

After 31 Years, Harley, Carmichael Ride Apart

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Harley-Davidson and IPG's Carmichael Lynch in Minneapolis have split up after working together for 31 years, agency and client said today.

The iconic motorcycle manufacturer said it would not seek a new lead agency, but plans to move ahead with its current roster of 10-plus shops including McCann, VSA Partners, Davie Brown and GS Design.

In a statement, Mark-Hans Richer, client CMO, said,
"Our strategies have been moving away from a singular consumer target and a one-size-fits-all agency solution. Rather than accept this new reality, Carmichael Lynch chose a different path and we respect that."

According to Doug Spong, president of Carmichael Lynch,
"Our agency leadership came to the consensus that we've taken the Harley-Davidson brand as far as we can. It's in our best interest to part ways." The team working on Harley at the agency will be redeployed to other brands.

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Domestic measured media spending by the client was \$10-12 million in recent years, down from \$20 million during the mid-2000s, per Nielsen.

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