



Harley-Davidson

Single Medium Plan



2022 LiveWire Electric Motorcycle

Mitchell McCaffrey, Jonah Van Horn, and Hannah Timm



PLAN SUMMARY

Objective

The objective of this campaign is to maintain Harley-Davidson's success in the motorcycle industry by increasing sales of the new **LiveWire electric motorcycle** in a midwest region during May of 2022.

Strategy

To achieve the objective of this campaign, Harley-Davidson will place **outdoor advertisements** in the form of billboards to promote their new LiveWire electric motorcycle. By placing our advertisements outside, we will be visible to **current Harley-Davidson riders** and encourage them to upgrade to the new electric model.

Demographic Target

The target audience for Harley-Davidson will focus on **Men ages 45-64** years old. According to MRI Simmons 2019 NHCS Adult study, this age group makes up over **57%** of Harley-Davidson's current customers. Harley-Davidson has a **BDI of 126** for customers aged **45-54**, and a **BDI of 213** for men aged **55-64**, meaning the brand has a stronger than average hand in the motorcycle market for these ages. Over **71%** of Harley-Davidson customers are **male**.

Geographic Target

The geographical market for Harley-Davidson Motorcycles is primarily in the **Midwest region of the United States**. The specific DMA for our campaign will be the **Detroit, Michigan** area.



HARLEY-DAVIDSON OVERVIEW

Brand

Harley Davidson continues to define motorcycle culture through **innovation and creativity**, allowing customers their timeless pursuit of adventure. Four men started the brand in Milwaukee, Wisconsin in 1903, and since then it has looked to redefine the industry through innovation, evolution, and emotion. They have recently committed to investing in leading the electric motorcycle market with their **LiveWire motorcycle**, widely regarded as the leading electric motorcycle in the world.

Competitors

Harley-Davidson's strongest competitors are Yamaha, Kawasaki, and Honda.

All three competitors either have electric motorcycles currently in production, or have plans to release a model of electric motorcycle within the next year. Harley-Davidson is the strongest motorcycle brand in the US, holding around **30%** of the market in 2020, according to Statista.

Current Advertising Efforts

Harley participates in trade shows and executes brand events. We are trying to change our current marketing strategy, because we feel it falls short of achieving our current customers ambitions. We would like to create a balance between authentic brand origins while evolving to meet customers current motorcycle needs.



RESULTS

	ESTIMATES
Budget	\$100,655
Reach	88.1
Frequency	16.3
Gross Rating Points (GRP)	730
Cost Per Thousand (CPM)	\$8.25
Cost Per Point (CPP)	\$70

Terminology Index

- **Impression:** one opportunity for an individual to view an advertisement.
- **Reach:** number of people exposed to an advertisement
- **Demographic:** section of a population based on characteristics
- **Index:** explains how well a brand or product is expected to perform in a specific market; average is 100
- **Medium:** single method of communication
- **Media Vehicle:** what specific way an advertisement is broadcast
- **CPM:** cost to reach each thousand individuals
- **BDI:** how well a brand preforms against competitors
- **CDI:** how well a category preforms among all consumers
- **CPP:** cost to reach each 1% of population



Sources

Harley-Davidson

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