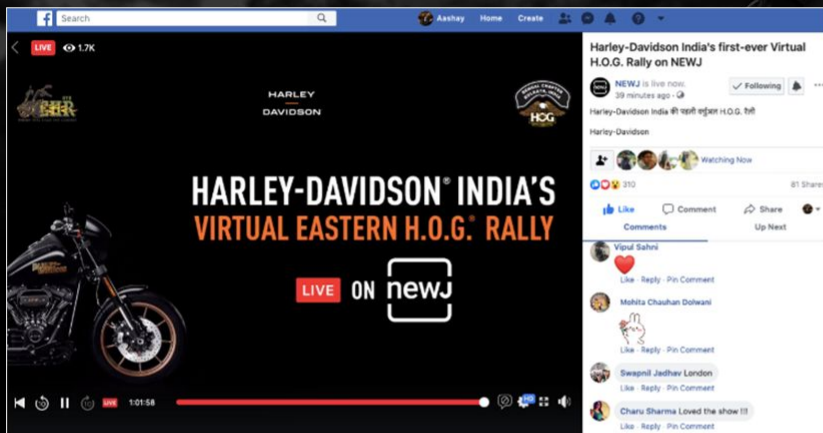




HARLEY
—
DAVIDSON

HEADSHOT
MEDIA

Summary



Goal

- ▶ To increase overall viewership & engagements for the Virtual H.O.G Rally 2020

Solution

- ▶ A marketing campaign targeted to engage with bike enthusiasts across the country
- ▶ 45 special coverages over a period of 3 days
- ▶ 2+ hrs of content including testimonials, static posts & the LIVE video



Result

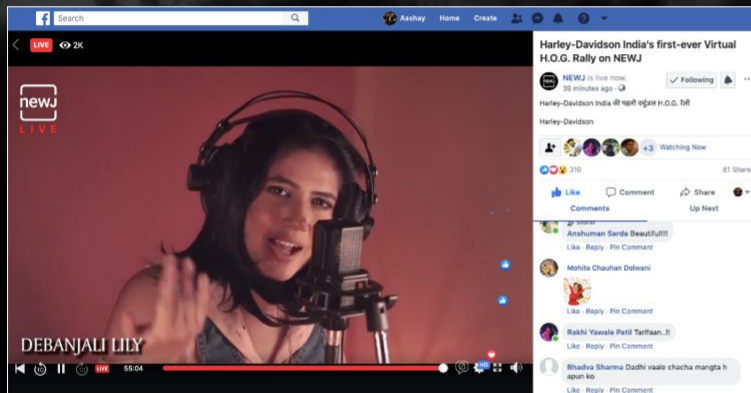
- ▶ HSM videos gained 40X more views as compared to Harley-Davidson
- ▶ 5X times increase in concurrent viewers making the Rally & the bike launch a success

Digital Handshake

Harley-Davidson India partnered with HSM to host the 9th Eastern Virtual H.O.G. Rally on 27th June. The event was organised as an opportunity for Harley-Davidson bike owners & enthusiasts to come together and celebrate their passion for the famed American manufacturer in these trying times. The virtual H.O.G. Rally also took the opportunity to officially launch the Low Rider S & the all new 2020 Fatboy

In its first of a kind initiative HSM has shown how it can adapt to provide such meaningful experiences to both its clients and its audience.

Virtual Event Highlights

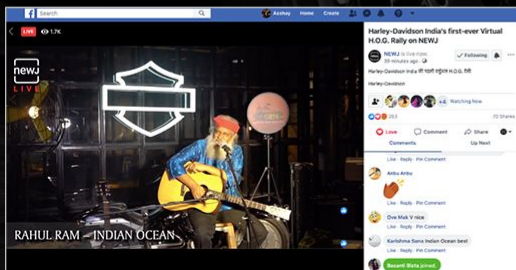


Unplugged Project

Delhi's happiest band kept the audience completely entertained with a mix of retro, pop, contemporary & Bollywood covers. They were pretty serious about having fun

Rahul Ram

The guitarist from the Rock Band 'Indian Ocean' left the audience in awe after his powerful performance



Debanjali Lily

"Music is to be loved, created & lived" and that what made everyone believe who were present during the final segment of the show

Campaign Summary

44

Total Posts

2.5M

Total Reach

1.7M

Total Views

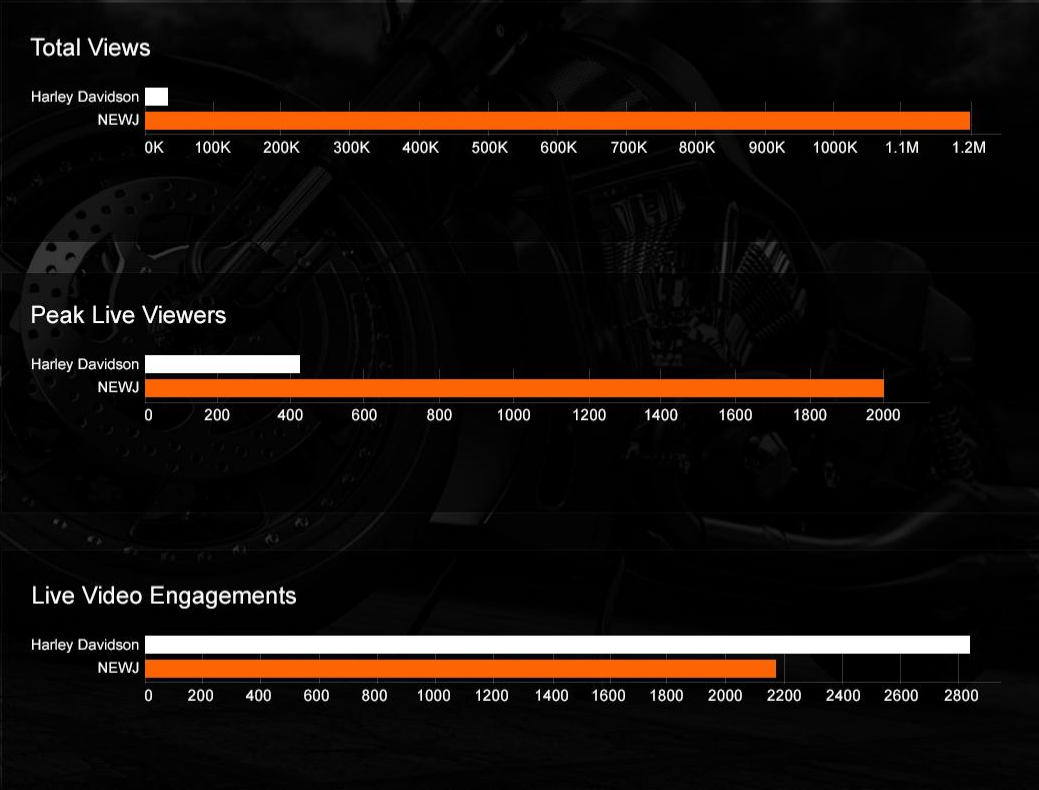
27K

Total Engagements

*Please note the reach metric is calculated only for facebook

Event Insights

- Harley-Davidson
- NEWJ



Conclusion

This Digital Handshake between HSM & Harley-Davidson was successful in engaging with a large number of Harley-Davidson owners & biking enthusiasts across the globe. Harley-Davidson also successfully launched the Low Rider-S & the brand new 2020 Fatboy, thus continuing the streak of offering the most experiential and innovative events to its riders. HSM through this virtual rally celebrated the shared passion for freedom, adventure & the love for wheels and were further joined by millions of its audience.



Harley Davidson - Again...

HSM again worked with Harley Davidson to promote and provide them with a better reach for the launch of their all new motorcycle - The Low Rider-S



Goal

- ▶ To increase overall viewership & enhance promotions for the all new Low Rider - S

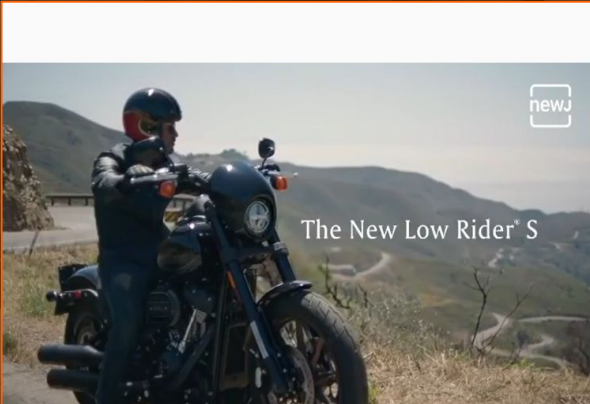
Solution

- ▶ A marketing campaign targeted to engage with bike enthusiasts across the country

Result

- ▶ HSM videos gained over 1 Million views for the videos on the Low Rider - S
- ▶ HSM was successful in reaching out to more than 2 million biking enthusiasts across the country

Campaign Highlights



newjplus • Following

newjplus Harley-Davidson® की सबसे नई Low Rider® S एक ऐसी शानदार बाइक है जो अपनी स्टाइल और स्पीड से बनाती है एक अलग पहचान. इसमें लगा Milwaukee-Eight® 114 इंजन इस बाइक को ऐसी ताकत देता है जो किसी और में नहीं है. भारत में Harley-Davidson® की ये सबसे नई बाइक राइडर्स के लिए सड़कों पर छा जाने का नया जरिया है. इसकी कीमत शुरु होती है ₹14,69,000 से.

130,716 views

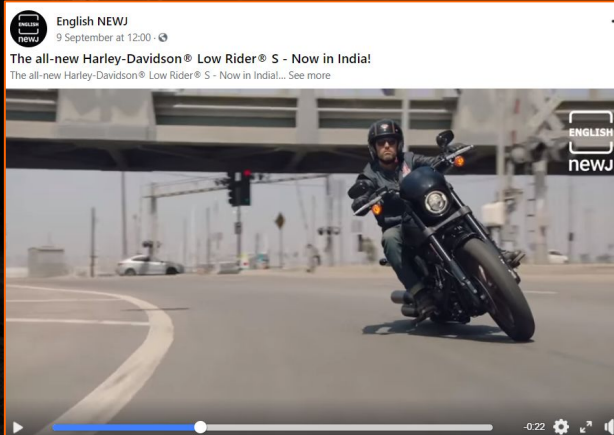
SEPTEMBER 9



NEWJ
9 September at 09:59

The all-new Harley-Davidson® Low Rider® S - Now in India!
Harley-Davidson® की सबसे नई Low Rider® S एक ऐसी शानदार बाइक है जो अपनी स्टाइल और स्पी... See more

newj



English NEWJ
9 September at 12:00

The all-new Harley-Davidson® Low Rider® S - Now in India!
The all-new Harley-Davidson® Low Rider® S - Now in India!... See more

ENGLISH
newj

0:22

Campaign Summary

4

Total Posts

2.4M

Total Reach

1.1M

Total Views

16K

Total Engagements

*Please note the reach metric is calculated only for facebook