

How to create the
Harley-Davidson
of positioning
statements



SCROLL





Category *slayer*

SCROLL



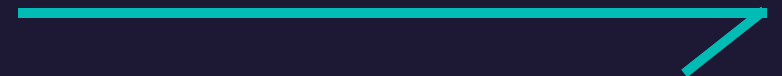
What do you do?

What is your "only"?

The only motorcycle manufacturer...



SCROLL



How do you do it?

What makes you different?

That makes BIG, LOUD motorcycles...

SCROLL



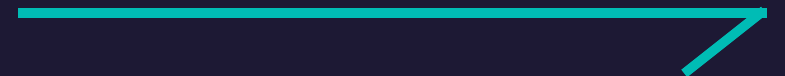
Who do you do it for?

Who is your customer?

For macho guys and rocker chicks...



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Why do you do it?

What is your customer's need state?

Who want to join a gang of rebels &
cowboys in an era of decreased
personal freedom...

SCROLL



Harley-Davidson's tagline:
Screw it. *Let's ride.*

Affinity
affinitycomms.com