

Iconic Brands, Harley-Davidson and Intel, *Rev Up* the Customer Experience



Summary

Intel® Audience Impression Metrics Suite (Intel® AIM Suite), integrated into digital display systems from Planet-Tek Systems*, enable Deeley Harley-Davidson* Canada to deliver the right message to the right customer and better engage them - on the road and inside dealerships.

"We really wanted to learn how we can leverage this technology and make it part of the strategy to collect metrics about audience engagement, as well as mine consumer data through viewing patterns and help our shoppers navigate through what can be a busy environment."

Aileen White
Manager of Retail Environment and Consulting Services
Deeley Harley-Davidson* Canada



THE COMPANY

Deeley Harley-Davidson* Canada has long held the coveted position as representative of a *legendary brand*, much like Intel. The Harley lifestyle is embraced by millions of riders, from all walks of life, in all regions of the world.

The Business Challenge

- When you're a *lifestyle* brand, known worldwide, how do you stay ahead of the pack, grow your customer base and build the brand, while creating even stronger bonds with current customers?
- When your customers range from working-class bikers to wealthy weekend enthusiasts to young women making a fashion statement, how can you communicate with the right group at the right time?
- When you have over 30 different models, with hundreds of variations, as well as a wide range of Harley branded wear, gear and accessories, how can you give customers instant access to your full catalogue?
- When you already have mindshare in-store and at sponsored events, how do you ensure that media is relevant, engaging and delivering a substantial return-on-investment (ROI)?

The Marketing Opportunity

Deeley Harley-Davidson Canada saw an opportunity to use digital signage technology, in-store and on-location, to strengthen customer relationships, provide access to the full catalogue of Harley's diverse product lines and welcome everyone to the Harley experience.

The missing ingredient was the ability to somehow measure success. Who was watching and what did they see? How many? For how long? What attracted them? What held their attention?

If you can't measure it, you can't market it.

The Solution

Deeley Harley-Davidson Canada chose Planet-Tek, a leading provider of digital signage systems and services, to design, build and test their new digital signage system. Based on their extensive experience using Intel AIM Suite with another major retailer, Planet-Tek knew they had the right solution for Deeley Harley-Davidson Canada. Intel AIM Suite detects the number of viewers and assesses their gender, age group and dwell time – all tied to the specific content watched. Intel AIM Suite also allows Deeley Harley-Davidson Canada to test various content and kiosk locations to see which are most successful.

In 2010, Deeley Harley-Davidson Canada decided to develop and test custom-designed digital signage kiosks on the Canadian motorcycle show circuit – magnet events for Harley lovers. Embedded in the surround of each display was a single, small sensor connected to a computer running Intel AIM Suite. Using Intel's pattern detection algorithms, Intel AIM Suite software measures and aggregates data, in real-time – providing objective analysis of:

- How many people saw the screens?
- Which viewer segments looked at and engaged with the screens?
- What content they were watching and for how long?

This data helps Deeley Harley-Davidson Canada understand viewer engagement patterns, which will allow them to optimize their content in order to improve the customer experience.

Intel® AIM Suite has privacy protection built-in

Intel AIM Suite is audience detection, not facial recognition technology. No images are recorded. Intel AIM Suite does not capture any personal information about viewers.

For more information, see Privacy by Design: Seven Foundational Principles at <http://www.ipc.on.ca/images/resources/7foundationalprinciples.pdf>

The aggregated data is processed, uploaded to Intel's cloud servers on a near real-time basis, and then output in a flexible, browser-based format that gives users a visually rich understanding of what's happening at and around the displays. Intel AIM Suite data is easily integrated with data from other sources, enriching the value of the information even further.

The Results

Clearly, Harley customers in Canada were receptive to new technology. Just under 100,000 views or interactions were measured with the digital display screens at just 6 Canadian motorcycle shows. Deeley Harley-Davidson Canada also received incredibly valuable measurement reports on the gender and age dispersion of its fans and customers, as well as insight into which content and messages appealed to them.

Gender Audience by Time of Day

Date Range 2010-12-01 to 2011-03-01

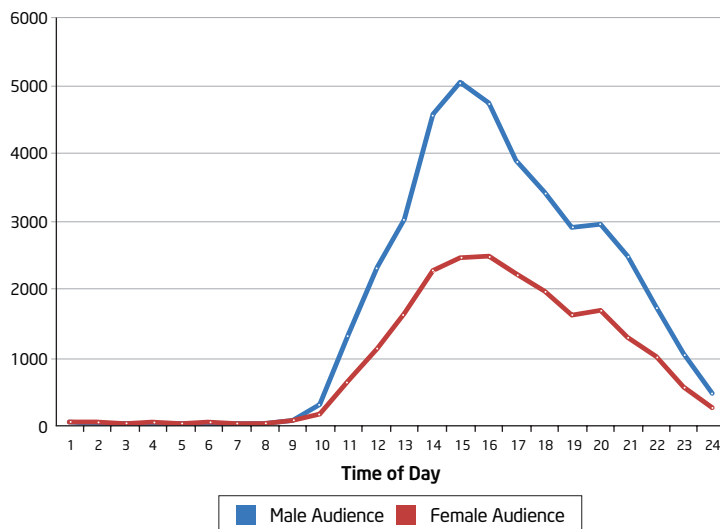


Figure 1. Gender Audience by Time of Day

"The next steps are to determine how we can leverage this medium to integrate results in all facets of our business, and better understand the investment required for a national roll-out."

Aileen White
Manager of Retail Environment and Consulting Services
Deeley Harley-Davidson Canada

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