



six month sales
goal achieved in
3 days

HARLEY-DAVIDSON



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When Harley-Davidson first approached Third Person about developing a new advertising and collateral campaign for a new software program, they had specific goals in mind. They had to successfully launch a completely new product at a trade show that was in just four short weeks. And, by the way, nothing had been started yet on the marketing of the software.

It was a tall order, but, over the next month, Third Person worked closely with the Harley-Davidson marketing team to develop a full advertising campaign, including outdoor signage, a trade show booth, direct mail, sales collateral, and more.

The results were astounding.

“By the end of their three-day trade show in which they announced the Connect product, Harley-Davidson had met and exceeded the sales goal for the entire campaign,” Harley-Davidson Trade Show Posters created by Milwaukee Advertising Agencinessaid Brett Hagland, Account Executive at Third Person. “To say that Harley-Davidson was pleased with the results is putting it mildly.”

“While we’d like to take all the credit,” adds Melinda Caughill, Partner, Strategic Marketing, “the Connect product was really quite astounding. But, our marketing efforts certainly didn’t hurt. They did what they were supposed to do — get people to the booth. From there, the software did everything it needed to close the deals.”



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