

# HAIL TO HARLEY.....



Genesis, the marketing club organised a session on Branding and Marketing strategies of Dunes Harley-Davidson in Rajasthan on August 2<sup>nd</sup> 2017. The session was headed by Mr.Mrigank Sharma, Manager Chapter and Marketing, Dunes Harley-Davidson, Rajasthan.

The proud alumnus of IIIM delivered a presentation demonstrating strategies followed by company for launching and promotion of the bikes. Mr. Sharma also shared incidents that portrayed strong CUSTOMER ENGAGEMENT of the brand and how the company builds lifelong relations with its customer. His presentation included videos depicting innovative advertising campaigns and also included glimpses of HOG rallies, a marketing strategy launched by the company.

Mrigank said, 'Many times Harley is mocked as expensive, hyped, and as the vehicle-of-choice for bullies and macho-wannabes, Harley-Davidson has nevertheless, remained absolutely iconic through the years. The brand inspires as much loyalty as it does derision'.

He also shared that in 1983, Harley-Davidson created the Harley Owner Group (H.O.G.). This club allowed Harley to connect itself with both its customers and the mainstream population. When conceived, it was criticized for stealing and softening the company's recalcitrant character. That however, didn't deter Harley's marketing ambitions. Through H.O.G, Harley would sponsor biker rallies, organize charity drives, and offer special promotions to its diverse fanbase.

Mr. Sharma also said Harley-Davidson has been extremely good at customer engagement, constructing brand loyalty, and building a brand community. As a result, Harley strengthens its

relationship with its fanbase, treating them as family and as equal participants in the production and promotion of the brand.

He concluded his session laying emphasis on safety measures and advised students to drive safe.