

HARLEY-DAVIDSON REVS UP FOR TV CAMPAIGN] – MARKETING MAGAZINE

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Harley-Davidson is returning to Canadian television for the first time in four years, and has hired **Denneboom Media** to handle its media buying for the campaign.

Deeley Harley-Davidson Canada, the iconic motorcycle company's exclusive Canadian distributor, chose the Toronto-based Denneboom without a review.

Starting today, Denneboom will be populating creative work from **Alles Advertising & Design** across several programs that target men who fall into the adventurous, motor-head, over-35 set.

The ads focus on the brand's long-standing pillars of freedom and rebellion.

The television buy leans heavily towards specialty channels such as OLN, with far fewer network spots.

"We weren't looking at the reach of the station, but on the reach of the individual program," said **Judy Goddard**, Denneboom senior media advisor.

Radio ads on classic rock stations will support the television buy alongside online executions.

In Quebec, Denneboom tapped **Benoit Gagnon**, a personality who appears on several **Astral Media** properties. Gagnon appears in specially made, brand-focused vignettes across a number of Astral properties that will lead up to a contest that offers a Harley motorcycle as the grand prize.

Harley-Davidson will continue to sponsor special segments such as the 30-second *Open Road Report* on **The Weather Network**.