



Ring Girl Round-Up is a concept that is meant to provoke and challenge traditional notions of octagon girls and the Harley Davidson motorcycle.

“CORDON REALLY UNDERSTANDS THE TECHNOLOGY AND THE YOUTH MARKET BECAUSE THEY ARE (THAT) TARGET MARKET.”



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### CHALLENGE

Deeley Harley-Davidson Canada approached Cordon Media to create a fun online contest that is a UFC/Harley gaming experience – possibly a competition. The campaign was centered around UFC 115 in Vancouver and targeted at male youth with hopes of increasing awareness and excitement around the Harley-Davidson brand of motorcycles. The contest was to capture data and drive traffic to [Motorcycling101.ca](http://Motorcycling101.ca) and ultimately Harley-Davidson retail outlets. Users would play an online game for a special offering enticing them to compete and share their results with friends. To further aid in generating viral traffic to the site, winners are to also blog/Facebook their experience to increase social media community participation.

### DISCIPLINES

CREATIVE DIRECTION  
ART DIRECTION  
GAME DEVELOPMENT  
FILMING & PHOTOGRAPHY  
AFTER EFFECTS SEQUENCES  
ORIGINAL AUDIO COMPOSITION  
ORIGINAL SOUND EFFECTS  
POP CAMPAIGN  
BANNER CAMPAIGN

### SOLUTION

Ring Girl Round-Up is a concept that is meant to provoke and challenge traditional notions of octagon girls and the Harley Davidson motorcycle. To target male youth, we created a concept centered around accumulating the most points by collecting ring girls on your Harley. Users are encouraged to stack up as many ring girls to the back of their motorcycle as possible on their way to UFC 115. The result is a wild and provocative interactive experience that users find hard to pass up. The sexual undertones appeals to the target demographic of young males and encourages participation. The game is a basic version of the traditional racing game (ie. Mario Kart) where users control the left and right movement of their Harley motorcycle as it rides along a cross-country trip from Halifax to Vancouver. The objective for the user is to pick up as many ring girls on their bike as possible while accumulating points (each ring girl is holding up a sign with varying points).

### RESULTS

Once users submit their score for a chance to win, they receive a personalized badge on their Facebook wall. The badge shows off their score and the amount of ring girls they were able to pick up. The shock factor in this personalized graphic invites other users to challenge/participate. The wild nature of the campaign got the attention of male youth and updated the Harley-Davidson brand to the modern social networking age. Once users completed the game, they can share their scores via Facebook to challenge friends and continue the viral nature of the campaign, “Cordon really understands the technology and the youth market because they are the target market.” says Harley-Davidson Outreach Specialist Olivia Gottlieb, “... their ideas and solutions are always creative and realistic, while staying on budget and delivering on time is top of mind. I was able to sit back and let them take control without any stress or worries, that was a first for me.”