

# HARLEY DAVIDSON

CASE STUDY





# AGENDA

- 1. Warm-Up: Situation Analysis**
- 2. Route Plan: Key Message & Strategic focus**
- 3. Garage Talk: Positioning & Channels**
- 4. Hit the highway: Partnerships & Actions**
- 5. Ride Out: Key Takeaways**





# HARLEY'S PERCEPTION

## 1 Overreliance on Aging Baby Boomers

Core customers aging and shrinking

## 2 Strategic misalignment:

Poor timing and market understanding in expansion and product diversification. Attempts to market sport bikes failed due to high pricing and poor positioning against cheaper Japanese competitors.

## 3 Falling behind on innovation

Brand perceived as old and very masculine. Competitors (Honda, Yamaha, Ducati) lead in tech & affordability.

## 4 Limited global relevance

U.S.-centric brand; needs stronger cultural footprint abroad, celebrate freedom and individuality in ways that resonate with international markets.

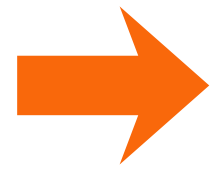
## 5 Shift toward sustainability and safety

Their brand now clashes with values like sustainability, inclusivity, and practicality.



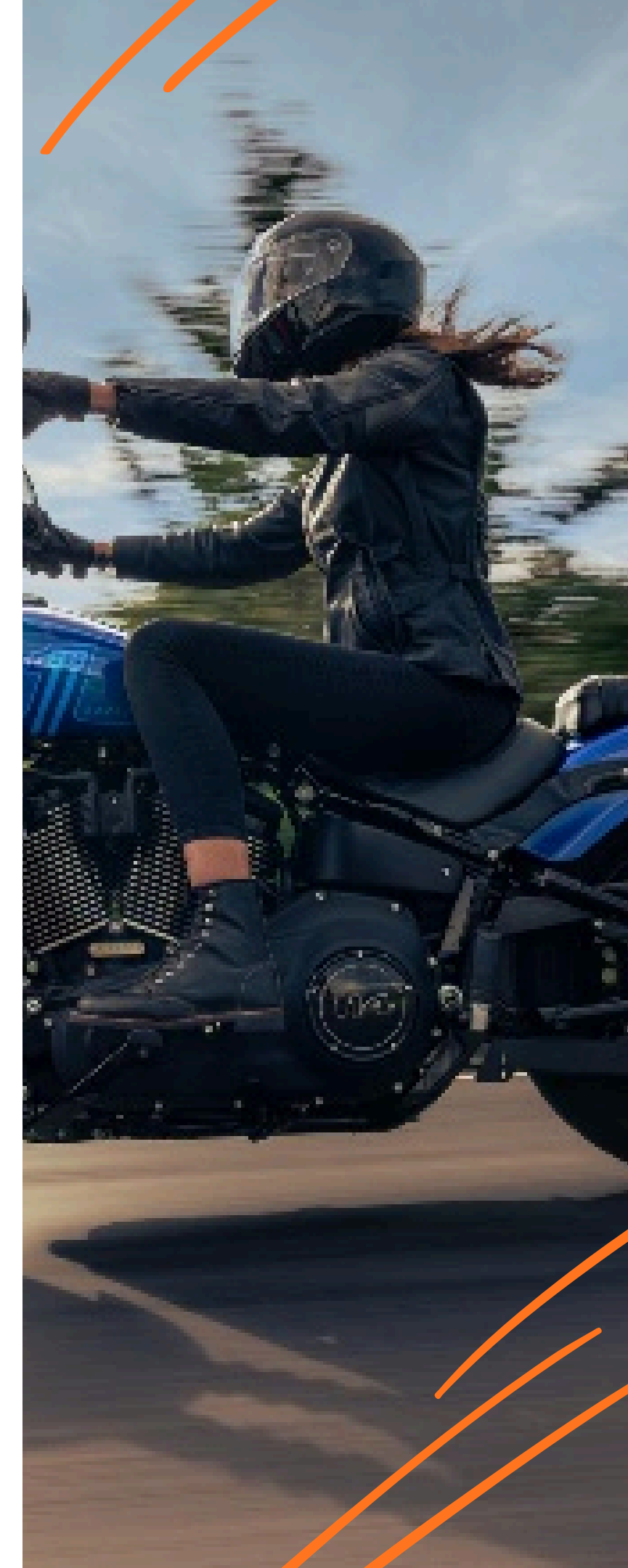
# KEY SELLING MESSAGES

From



To

<p>“Harley-Davidson’s mission was to design and manufacture <b>premium motorcycles</b> for the <b>heavyweight</b> market.”</p>	<p>Harley-Davidson designs <b>premium experiences</b> for <b>every kind of rider</b>, with <b>light and electric</b> performance.</p>
<p>“Each model was <b>highly customizable</b>, made to order to customer specifications.”</p>	<p>Every Harley is a blank canvas built for <b>individuality</b>.</p>
<p>“Quality craftsmanship and <b>reliability</b>”</p>	<p>Built with craftsmanship and <b>reinvented</b> with <b>technology</b></p>
<p>“Nothing promised the same excitement as being on the open road on a Harley, its <b>engine roaring</b>, .... the great open spaces of America just down the road.”</p>	<p>Nothing matches the rush of a Harley, whether it is the <b>electric hum of LiveWire</b> or the <b>roar of tradition</b> anywhere in the world.</p>



# FREEDOM REIMAGINED

**Old Harley:** Freedom meant breaking away from the system.

**New Harley:** Freedom means creating your own path.

From

**Rebellion**

to Self-Expression

From

**Noise**

to Voice

From

**Power**

to Empowerment

*“Whatever you drive – ride it your way and drive it safe”*



# TARGET MARKET

*Expanding Harley's relevance beyond the Baby Boomer core*

<b>1. Performance Seekers</b> Millennials (28–40)	<b>2. Digital Dreamers</b> Gen Z (18–27)	<b>3. Global Explorers</b> (25–35)
<ul style="list-style-type: none"><li>• Value craftsmanship, adrenaline, innovation</li><li>• Seek tech-driven power and eco-credibility</li></ul>	<ul style="list-style-type: none"><li>• Value individuality, design, self-expression</li><li>• See Harley as “dad’s bike” — need fresh culture cues</li></ul>	<ul style="list-style-type: none"><li>• Value mobility, aspiration, affordability</li><li>• Access in new markets</li></ul>



# STRATEGIC FOCUS

## 1 **Formula 1 × LiveWire Relaunch**

Global, Aspirational, Innovation, performance, and electric rebellion. F1's vibrant culture, events, and luxury-lifestyle ecosystem.

## 2 **GTA x Product Placement**



Gaming and storytelling of self-expression and freedom.

## 3 **GO-PRO/Rayban-Meta**




Digital experience

# CHANNELS *Where the New Harley Lives...*



## Entertainment

-  GTA VI product placement
-  F1 docuseries and race-week content



## Social / Digital

-  TikTok & Reels with GoPro POV storytelling
-  YouTube Shorts featuring LiveWire riders
-  **GO-PRO+ RAYBAN-META**



## Experiential

-  F1 LiveWire pop-up pits & VR test rides
-  Esports x Harley digital challenge

## Influencers

-  Lifestyle & sustainability creators
-  Gaming & motorsport personalities

## Owned Channels

-  Harley app community revamp
-  Local events bridging LiveWire & classic riders



# HARLEY DAVIDSON × FORMULA 1

## Cross Cultural Appeal

- Worldwide influence across 20+ countries
- Fanbase exceeds 500 million
- Strong penetration in Europe (heritage markets)
- Rapid growth in Asia-Pacific and the Middle East.

## Innovation & Technology

- Peak performance + control
- F1 is moving toward carbon neutrality by 2030, by using hybrid systems and renewable fuels.

## Younger Engagement

- Strong Gen Z and Millennial following (attracts all genders, especially after the movie's release)
- High social media exposure

# HARLEY DAVIDSON × FORMULA 1

## Global & Cultural Shift

Harley's image from "American style" → "Driven by the World."

Aligns with the new "Freedom Reimagined" positioning and creates a global storytelling opportunity

Expands relevance to Millennial and Gen Z audiences who value performance, sustainability, and inclusivity.

## Innovation & Performance Alignment

From handcrafted heritage → tech-forward performance.

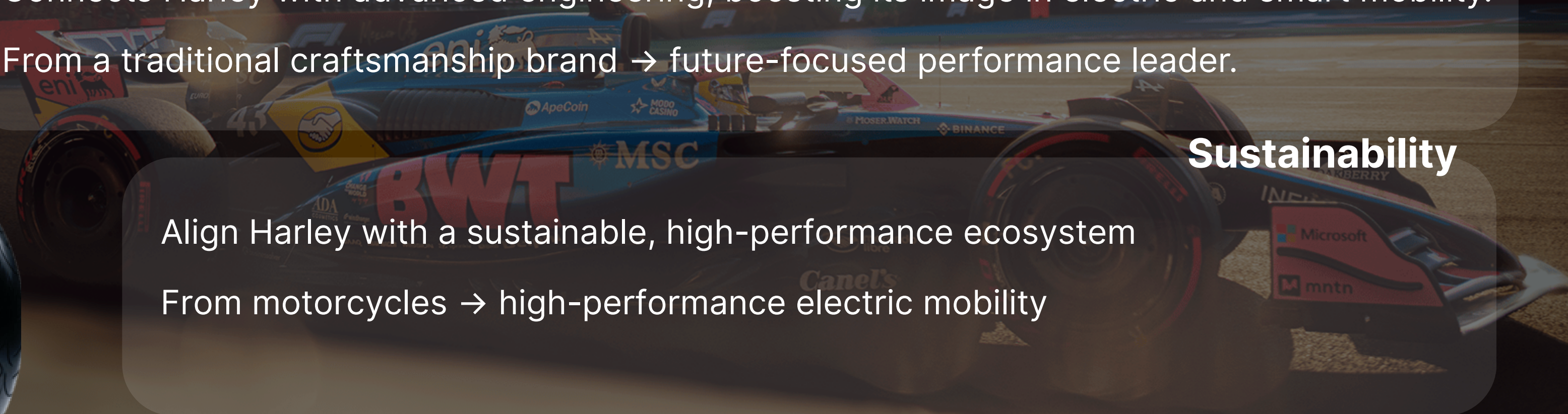
Connects Harley with advanced engineering, boosting its image in electric and smart mobility.

From a traditional craftsmanship brand → future-focused performance leader.

## Sustainability

Align Harley with a sustainable, high-performance ecosystem

From motorcycles → high-performance electric mobility



# HARLEY DAVIDSON × GTA

## Partnership

Grand Theft Auto (GTA)

Reinvigorate Harley-Davidson's cultural relevance and connect with younger audiences through immersive digital storytelling.

## Innovation & Performance Alignment

- Legacy revolves around freedom, rebellion, and identity
- Introduces Harley to a new generation of riders
- GTA's audience (ages 18–35) directly overlaps with Harley's target segment for future growth.

**grand  
theft  
auto**

## Selling Points/ Alignments

- Freedom for Every Generation  
World freedom mirrors Harley's brand of independence and exploration
- Your Ride, Your Way
  - In game customization
- Power Meets Progress
  - In game electric and hybrid  
Harley models - innovation alongside tradition

# HARLEY DAVIDSON × GTA

## Concepts

- “Ride the Legend”
  - In-Game Expansion Pack
  - Introduce Harley models (classic + electric)
- Virtual to Reality Integration
  - Unlock in game achievements for real world Harley test ride vouchers or merch
- Influencer Collaborations
  - Stream/ promote Harley missions

grand  
theft  
auto

## Brand Image

- GTA
    - Edgy
    - Youth driven
    - Culturally iconic
  - Harley-Davidson
    - Timeless
    - Rebellious
    - Emotionally charged.
- They position Harley as “the original open world experience”



# NEW MARKETING TACTICS

# FORMULA ONE CAMPAIGN

*Reposition & Increase Reach*

*Harley Davidson F1 Sponsored Race*

Sponsor of US regional race

*F1 Driver Motorcycle Commercial*

Traditional & Digital Placement

Establish F1 Spokesperson

*F1 x Harley Davidson Merch*

Clothing and sticker line

Pop-up event

Influencer Marketing with F1 WAGS



# GOPRO X META GLASSES CAMPAIGN

*Reinforce new key Selling Messages*

## *GoPro Motorcycle Social Campaign*

Influencer Marketing & GoPro Gifting  
#GoProwithHarley Motorcycle Challenge  
Sweepstakes for Gifted Harley Davidson Motorcycle

## *Ray Ban Meta Harley Davidson Smart Helmet*

Influencer Marketing & Product Gifting  
Pop-up event



# NEW MARKETING TACTICS

## Music Collaboration “Big Dawgs” Remix ft Harley Davidson

### Execution:

- Partners with Hanumankind to release a “Big Dawgs: Ride Your Reality Remix” ft Harley product placement
- Harley = bridge between digital rebellion and real world independence
- Harley Davidson: The Original Open World Experience
- Goals:
  - Attract new audience
  - Modernize brand image
  - Connect freedom



# NEW MARKETING TACTICS

## Music Collaboration “Big Dawgs” Remix ft Harley Davidson

Concept: “*Big Dawgs Ride Out*”

- **Music video integration**
  - Hanumankind rides Harley
  - Split scenes
  - Close ups on Harley’s chrome, logo, electric model
- **Social Activation**
  - TikToks/ Social challenge
  - Rap or ride to “Big Dawgs” #RideYourReality
- **Storytelling**
  - Line references
    - power
    - motion
    - individuality
  - Visual presence tied to lyrics

### **Impact**

- *Global youth music culture*
- *Aspirational yet relatable*
- *Expands awareness*



# NEW MARKETING TACTICS

## GTA x HARLEY DAVIDSON

### Execution:

- In game product placement
  - Harley models
  - Customized options
- Themed missions
  - “Freedom Ride”
  - Complete challenges
- Harley Davidson: The Original Open World Experience
- Influencers & Streamers
  - GTA creators showcase Harley missions
  - Giveaways
  - Impact
    - Digitally innovative and culturally current
    - Brand visibility to younger gamers
    - Virtual engagement = Real world loyalty



# KEY TAKEAWAYS

Challenge →

→ The New Harley

Aging core demographic	Harley collaborates with GTA, F1, GoPro & Hanumankind to merge lifestyle, music, and technology.
Perceived as outdated	F1+ GTA Harley blends innovation with storytelling, and digital self expression—push their products to be relevant
Noise and pollution stigma	Harley communicates their R&D investment and Reframes “power” to “empowerment”, “noise to voice” and through LiveWire’s electric roar and sustainability
Geo Expansion Difficulties	F1 + GTA+ Hanumankind collab taps emerging markets (India, Asia-Pacific) where Harley seeks growth. Freedom and individuality.
Strategic misalignment	Market understanding

Future: Movie impact like barbie?...

“Whatever you drive— ride it your way and drive it safe”

THANK YOU

