

# Finding the authentic purpose in your anniversary

**Heather Malenshek**  
Chief Marketing Officer  
Harley-Davidson Motor Company





Image Courtesy of Harley-Davidson Inc.





- 50<sup>TH</sup> - 1953
- 75<sup>TH</sup> - 1978
- 85<sup>TH</sup> - 1988
- 90<sup>TH</sup> - 1993
- 95<sup>TH</sup> - 1998
- 100<sup>TH</sup> - 2003
- 105<sup>TH</sup> - 2008
- 110<sup>TH</sup> - 2013
- 115<sup>TH</sup> - 2018

# 65 YEARS OF H-D ANNIVERSARY CELEBRATIONS

# More Roads To Harley-Davidson

**Broader Access  
New Products  
Stronger Dealers**





We created an adrenaline-filled invitation for all



# Prague



# MILWAUKEE



# We Brought New People Into Our Brand

## PRAGUE + MILWAUKEE





2019 PROSPECTUS

# EXPERIENTIAL MARKETING SUMMIT 2019

MAY 14-16 | CAESARS PALACE | LAS VEGAS

Using Live Experiences to Amplify Reach, Convert Customers and Drive Sales



Featuring  
**EVENTtech**  
Event Tech Solutions for Marketing and Sales

**2019 EX FINALIST  
BEST PRODUCTION OF AN EVENT  
(CONSUMER)**



# Guiding principles



**BE PURPOSE-DRIVEN**



**LEAN INTO  
BRAND  
STRENGTHS**



**COLLABORATE**



**HAVE  
CONVICTION &  
COMMIT**



**BE  
COURAGEOUS**



# Be Purpose-driven

The anniversary celebration is a strategic lever to achieve business objectives and live the brand purpose

# HARLEY-DAVIDSON *Roadhouse*





our purpose  
for  
the 115th

Bring The Love  
Of Riding To  
More People

# 110th



# 115th



A person wearing a helmet and riding gear is riding a motorcycle on a winding road covered in snow. The scene is set at dusk or dawn, with a dark, blue-tinted sky and snow-covered hills in the background. The motorcycle is in motion, leaning slightly to the right. The overall mood is serene and adventurous.

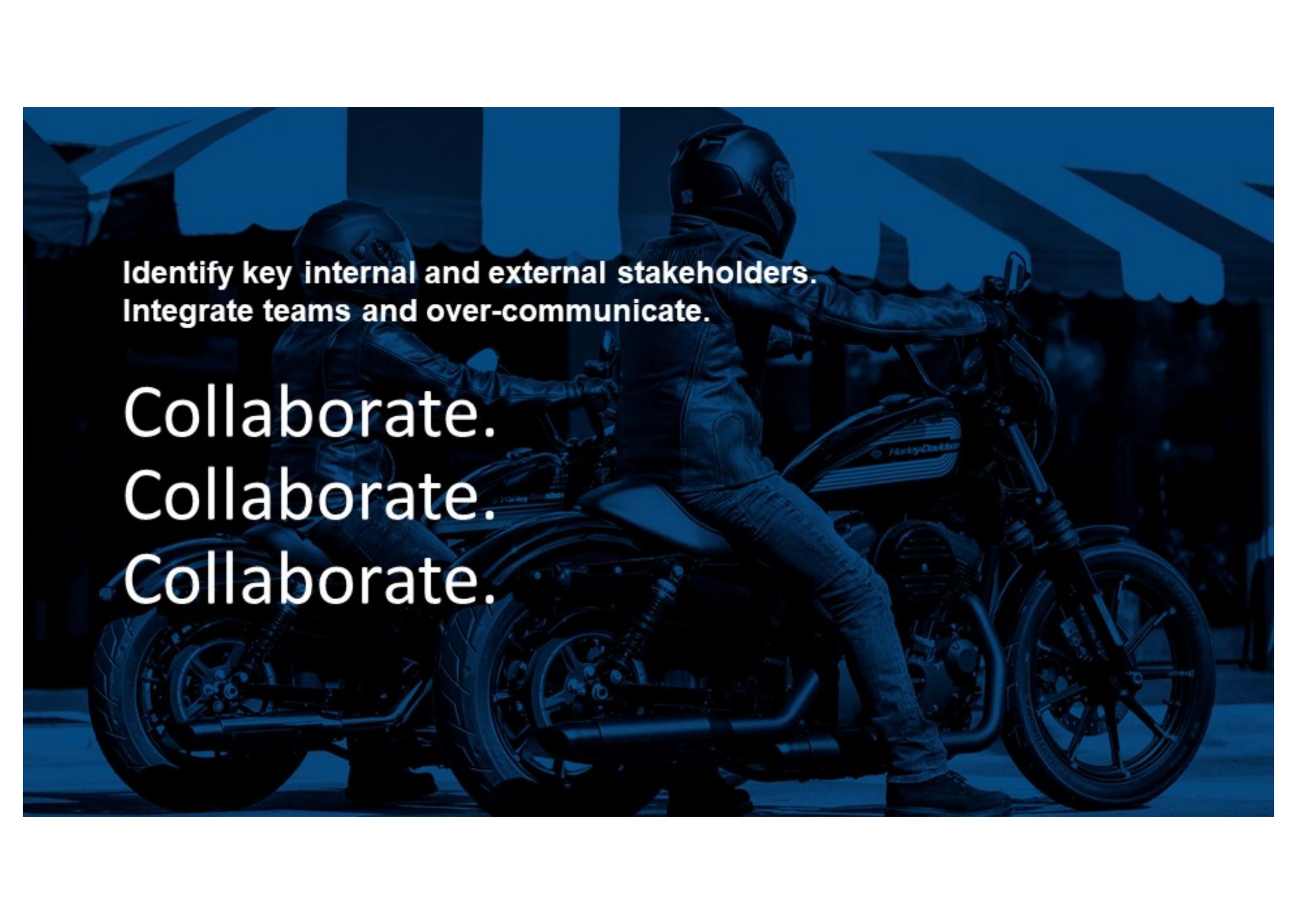
## Lean Into brand Strengths

**Identify the core strengths of your brand and leverage them in the anniversary celebration**



**AND  
LEVERAGE  
THEM**



A photograph of two motorcyclists on Harley-Davidson motorcycles, overlaid with a blue tint. The motorcyclist in the foreground is wearing a leather jacket and helmet, and is looking towards the right. The second motorcyclist is behind them, also on a Harley-Davidson bike. The background shows a fair or festival setting with striped awnings.

**Identify key internal and external stakeholders.  
Integrate teams and over-communicate.**

**Collaborate.  
Collaborate.  
Collaborate.**

# Collaborating With Internal & External Stakeholders



# HAVE CONVICTION AND COMMIT

- **Stay the course**
- **Stay true to the objective of the anniversary celebration**
- **Empower the teams to execute the plan**

**Requires....**

**Leadership Alignment**

**Adequate Resources**

**Anticipation of Roadblocks**

# Committing To Our Stated Objectives





## Be Courageous

**Engaging your most loyal fans gives you permission to take risks and be bold**

**The anniversary can be leveraged as a learning opportunity to test new approaches**



In 2018, We really Changed Things Up





**BE PURPOSE-DRIVEN**



**LEAN INTO BRAND  
STRENGTHS**



**COLLABORATE**



**HAVE CONVICTION  
& COMMIT**



**BE COURAGEOUS**

Q & A

