



LiveWire

COMMUNICATION PLAN

AGENCY AZ

Andie, Kathryn , Wesner, Zuhaly, and Melissa

AGENDA



- Situational Analysis
 - Marketing Strategy
 - Marketing Objective
 - Marketing Tactics
-

Let's get *ride into* the details



Base price of \$29,799¹



Student loan **debt** delaying purchases



Market share **dropped** domestically, increased in Europe⁴



“**Heritage**” vs. happening now



Millennials prefer **experiences**²



65% of car buyers consider **hybrid/electric**³



First of its kind for HD



0 to 60 mph in 3 seconds

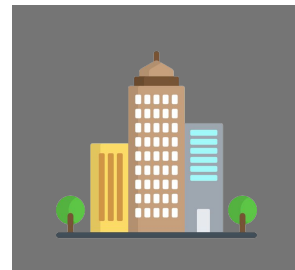
What's going on?

- Sales have been declining for the past 4 years, with shares down 32% in the last 12 months
- Company doesn't offer discounts¹
- Electric motorcycles are an extremely niche market at this point²
- Boomers are getting older and riding less
- Stale brand image

1. [Showbiz CheatSheet](#)
2. [Business Insider](#)



“ THE LOUDEST SOUND YOU HEAR
WILL BE YOUR HEART RACING ”



CONNECTS
TO PHONE

PLUG INTO
A NEW KIND OF THRILL



Independence, authenticity
and passion for being on the
OPEN ROAD



What else is out there?

Product	Max Speed	Torque	Range (City/HWY)	Full Charge	Price
HD LiveWire	110mph	52 ft lb	140mi/88mi	60 min	\$29,799
LS-218	218mph	168 ft lb	140mi/105mi	30 min	\$38,888
Zero SR/F	124mph	140 ft lb	161mi/99mi	80 min	\$18,955
Energica Ego	150mph	148 ft lb	100/31mi	20 min	\$29,700
Fuell	85mph	553 ft lb	150mi/31mi	10 hours	\$11,995



Not necessarily a rider

Open to new ideas

Eco-conscious

City-living

No family yet

MEET NICK

- Works in the city at a startup
- Makes minimum payments on student loans
- Interests include:
 - Dogs (duh)
 - DIY projects
 - Breweries
 - Traveling & weekend trips
- Spare him the gimmicks & celebrity influencers
 - Responds to advertising that turns *him* into a “hero”





What is up with him?

58 percent of professionals (age 25 to 34) are interested in a **digital detox (49 percent men)***

About a **third** of millennials are **frustrated by** the time they spend **in their car****

*LinkedIn, 2017

** Arity, 2018

What is up with him?

Millennial men are looking for ways to disconnect from technology and the office. They're frustrated with their commutes, jobs, and dependency on technology.



Where we come in

For the urban millennial man living a work-driven, monotonous weekday routine, the Harley LiveWire offers the **best way** to **unplug** and **experience adventure** in everyday moments.



The Ask



Drive awareness of the LiveWire



Build consideration among (male) Millennials



**How are we
going to
accomplish this?**

What will this all cost?



Social - production & advertising

2mil



Collabs - production, influencers

3mil



Events - sponsorship, setup, etc.

4mil

Social



Instagram

- long-format videos, carousel pictures
- Emphasis on Latergram → #LiveWireLatergram



Reddit

- AMA with engineers & designers of the bike



2mil

Collaborations



Buzzfeed DIY

Produce a fast-paced video on different ways to customize the LiveWire



Apple

Integration with “Screen Time” feature - the less screen time you use off your phone, the more points you get for free swag, Harley gear, etc.



3mil

Popup events

Pre-release

Aug. 1-4 **ReplayFX Gaming Convention**

Table and VR demonstrations to incorporate biking & gaming

Post-release

Sept. 22 is **World Car Free Day**. HD can host pop-up events in various cities (Boston, Chicago, Philly) promoting itself and other environmental benefits; sponsorship and tabling opportunities to demonstrate bike.



4mil

CREATIVE TOOLKIT



PLUG INTO
something other than
your phone



**EXPLORE
MORE**

Freedom
for all



**NEW
GENERATION**



THANK YOU



SOURCES

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