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Understanding the cult of Harley-Davidson Just why are Harley-Davidsons so popular, and what is it that makes this all-American brand seemingly stand apart from the rest of the motorcycling pack? Insidebikes sent Chris Cope to a HOG Rally in Prague to find out... Harley-Davidson's been getting a lot of press lately.

~~Understanding the cult of Harley-Davidson - Carole Nash~~

Tribe: A cult brand creates a tribe/

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community. Harley Owner Group (HOG) is a sponsored community marketing club, operated by Harley-Davidson for enthusiasts of that brand's motorcycles. A real first social network, The HOG is "the granddaddy of all community-building efforts," serving to promote not just a consumer product, but a lifestyle.

~~How did Harley-Davidson become a "Cult" Brand ...~~

How Harley-Davidson inspired a cult following Marketing and merchandise. What better way to create a sense of community than to give everyone a piece of your brand? The American Outlaw. While merchandising plays a crucial role in evangelising the brand, its core and most loyal... The HOG. ...

~~How Harley-Davidson inspired a cult~~

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following—Catawiki

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Profile Quick Stats. In 1901 William S.

Harley, age 21, completes a blueprint

drawing of an engine designed to fit into

a... Harley-Davidson Cult Brand

Summary. To say that Harley had fallen

on hard times by 1981 would be a

drastic... Harley-Davidson Timeline. The

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~~motorcycle heritage ...~~

As perh a ps the world's most well-known

motorcycle brand, the Harley Davidson

brand has battled its way through

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challenges and turmoil to create a cult following of customers that would go...

~~Keep your motor running: The Harley Davidson brand story ...~~

Harley-Davidson: The cult motorcycle on screen Sons of Anarchy A television series with a story that takes up the never-ending battle between the good guys and the bad... Easy Rider The 1969 road movie immediately achieved cult status. To this day, motorcycle fans venerate the two beefed-up... Pulp ...

~~Harley-Davidson: The cult motorcycle on screen | All media ...~~

Harley-Davidson is already one of the most cult-like brands on the planet, but even they aren't immune to market challenges. In 2012, they approached Cult to help them gain relevance amongst millennials and other emerging segments,

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such as women and immigrants. People who didn't grow up with aspirations of one day owning a Harley.

~~Harley Davidson | Cult~~

Harley Davidson was set up in the 1903 by William Harley and Arthur Davidson.

After more than hundred and ten years, Harley Davidson has become more than a product, brand name or company. It is a cult amongst the customers now. The two wheeler motorcycle industry is expected to grow by 8.3% annually till 2020.

~~Harley Davidson Marketing Mix (4Ps) Strategy | MBA Skool ...~~

NEW DELHI: Embarking on a new journey, India's largest two wheeler maker Hero MotoCorp and US cult bike maker Harley-Davidson on Tuesday joined hands to sell and service the luxury bikes in India. In a regulatory filing, Here

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MotoCorp said that the company will sell and service Harley-Davidson motorcycles,

~~Harley Davidson India news: Here~~

~~MotoCorp to sell, service ...~~

NEW DELHI: American cult bikemaker Harley-Davidson, often used by US President Donald Trump in trade diplomacy with India, is shutting down its only factory in India on below-par business as it takes a hard call to exit markets where sales continue to remain weak and outlook stands shaky.

~~Harley Davidson India exit: Harley-~~

~~Davidson shuts down ...~~

Fessler knew that if he was going to turn Harley-Davidson into a cult brand, he would have to tap into the power of shared experiences to extend the brand experience beyond just the purchase of a Harley-Davidson motorcycle.

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~~Brandfolder: Branding Guide — How to create a cult brand~~

Harley-Davidson's dealers on Tuesday said they are looking at taking legal action against the US cult bike manufacturer, which in September announced exit from the country, over measly...

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