

HOW TO SHOW YOU LOVE YOUR HOG

Gift of an accessory captures the rebel spirit of owners, promotes after-market winter storage services.

Harley-Davidson is one of the most iconic brands in the world. With deep American roots that date back to the early 20th century, the brand today embodies the rebel spirit in all of us. Those lucky enough to own one are a special breed who exhibit a tremendous pride of ownership.

House of Flames, a German Harley-Davidson dealer, appealed to this pride in a direct mail campaign that highlighted their after-market services: detailing, winterization and storage service. They gifted customers a metal hot-water bottle bearing the iconic Harley logo. Targeted households also received a voucher for a gel heat-pad, which could be collected at the House of Flames.

The advertising initiative was known as the “hot potato.” The heat pad provided the “hot” while “potato” recalls the unmistakable V twin-engine sound of a typical Harley. Say “potato-potato-potato” repeatedly and you’ll recognize it too. In essence, customers were told: You can keep your “hot potato” [i.e., your Harley] hot by properly storing and caring for it – the very service House of Flames offers.

Harley successfully showed their customers that there’s only one way to store your hog – the Harley way. Fifteen per cent of those who received a mailing stored their hog at the House of Flames for the winter. Storage capacity filled well in advance. In true Harley tradition, riders were able to show their hog some love, even in the off-season.



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AGENCY TEAM: Creative Director: Jürgen Schütz

