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CAMPAIGN: HARLEY-DAVIDSON  
STREET 500™ AND 750™ LAUNCH  
CLIENT: HARLEY-DAVIDSON  
AGENCY: PROSCENIUM

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# B2B TOP Shops

CASE STUDIES

## THE OBJECTIVE: CREATING A NON-MEETING MEETING

Harley-Davidson riders are so loyal they will literally tattoo the company's logo on their skin. However, to grow in new markets, the company last year launched two new smaller motorcycles designed for urban riders, the Harley-Davidson Street 500™ and Street 750™. So to expand its dealers' mindset to include this customer, one who may have never set foot inside a Harley-Davidson dealership, they wanted to launch their new motorcycles in a meeting that did not feel like a meeting for 1,200 U.S. dealership employees. The meeting also needed to convey Harley-Davidson's commitment and attention to its brand identity and reinforce the fact that the new motorcycles will be built in its Kansas City facility.

## SETTING THE SCENE:

Authenticity was the name of the game here, from the rust on the fence, to the treatment of the bricks on the wall, to the fallen leaves scattered about the stage, which the creative director collected that morning from a local park. Attendees felt like they were in an urban street scene, instead of a convention center, as the event assumed the look and sounds of an actual city street.

The meeting environment took its cue straight off the urban street corner, from New York to San Francisco and every city in between. In building the set, Harley-Davidson's own ad campaign was analyzed in order to ensure consistency with the brand. A photographer took to the streets and neighborhoods of New York City, snapping urban buildings which mirrored the brand. Those photos translated directly into the buildings that

framed the set, complete with working lights in windows to set the tone of a vibrant urban area.



The music felt like a playlist straight off the headphones of a young city dweller on the move, with the sounds of car horns, trash carts and barking dogs added at just the right moments for authenticity. Even the trash cans resembled the wire mesh receptacles found on street corners.

Attendees entered a space that felt like a vacant lot just before dusk that moments later became the scene of a dramatic face-off between two Harley-Davidson motorcycles in a dueling burnout that only skilled riders can perform. That was the first of many moments emphasizing that the new motorcycles were developed by riders for riders. After executive presentations, two Kansas City factory workers introduced a video illustrating their pride in assembling the motorcycles. Once the presentation was done, then our New York DJ cranked up the music, the bars opened, photo ops with highly accessorized Street motorcy-

cles occurred and the night kept rolling on. Everyone left with a Street poster signed on the spot by the artist himself.

## RESULTS:

Ninety percent of survey respondents found the event "valuable/extremely valuable," and 95 percent of those polled were "satisfied/extremely satisfied" with the target customer information provided.

"The U.S. Harley-Davidson Street reveal was one of the best dealer



events we've ever done. The level of creative detail and program execution that was brought to the event was outstanding. The Proscenium team went above and beyond to bring an authentic experience to every facet of the program. Because of the team's commitment to excellence, we successfully energized dealers about our new product, the target customer and the new opportunity we have to reach and inspire more riders in more ways."

—Harley-Davidson Communications Director