



HARLEY-DAVIDSON DEALER AD PLANNER

PRE-PRODUCED RADIO SPOTS

FUEL EFFICIENCY (STRATEGIC CAMPAIGN) :60 "OIL TYCOON"

(SFX: continuous throughout, sounds of the street, motorcycles riding in and out, sound of engines revving, cars driving by)

OIL TYCOON: <through megaphone, clicks/beeps on:> Citizens! It is unfair! Stand up for my rights! <megaphone clicks off>

DEALER: Hey! Hey! You with the monocle. What are you doing?

OIL TYCOON: I, sir, am an oil tycoon. And I am <through megaphone, clicks/beeps on:> picketing this Harley-Davidson dealership. <megaphone clicks off>

DEALER: Oil tycoon? Look, buddy—

OIL TYCOON: Percival! My name is <enunciates:> Percival—

DEALER: Look, <mockingly:> *Percival*, I own this dealership. What's the problem?

OIL TYCOON: The problem is those infernal motorcycles of yours! Thanks to their fuel efficiency, Harley-Davidson® riders are buying less gas. And that's cutting into my profits!

DEALER: Hey, gas prices are high and motorcycles use less gas than cars or trucks. Deal with it.

OIL TYCOON: Never! While your customers cruise along windswept highways, seeking out adventures and good times, my gasoline is sitting in the pump, doing nothing!

DEALER: All right, that's it, I'm calling the cops.

OIL TYCOON: Blast! You've won this round, Harley-Davidson!

(MUSIC: Drum music comes up and under)

DONUT: :10

ANNCR: Harley-Davidson. Live by it.