

## Cult Collective

Joining forces with other agencies

**Objective:** Work as a PR partner with symbiotic organization to develop and implement a media relations strategy helping them obtain coverage and deliver results for their client

### Achievements:

- Gained media coverage with television, radio, and online outlets
- Drove customer traffic to the Project LiveWire™ event
- Worked as a team with Cult Collective Ltd. to achieve results for their client

In July 2015 The Agency was approached by [Cult Collective Ltd.](#), a Canadian marketing engagement agency, to help develop and execute the media relations for their client Harley-Davidson® as they unveiled their first ever electric motorcycle, Project LiveWire™. The Project LiveWire™ Experience Tour made its way across Canada during the summer, stopping in Calgary July 24-26 at Kane's Harley-Davidson®, a Calgary institution that has been in business for 58 years.

The Project LiveWire™ Experience Tour brought 13 of the motorcycle prototypes to Calgary. Experts from the Milwaukee headquarters as well as representatives from Deeley Harley-Davidson® Canada were on-hand to share the story about the bike, and talk about future plans for its development. The Agency was responsible for inviting media from across Calgary to attend the event and go for a test ride on Project LiveWire™. We also pitched press with story ideas to gain coverage for the event in targeted outlets.



The team from Harley-Davidson® and Deeley Harley-Davidson® Canada provided the press release and materials announcing the project's arrival in the city. This was handed off to The Agency who distributed targeted pitches along with the materials to a select media list of journalists. The Agency was also responsible for on-the-ground media relations during the event, ensuring that interviews between Harley-Davidson® representatives and the media were seamlessly carried out.

Overall, the combined efforts of Cult and The Agency delivered positive results for The Project LiveWire™ Experience Tour's stop in Calgary, gaining national media coverage with multiple outlets across various platforms.

# CULT

## Outcomes

- [Avenue Calgary](#) featured Project LiveWire™ in their '5 Things to Do in Calgary This Week' roundup
- Global News Calgary featured Project LiveWire™ on their [morning news](#), [evening news](#), and [online](#)
- [CBC.ca](#) and [TechVibes.com](#) published stories about Project LiveWire™
- Project LiveWire™ was featured by blog '[On the Road with Paul](#)'
- Breakfast Television (CityTV) Calgary, Vancouver, Edmonton, and Montreal featured Project LiveWire™ and included it in their '[Daily Download](#)' segment
- Gerry Forbes of CJAY92 interviewed Harley-Davidson®'s Mick Cawthorn
- Project LiveWire™ was the focus of Calgary Today's 'Motor Monday' [segment](#), and written about [online](#)
- CityNews Toronto and CityTV Winnipeg included spots featuring Project LiveWire™