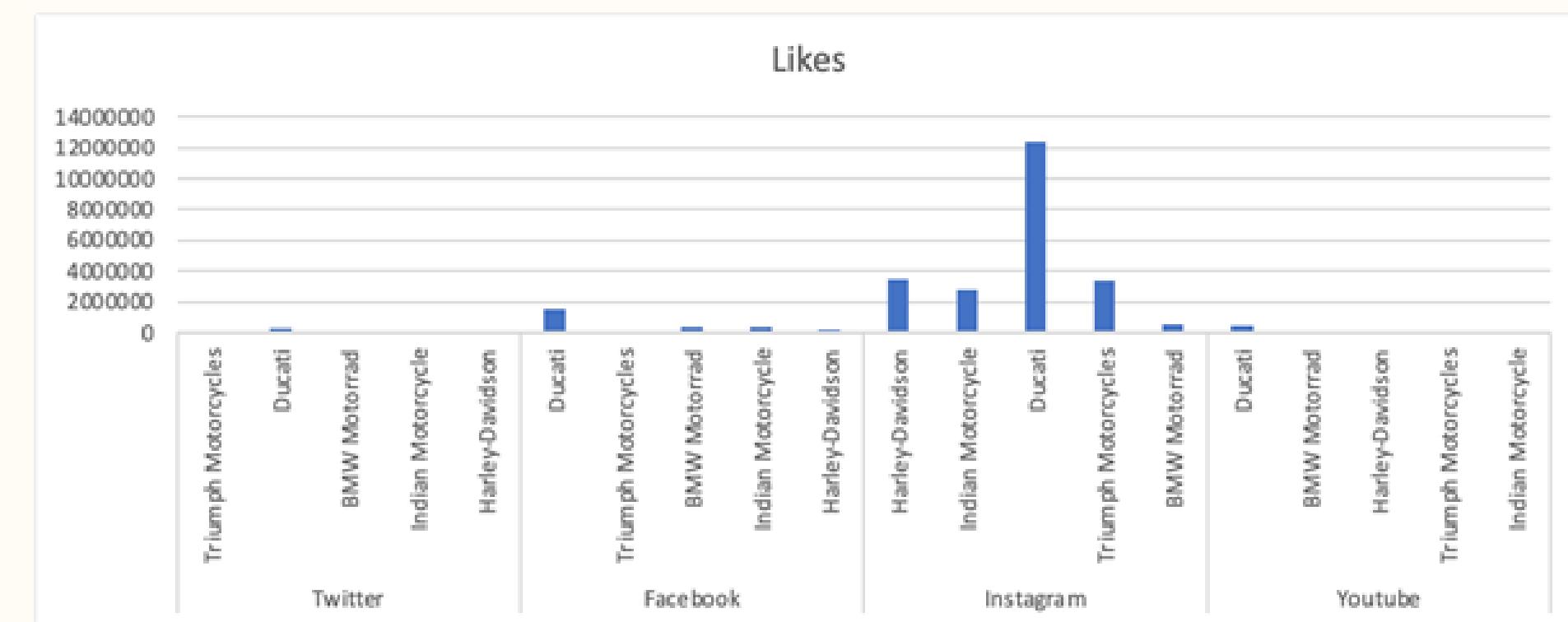
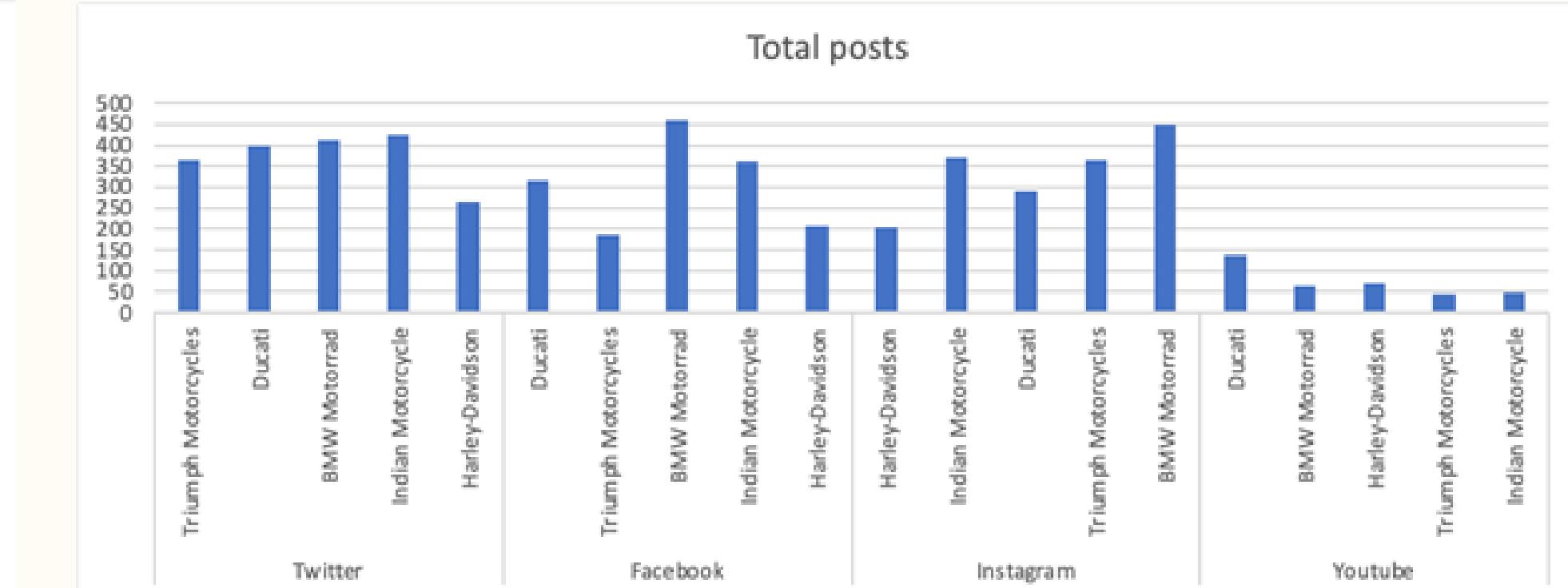
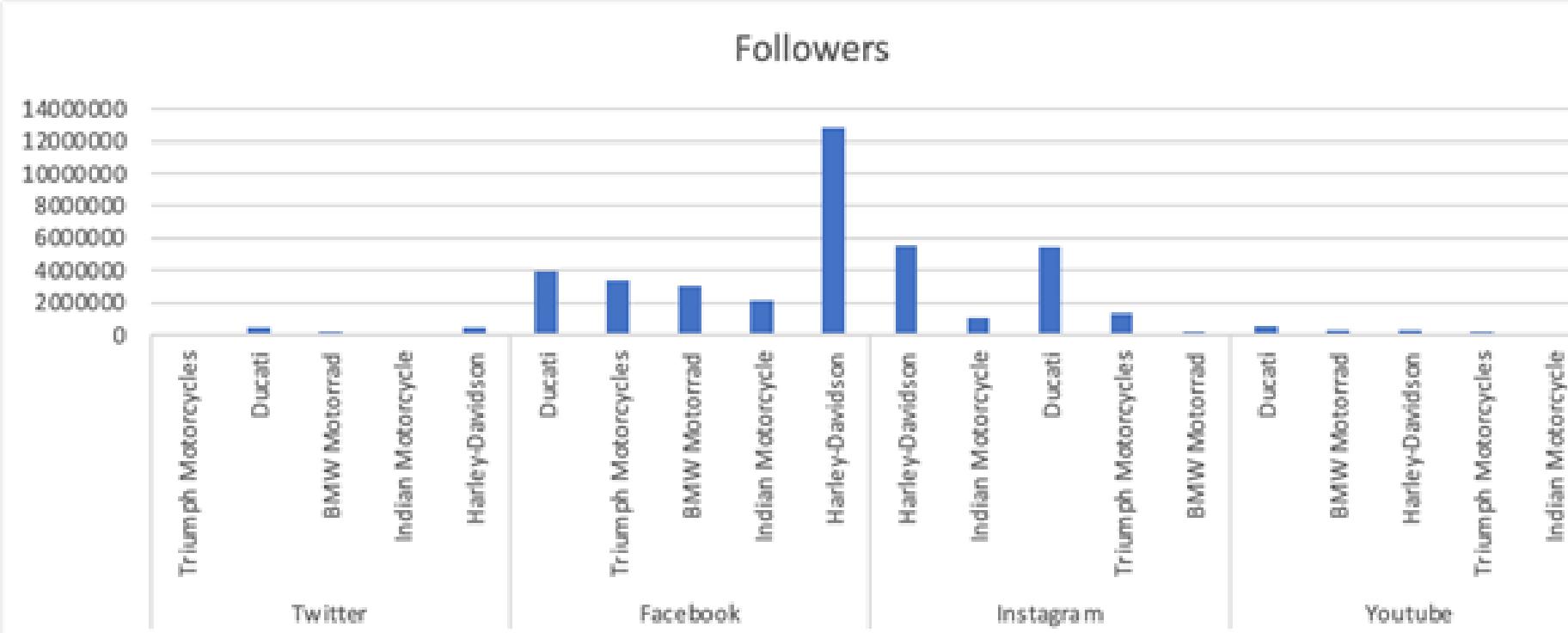
Note: ages 18-26

Source: Creatopy, "What Clicks with Gen Z," July 7, 2022

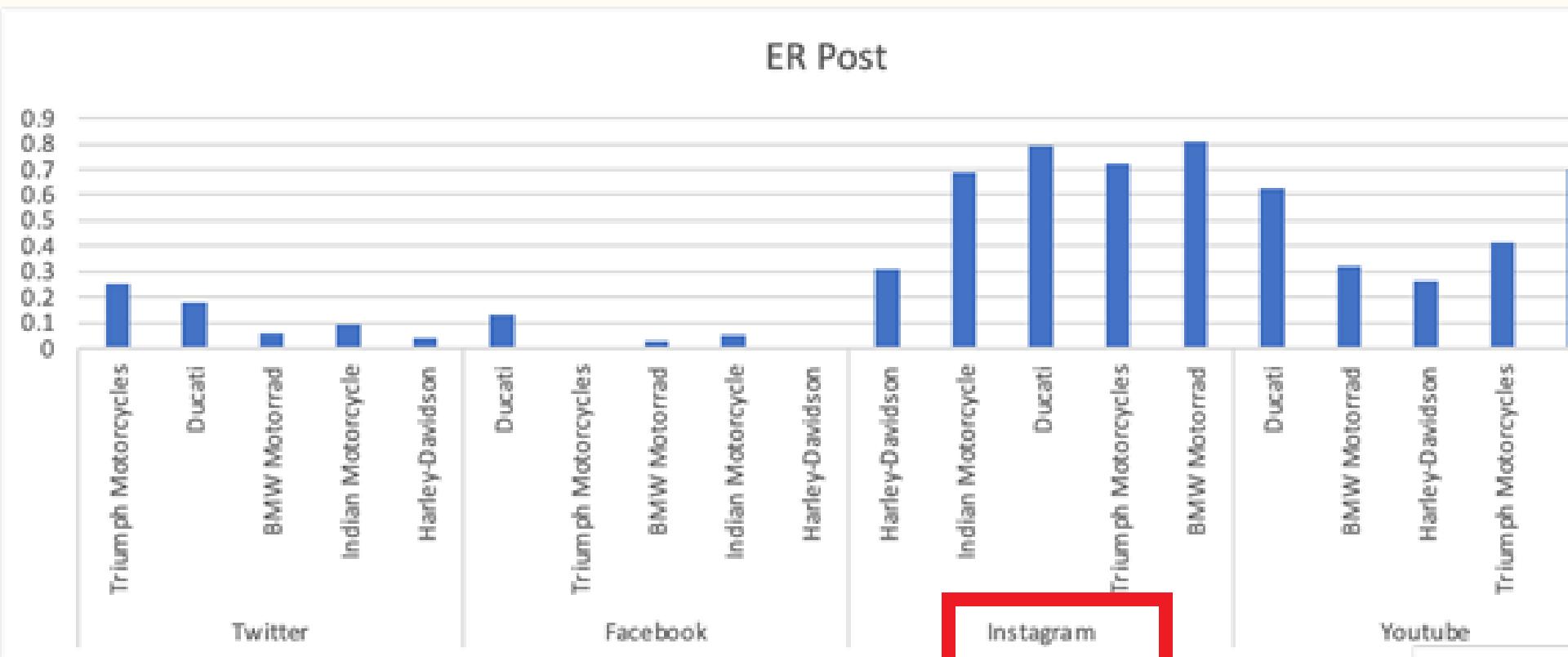
CHANNELS

	HARLEY-DAVIDSON	BMW	INDIAN MOTORCYCLE	DUCATI	TRIUMPH
INSTAGRAM	<input checked="" type="checkbox"/>				
FACEBOOK	<input checked="" type="checkbox"/>				
YOUTUBE	<input checked="" type="checkbox"/>				
TWITTER	<input checked="" type="checkbox"/>				
TIKTOK	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
REDDIT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

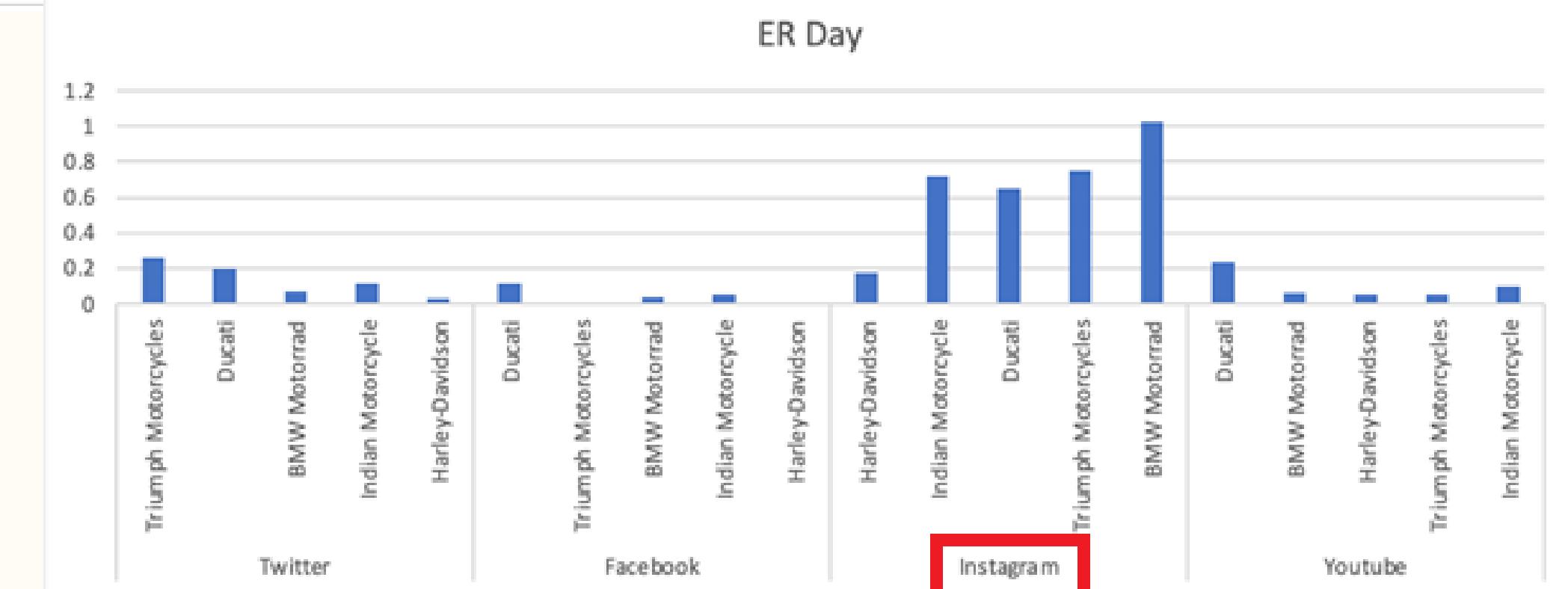
POSTS/LIKES METRICS



CHANNEL DRIVING THE MOST IMPACT

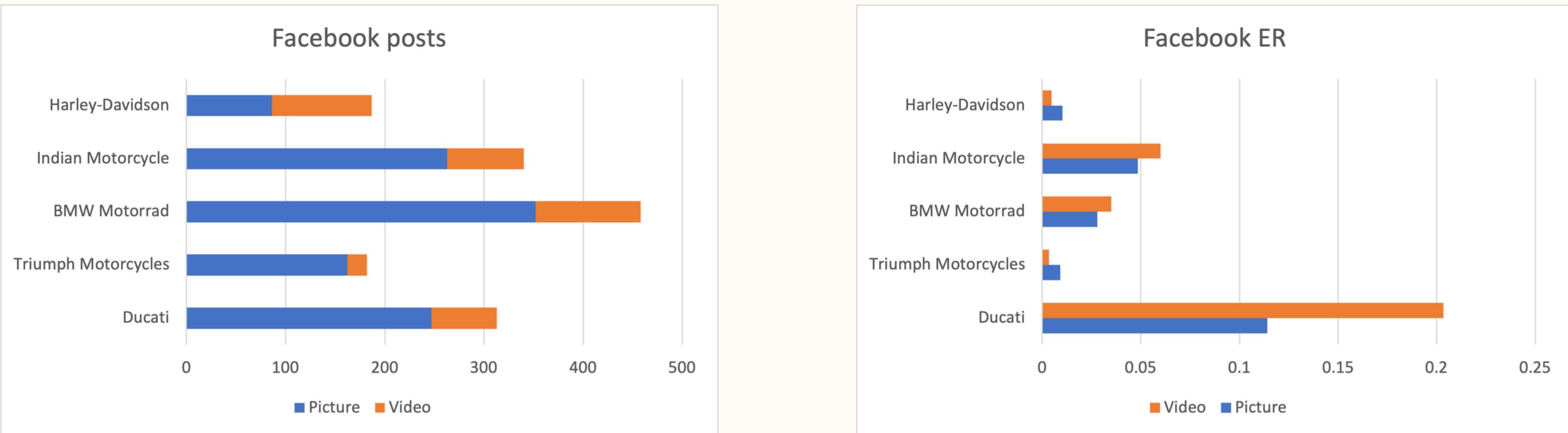


INSTAGRAM



INSTAGRAM

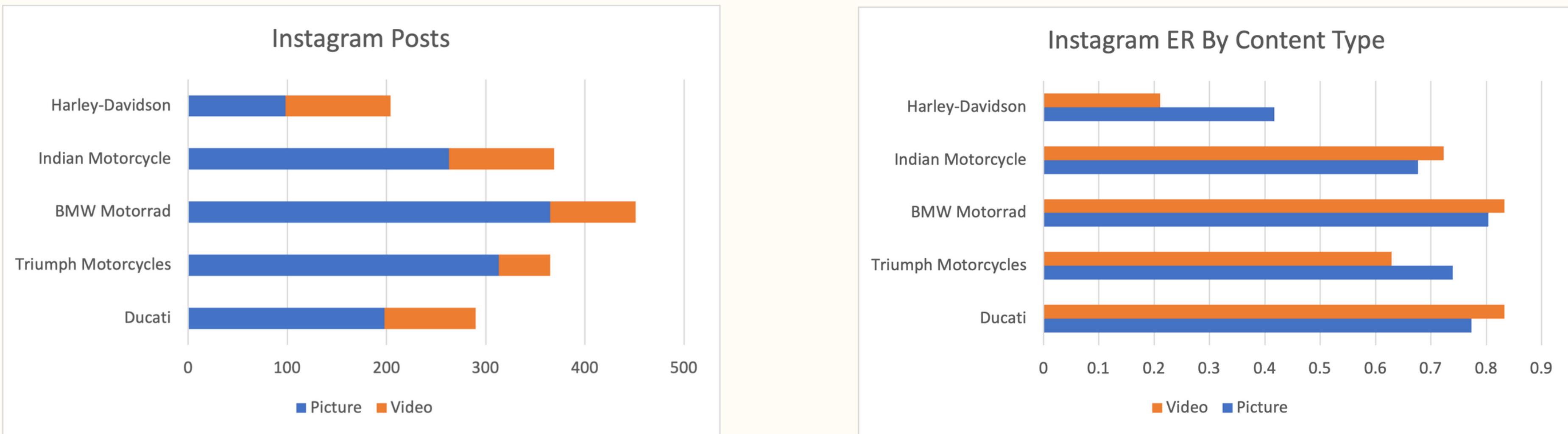
CONTENT DRIVING THE MOST IMPACT



FACEBOOK

Videos have a significantly higher engagement rate as compared to pictures

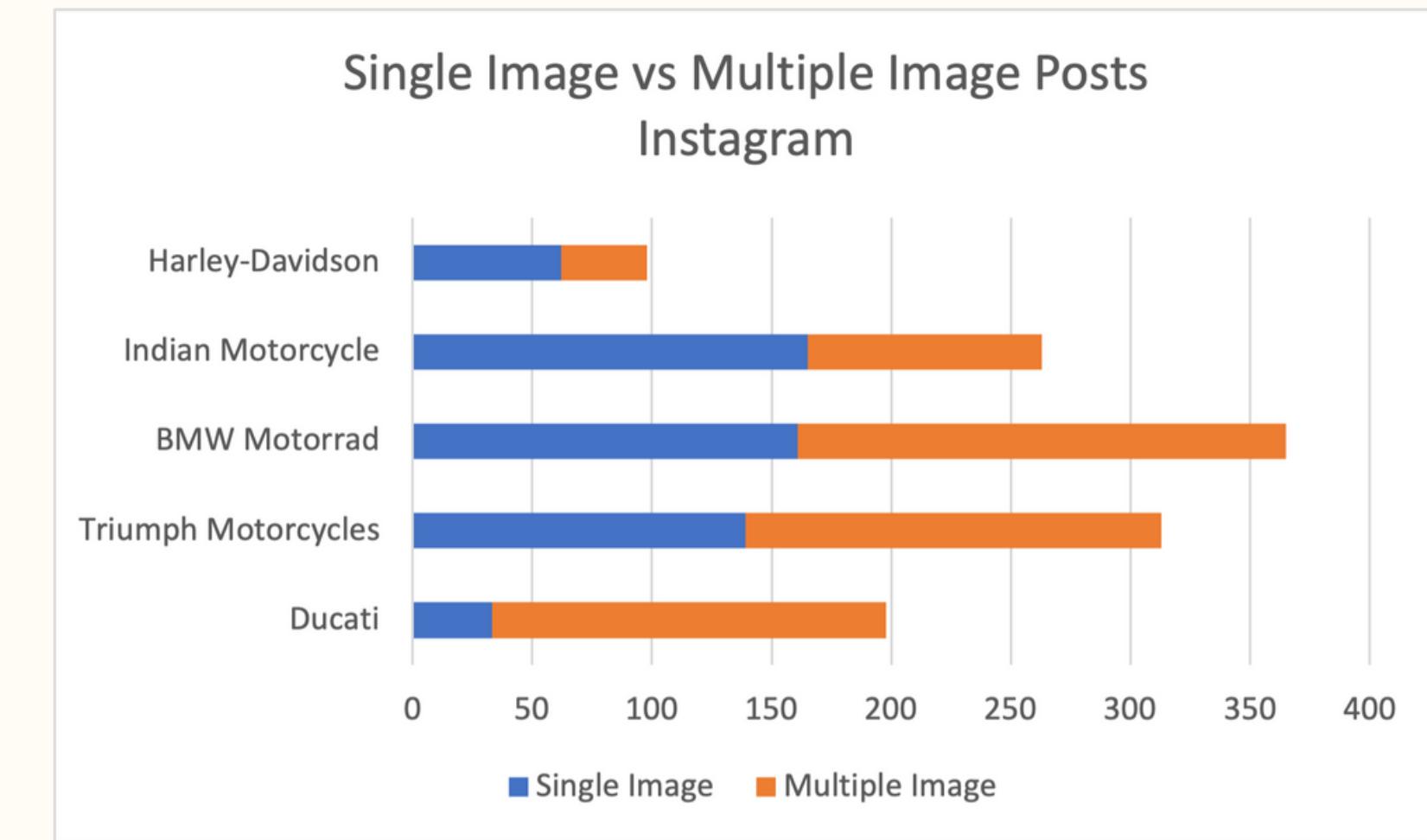
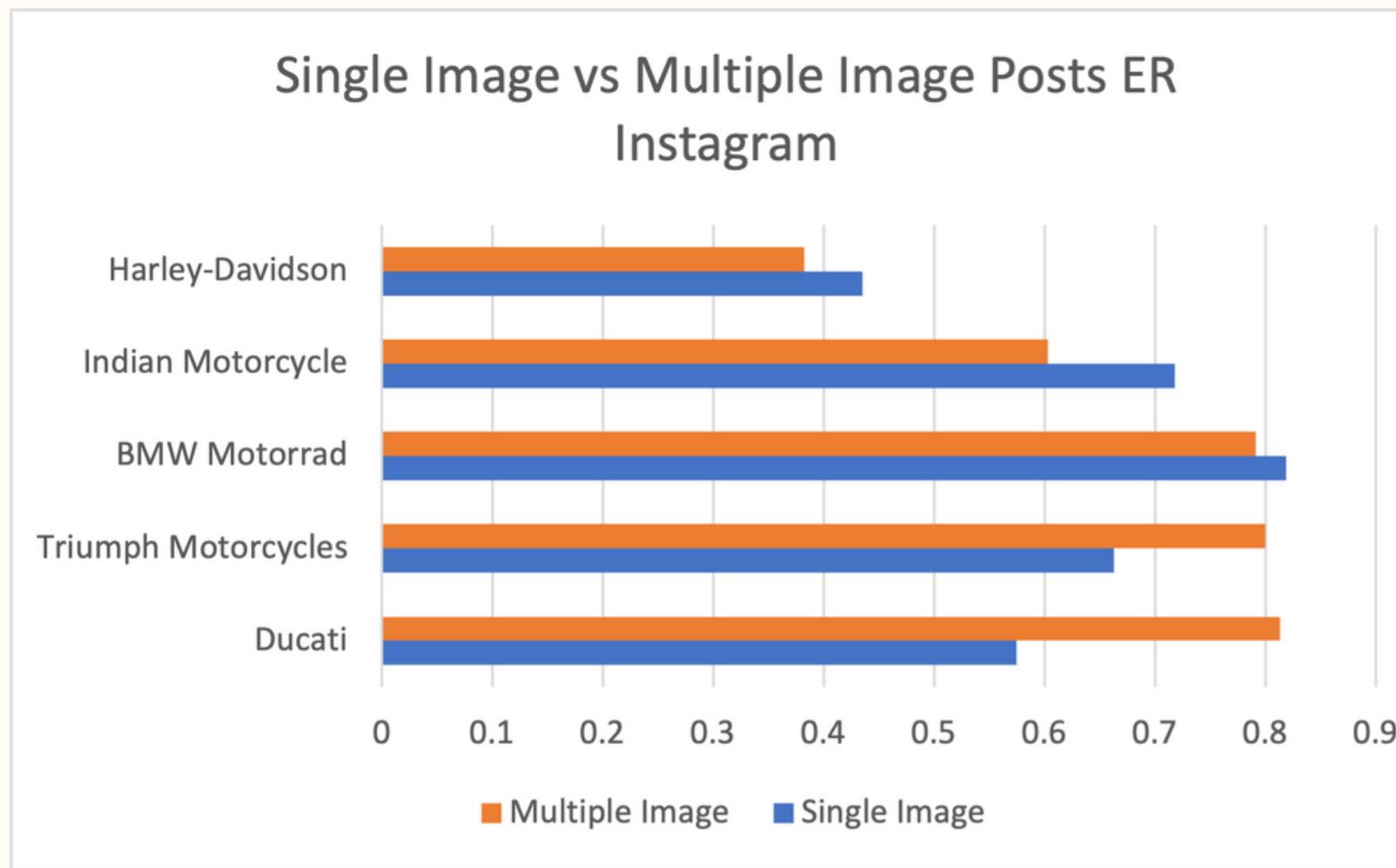
CONTENT DRIVING THE MOST IMPACT



INSTAGRAM

Pictures and videos equally do well on Instagram with Ducati, BMW, and Indian find higher engagement rate for their videos

CONTENT DRIVING THE MOST IMPACT



INSTAGRAM

Carousel Images perform better on Instagram as we see the top performers on Instagram Ducati have almost posted a carousel post every time.

APPAREL - WHO'S DOING WELL ?

	BMW	DUCATI	INDIAN MOTORCYCLE
INSTAGRAM	<ul style="list-style-type: none">Separate <u>page</u> for showcasing lifestyle - includes different types of apparels and products apart from bikesExtensive use of hashtags with every post - #MyBMWLifestyle, #lookoftheday, #outfitoftheday, #confidentlifestylePage bio has a link to a mini BMW A&L, P&A shop inside Amazon.	<ul style="list-style-type: none">Bio has a link to ducati's apparel 2023 webpage that drives customers to buy apparels.Has an apparel specific hashtag - #DUCATIAPPAREL	<ul style="list-style-type: none">Bio has link to Indian motorcycle official website of apparelEvery post included hashtag #indianmotorcycleorganized story highlights named Outpost, each story has a direct entrance to each apparel in the official website
TWITTER	<ul style="list-style-type: none">Builds connection by actively responding to customers' comments	<ul style="list-style-type: none">Has a hashtag for apparels - #DucatiApparel, #DucatiApparel2023Extensive use of hashtags	<ul style="list-style-type: none">Extensive use of hashtagsannounce sales of the apparel

P&A - WHO'S DOING WELL ?

DUCATI/ TRIUMPH

- Have direct link to pages to second hand parts and accessories that helps users find second hand products with ease

INDIAN

- Have a knowledge sharing forum that allows users to share reviews and answers about different parts and accessories on Reddit
- Customer engagement through individual dealerships on social media

P&A - WHO'S DOING WELL ?

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BMW

- Collaborations with influencers on remodeling promotes the sales of their parts and accessories.
- Designers remodified versions of motorcycles inspire users to indulge more in DIY remodelling

INDIAN MOTORCYCLES - CASE STUDY

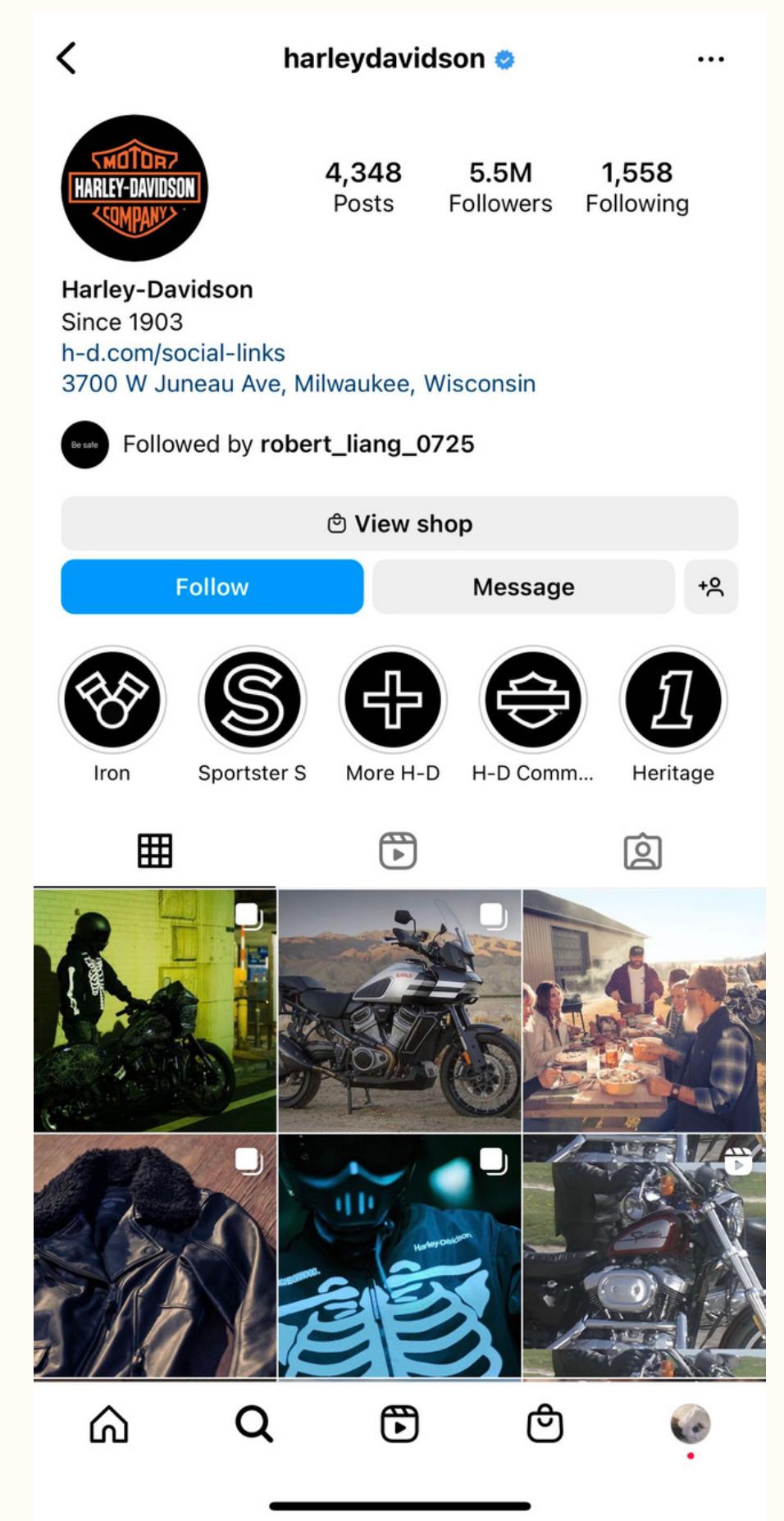
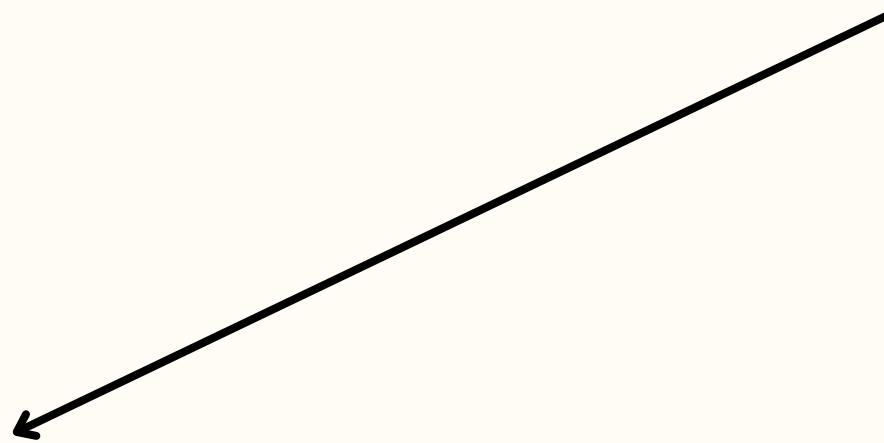
More granular approach to reach
users

- **Interactive posts** with individual dealerships being socially active enabling targeted engagements
- Similarity in terms of **loyal bike clubs**
- **Engagement** attracting **content** and **social media handles**

Instagram Current Metrics

Top posts has more than 30k likes
and over 400 comments

- mainly post about new series of motorcycle or a vintage series
- more comments when post about Sportster



YOUTUBE METRICS

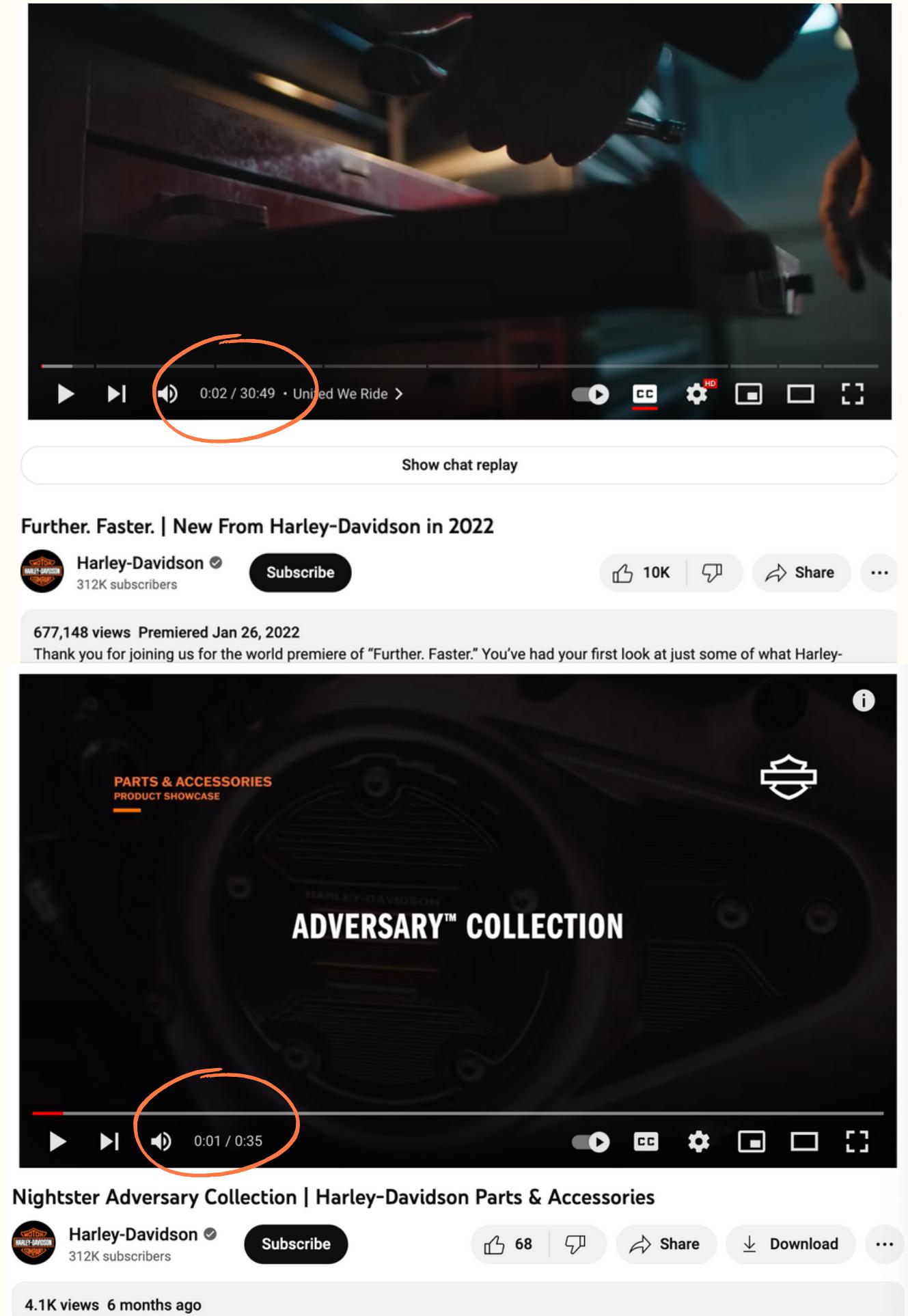
Current Metrics

Top performers receive views between 133k-666k views.

- The TOP PERFORMERS are produced in **higher quality** (uses multiple cameras to film different perspectives and angles)
- Mostly are videos that analyze the technological developments of the products or show the history of HD

Bottom Performers receive views between 4k-6k

- Bottom Performers are comparatively **shorter**
- look more like ads instead of video
- generally **lower production quality**



DICKIES - CASE STUDY

Instagram

- Shop directly from social media via **View Shop** button.
- Contact customer service via **Contact** button on the page.
- **Tap to Shop** links embedded in stories.
- **View shop** button with the posts
- **Interact with audience** by tapping on their creative side via contest #dickiesblankcanvas
- **One post per day except on Saturday**
- **Decade celebration countdown videos** - clubbing the archives and collaboration of years together : #DickiesDecades
- **Celebrate every occasion** - labor / veteran / father's day etc



OTHER STRATEGY SUGGESTIONS

01

120th Anniversary

Expanding customer interactions on current channels to promote events and community. Opportunity for growth on TikTok.

02

Intergenerational Consumer

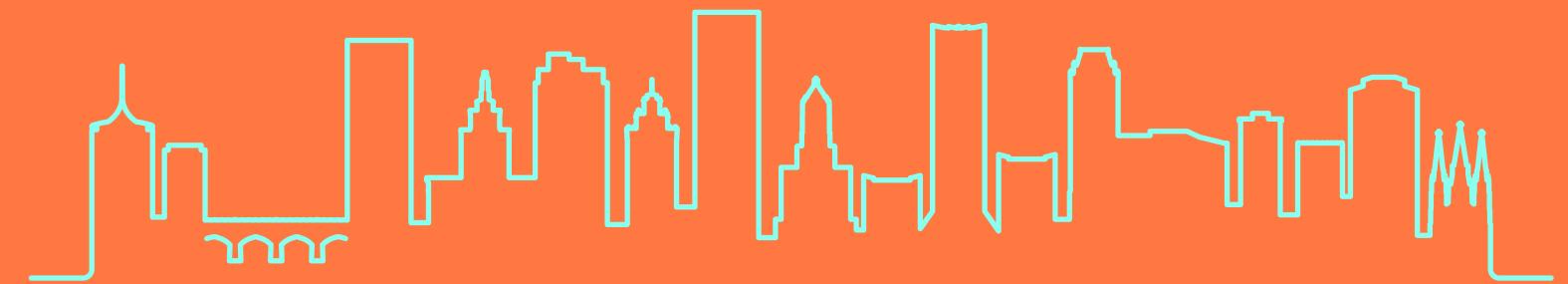
Interacting to new consumers, who have grown up with the brand or those who have been handed down gear or parts and are interested in where H-D can take them.

03

Dealership Integrations

Currently dealerships work independent of the central Harley-Davidson social media

more information here



120th Anniversary

TikTok

Discovery and Interest

01

Announce arrival
to channel

The time to take an
unused channel and use
the space to promote
event - unpaid
advertising

02

Space to move
over short form
videos

Currently videos < 1 min
are oversaturating
Instagram can be moved
over. Create a presence n
the algorithm

03

Creating content
related to the
event

Tktiok is a new way that
people are finding out
about events around
them. H-D can use to
announce festiviteis.

04

Creating/following
trends

Channel to build
connections with
potential and current
customers. Area to show
off H-D persona.

The Intergenerational Consumer

Growth Channel: Reddit

1: Discovery

Being passed down Harley-Davidson motorcycles/gear and are being introduced to the company.

2: Interest

Using social media channels to learn more about the company and what they offer. Might be comparing H-D to others. Will they identify with the brand?

3: Connection

Building connections with other H-D members while supporting the brand through social media channels. Actively engaging with the brand

DEALERSHIP INTEGRATION



- Individual dealerships engage with their customers on social media to enhance the sense of community