Harley-Davidson Case 2 Paper details: Paper should be 2 pages, double spaced. (If another page is needed, please let me know and I can add/pay for another page) Address each of the following: 1. Find 2 Harley-Davidson Co. advertisements in different media formats (TV print, internet, etc.) and comment on how each of these impact potential buyers to take them through the stages of the AIDA model. Post the examples. 2. Post an example of each of paid media, owned media, and earned media (social media or internet in general) related to Harley-Davidson and explain why your example falls into that category. 3. Write an essay on the distribution systems for all of Harley-Davidson's products and Harley Merchandise. Use the following outline: - Dealer network: How many? How they are organized? Are there corporate stores? - Distribution network: Are the products all shipped directly from a factory to the retail location? Are there distribution centers? - Other channels: What other channels are being used? (e.g., distribution for licensed clothing and accessories) - International channels: Comment briefly on other possible channels Harley might consider, recognizing possible conflicts with dealers. - In your opinion, does Harley employ more of a "push" strategy or a "pull" strategy? Justify your answer using examples and in-depth analysis. Please let me know if you have any questions regarding this, thank you so much