



Harley-Davidson: Make It Yours

Academic Sample of One Year Communication Plan

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Statement of Problem/Opportunity

There has been a recent decline in sales of Harley-Davidson motorcycles.

- Reports show Millennials are not purchasing motorcycles because it is too big of a financial commitment (Siddharth, 2017)
- There is an opportunity to market specifically to Millennials as they make up a large percentage of the consumer market and will continue to grow in years to come (McGuire, 2016)



Research



- Consult Millennials to see what they are choosing to buy
 - Conduct a survey to see what other options are being purchased with that money. Also see if the factor for not buying a Harley- Price, better vehicle choice, age, no family etc.
 - Gain all optimal data that aligns with millennials opinions about the current market
 - Determine which models underperform and which overperform. Tailor campaign accordingly.
- Reach out to other businesses with a similar model to gain a more comprehensive blueprint for success.
- Conduct bi-weekly research assessments mapping progress and faults



SWOTS

Strengths

- Well-known and fully established reputation
 - Named a social brand by Forbes (2013)
 - ”American Icon” Beulah (2015)
 - Brand easily recognized and logo can be spotted on clothing, as tattoos, etc
- Adequate funding to allocate toward marketing initiatives, specifically brand partnerships and influencer-driven campaigns
- Owned 52% of domestic motorcycle share in 2015 (Beluah, 2015).

Opportunities

- Tap into the target demographic’s desire for exclusivity and personalization
- Millennials want to invest in companies that make a difference- can capitalize on CSR initiatives

Weaknesses

- High price points = limited target demographic of male and female Millennials with sufficient disposable income
- Viewed as the brand of the boomers
 - Boomers are considered to be the largest and wealthiest generation which is why they can afford to invest (Forbes, 2013)

Threats

- Cheaper, smaller, foreign made motorcycles and the secondary (used) motorcycle market



Strategic Implications

- Harley-Davidson can use its widely known brand image to capture the interest of millennial consumers
- Harley-Davidson can use its adequate funding in order to develop a successful campaign that the target demographic feels is relatable
- Harley-Davidson will need to show the target demographic that the high pricing is worth the expense and worth the investment



Communication Goals

Below are the overall communication goals for the Harley-Davidson Millennial campaign:

- Reposition Harley-Davidson as a modern and contemporary brand among the target demographic
- Convince target demographic that Harley-Davidson is the go-to retailer for motorcycles for all ages
- Convince target demographic that owning a Harley-Davidson is financially accessible

Objectives



- Achieve target of 500,000 attendees at a Harley-Davidson signature event
- Within the first quarter of the campaign's launch, increase engagement on Harley-Davidson's social media channels, including Facebook, Snapchat and Twitter by 10%, and a total of 3 million instagram followers after the 2nd quarter in 2018.
- Increase sales by 10% amongst target demographic during the first year post campaign



Key Audiences

- Future customers of Harley-Davidson
 - Males and females, ages 22-36
 - Reside in the U.S.
 - Lives within a 50-mile radius of a metropolitan city
 - Likely rent vs. own and therefore do not deal with the unexpected expenses associated with homeownership
 - Income range: \$65,000 - \$90,000
 - Enjoy being a part of subcultural and look for this identification with their consumerism
 - Value customization options



Key Messages

- Harley-Davidson motorcycles can be cool for Millennial buyers
- Environmentally and socially conscious consumers can find a brand they can be a part of
- You can make your Harley-Davidson motorcycle fit your taste, lifestyle and budget
- Become a Harley-Davidson owner and you too could be a part of brand community
- You can afford to have your very own Harley-Davidson motorcycle



Strategies

- Reevaluate and revamp brand events to appeal to target demographic
- Increase hype at target events
- Thematic: emphasize the “cool factor”, thus growing the community around the brand.
- Encourage social shareability campaign-specific through hashtags and photo tags
 - The cool-factor should be presented in an effortless and subtle manner, so as to not turn off Millennial consumers who do not appreciate overt messaging



Tactics

- Brand Partnership
 - In order to increase brand recognition and popularity Harley Davidson will collaborate with other recognizable brands such as Spotify
 - Help bring back the association cool and freedom with Harley Davidson
- Influencers and Social Media Development
 - To grow popularity among Millennials Harley Davidson needs more Social Media presence.
 - Target popular celebrities with large Social Media presence to promote the brand
- Revamp of signature events and expansion of membership benefits
 - Bring back popular events from the past that showcased the enthusiasm for motorcycles and the Harley-Davidson brand



Brand Partnership



About the Company:

- Subscribers: Over 60 million (as of July 2017)
- Active users: Over 140 million (as of June 2017)
- Available in 60 markets
- Named a top Millennial loved brand (*Business Insider*)

Partnership with Harley-Davidson:

- Free membership for new Harley owners
- Unique playlists curated for events
 - Influencer spotlights: “MyHD Playlist”
- Spotify presence at HD events
- Lends to a growth and development of brand community



Influencer Marketing

- Social media presence should align with the Harley-Davidson aesthetic
- Campaign will target influencers with large followings (>800,000 followers) such as:
 - Zayn Malik
 - Bad boy image, heartthrob, singer/songwriter
 - Instagram: 23.4M followers, average of 20k likes per post; Twitter: 23M followers
 - Michelle Rodriguez
 - Known for her role in the Fast & Furious franchise
 - Instagram: 3.9M followers, average of 40k likes per post; Twitter: 1.40M followers



Revamp of Events and Membership Benefits

- Reintroduce Harley-Davidson parade
 - Partnership with Spotify will sponsor musical guests to perform at the parade
 - Influencers will attend events and participate in signings to encourage millennial consumers to attend
- Members who refer people aged 18-35 can get a discount of 10% on future bikes.
 - Membership dues are \$35/month or \$350 for the year
 - Includes new patches, mugs, hats and shirts, add ons like custom plates available
- New Riders Membership
 - New age riders get specialty pricing, rider only events and custom biker helmet
 - Must be 18-35 yrs, first time buyer and register for associate program
- New Age HOG® Ladies Membership Group
 - Female-only events
 - Access to limited-edition apparel and accessories



Evaluation of Campaign Objectives

- Track Millennial registration and attendance at events and marketing activations
- Track followership growth across social channels on a monthly basis
- Track use of hashtag on a quarterly basis
- Obtain sales reports on a quarterly basis



Timeline

- The length of the total campaign will be one year
 - Expand Member benefits in September of 2017
 - Partner with Spotify in October 2017
 - Partner with influencers in November 2017
 - Continue partnership and social media copy throughout length of campaign
 - Announce the reintroduction of the motorcycle parade in March 2018
 - The revamped motorcycle parade will take place in late August 2018