

TOPIC GUIDE

Harley-Davidson

1. Explain how session works, re tape recorders, group leader not connected with products, need to speak based on impressions, etc.
2. As I told you, I have a number of areas I want to discuss with you and some ideas I'd like to expose to you. But before we begin with that, I would just like to start talking about Harley-Davidson. Please go ahead and say whatever comes to mind.

Probes as Needed:

What was the very first thing that came to your mind when I mentioned Harley-Davidson?

If you had to explain the meaning of Harley-Davidson to someone who had never heard of it, how would you explain it to them?

Just for the sake of discussion, let's say that when you hear that name, it causes certain words to come to your mind. Let's make a list of words or phrases you relate to Harley-Davidson.

This time, let's just say that certain pictures or scenes come to mind related to Harley-Davidson. What do you "see"?

I'm just interested to know whether you ever thought of "American" as we have been talking?

To what extent do you associate that with Harley-Davidson -- or do you?

I'm also interested to know whether as you were thinking about Harley-Davidson, you thought most of vehicles or people?

3. Just for the sake of discussion, assume that a particular type of person would own a Harley-Davidson, or would like to own one. Please describe the person you visualize as an owner, or the person who would like to own a Harley-Davidson.

Probes as Needed:

Who is he, and what does he do?

In what age range do you see him?

What do you see him doing for a living?

For recreation?

As you talk about how you visualize the Harley-Davidson owner, did anything come to mind about the type of person who would not own one?

4. As you know, the names of quite a few manufacturers also appear on merchandise other than the major item or items they manufacture. I'm interested to know whether you are familiar with the Harley-Davidson name on any items other than motorcycles?
5. (SHOW MERCHANDISE)

I want to show you a number of items on which the Harley-Davidson names appears. Each time, I'm interested to know what you think of the idea, and of course, why you say what you do.

SHOW: Sunglasses
 Jeans
 Cigarettes
 Beer
 Wine Cooler
 Cola
 Cologne

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Probes as Needed: (ASK RE EACH ITEM SHOWN)

What is your reaction to this idea? Why?

What is the best thing about the idea?

Is there anything you think is not so good about the idea?

To what other brand or brands of _____ would you expect this to be comparable?

Who do you visualize using this product?

6. I've shown you several items. Of those you've seen, on which did the Harley-Davidson name make the most sense to you? Why that?

Do any other things come to mind on which you think the Harley-Davidson name would be a good idea?

7. (SHOW VARIOUS CIGARETTE PACKAGES)

The cigarettes I showed you earlier are still in the idea stage. For that reason, it means there are a number of options possible for the packaging. I want to show you some other possibilities.

Probes as Needed: (ASK RE EACH PACKAGE)

What is your reaction to the idea?

What is the best thing about the idea?

Is there anything that is not so good?

Just based on that package, what would you expect the cigarette to be like if you smoked it?

How appropriate is this package for Harley?

8. If these cigarettes were marketed, there are several possible names that might be used. I'd like to show some other names one at a time, and get your reaction to each name.
9. Just assume that you tried these cigarettes, and really liked them. If that happened, would you smoke them, or not? Why?

When would you use them?

Is there any time, or any reason, you would not want to carry the pack?

10. This time, assume I am able to give you Harley cigarettes tonight, and that you have them with you tomorrow. Let's assume, too, that you get both some positive comments and some negative comments when people you know see you have them. Tell me what people might say to you.
11. (SHOW MALE STEREOTYPES)

I'm going to show you sketches of some men. As you see each sketch, just tell me how you see that man -- who he is, what he does, whatever you want to say about him.

I'm going to show you the sketches again. Four of the men you saw smoke the Harley brand. As I show each sketch, tell me whether or not that man is one of the four, and of course, why you say what you do.

12. Is there anything else you wanted to say that you didn't have a chance to say?

Background Data Sheet

BACKGROUND DATA SHEET

Age: () Under 18
() 18 - 24
() 25 - 35
() 36 and over

Education: () High school incomplete
() High school complete
() College incomplete
() College complete
() Graduate work

Marital Status: () Married
() Single
() Divorced
() Widowed

Your Own Income if Single
or Husband's and Wife's
Combined Income if Married: () Under \$10,000
() \$10,000 - \$19,999
() \$20,000 - \$29,999
() \$30,000 - \$39,999
() \$40,000 - \$49,999
() \$50,000 - \$59,999
() \$60,000 and over

Your Occupation _____

(IF MARRIED):
Your Wife's Occupation _____

Brand of cigarettes you CURRENTLY smoke _____

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