



# case studies

because it matters

## Henderson Harley-Davidson Consumer Engagement

### Opportunity:

While Henderson Harley-Davidson was successful, revenue growth had slowed during its second year of operations as the centralized competing dealership attempted to dominate the market. Given its location disparity, the dealership was about to consider distress advertising as a last resort to increase sales.

We saw it as an opportunity. Rather than rely on distress advertising, it seemed essential to engage existing customers and ask them to introduce their friends to Henderson Harley Davidson. At the same time, we launched a naughty-nice promotional campaign to capture the interest of new customers.

### Outcome:

Henderson Harley-Davidson reached record sales, attracting more people to the dealership on one day than in the history of the dealership. Invited customers purchased accessories while new customers bought brand new Harley-Davidson bikes. Henderson Harley-Davidson went on to set a record-breaking sales year in 2007.