



DRAG SPECIALTIES: BRAND UPDATE

A PERSONAL CASE STUDY

INTRODUCTION

Edge Advertising is the in-house agency for LeMans Corporation—a leading distributor of aftermarket motorsports parts. In 2010, I was brought on board as Creative Director.

I was hired in part for my love of motorcycles. And one of my primary tasks was working on the Drag Specialties brand—the house brand of aftermarket parts and parts distribution for V-Twin American motorcycles.

I inherited a brand lacking consistent treatment, tone, or voice.

I INHERITED
A BRAND
LACKING
CONSISTENT
TREATMENT,
TONE,
OR VOICE.

THE CHALLENGE

Drag Specialties is unique in that it is a multifaceted B2B and B2C brand. It is a brand focused on motorcycle shops and dealers (parts distribution), and it is also a line of aftermarket parts directed at consumers. Although Drag Specialties does not sell direct-to-consumer, they approach their marketing as if they do.

In 2010, Drag advertising was almost 100% print—magazines and catalogs. They primarily used two types of ads: bike-builds to showcase parts from many manufacturers, and ads focused on Drag Specialties branded parts. Their main catalog—the FatBook™—was, and still is, the standard in aftermarket V-Twin parts.

The primary challenge we faced was melding the dealer and consumer messages, and giving them equal weight. Very little thought had been given to how the brand was perceived in the consumer market. They were dealer focused and there was no cohesive message.

THE DRAG SPECIALTIES "BRAND" WAS WHERE
THE LOGO LIVED AND HOW LARGE IT WAS.

DRAG SPECIALTIES MAGAZINE ADS: 2009 - EARLY 2010

STAY FULLY CHARGED



Drag batteries provide maximum starting power for stock and high-power motors, and are pre-filled, pre-charged and spill-proof.

www.dragspecialties.com

DRAG Specialties

IMPROVED PERFORMANCE



Drag Specialties Batteries are specifically designed for high-performance engines that need that extra cranking power. Their superior engineering features a radial grid design for maximum cranking amps while maintaining a high resistance to vibration.

Drag Specialties' worry-free dependability and complete applications make them your number-one choice for batteries.

DRAG Specialties

dragspecialties.com

Made in the U.S.A.

BACK 2 THE BEGINNING

by Don Hotop

After 33 years of building trend-setting customs, Don has taken it back to the beginning. Boasting plenty of power, minimal fills and a blackout paint job, this hot rod reaches back to the drag bikes that got him started. An experienced builder like Don finds the right parts and accessories in the Drag Specialties FatBook. With over forty years experience of their own, Drag Specialties has everything you need to build the ride of a lifetime.

dragspecialties.com

- DRAG SPECIALTIES dual electronic bike speedometer
- DRAGHOTOPT dual speed mount Black grips
- BARNETT black and silver throttle cables
- JULUS WERNMONT gearcase Smooth top gas tank



- TP ENGINEERING Pro-Series 227 engine
- BAKER DRIVETRAIN 4 speed transmission
- GOLAN PRODUCTS INC. 22mm beltcock
- PYTHON Starter
- DRAGHOTOPT Top motor mount 606 mount
- COMNU-FIRE gear and rotor
- BELT DRIVES LTD. 3" Bmw belt drive 1 1/2" rear belt



ion possibilities - our garage to yours

DRAG Specialties

SAVE SOME "SCRATCH"

Turn a tired Softail™ into a One-Off Custom using the same RSD Vincede Kit parts and other bolt-ons that Roland Sands found in the FatBook™. After all...Why start from scratch - when you'd rather save some.



- ROLAND SANDS DESIGN: VINTAGE TANK, SEAT AND FENDER KITS, BAW CAR OIL CAP
- TRACERS EXHAUST, FOGS BRACE, GRIPS, TAILLIGHT, W/TAG BRACKET
- NOVATOLIA TOP MOTOR MOUNT, TRANSCAM AND ROCKER BOX COVERS
- OPEN WEBS BOSSER W/SHOCKS, MOTO RISER & FOOTREST MOUNTING, LOW TRAFF CUT WHEEL MOUNT, BOLT DRILL, VENTURI AIR CLEANER, rear fender
- FRANZEL SUEZLER PETCOCK, DAYTONA TWIN TECH SWAYON & CON, JIMS BULLET LIFTER COVERS, BAKER 6-SPEED TRANSDRUSION
- PERFORMANCE MACHINE CONTOUR BELT DRIVE, BRAKE CALIPERS, HANDEL BARS & FOOT CONTROLS, PROGRESSIVE SUSPENSION, DRAG 99 FOGS LOWERSWAY KIT, NEW SERIES REAR SHOCKS, DUNLOP SLITE 11 Tires, HEADWINDS, TOMMYHAWK 2" HEADLIGHT

FREE RSD FATBOOK™ COAT YOUR DEALER

www.dragspecialties.com

DRAG Specialties

A MILLION POSSIBILITIES - FROM OUR GARAGE TO YOURS

THE APPROACH

The keepers of the Drag Specialties brand were very hands-on, this included the president of LeMans. In order to evolve the brand, I had to win their trust. It required baby-steps.

I began by simplifying the graphic style for all marketing materials, and developed cohesive font, logo, and tagline treatments.

We started looking at each piece of advertising and collateral as an extension of the brand, not just a one-off.



ESTABLISHED CONSTANCY BETWEEN ADS AND COLLATERAL.

PROJECT BIKE PARTS LIST

**2002 H-D ROAD KING®
CUSTOMIZED BY PERFORMANCE MACHINE
LA PALMA, CA**

A MILLION POSSIBILITIES, FROM OUR GARAGE

**DRAG
Specialties**

A MILLION POSSIBILITIES, FROM OUR GARAGE TO YOURS.

Simply Stunning

Whether you're building a custom like this stunning Road King® from the team at Performance Machine, or just tweaking your current bike, get a FatBook™ and partner with your Drag Specialties dealer. The 2011 FatBook has the latest from Drag, PM and other top vendors to help you create your showcase ride. See your Drag Specialties dealer today for a **FREE FATBOOK CD.**

PERFORMANCE MACHINE: Element Platinum Cut™ Wheels & Rims • 6-Piston Contrast Cut™ Calipers • Contour Handlebar Controls/Grips • 3-Button switch assemblies • Torque Mirrors • Super Gas Air Cleaner w/ Element Platinum Cut™ Inset • Contour Floorboards • Brake & Clutch controls • Contour rear brake pedal • Sweeper Exhaust Tips for Vance & Hines Mufflers

ROLAND SANDS DESIGN: Tech Gas Cap/Fuel Gauge Repl. Gas Cap • Notable Rocker Box Covers • Tracker Dual Head Pipes

BURLY: Beach Bar Handbars

DRAG SPECIALTIES SEATS: Smooth Predator Seat

KLOCKWERKS: Double Cut Saddlebag Extensions

LINDBY: Front Multibar

METZLER: ME880 Tires

RUSS WERNHIMPT DESIGNS: LED tailguy Turn Signal/License Plate Mount and Pocket

VANCE & HINES: Widow Slip-On Mufflers

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Specialties**
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**DRAG
Specialties**

THE 2013 OLDBOOK™ COVER BIKE
RIGID PANNAGE BUILT BY MICHAEL PRUGH - PRUGH DESIGN & WESTERN DAKOTA TECH - RAPID CITY, SD

See dragspecialties.com for more information, and visit your local Drag Specialties dealer to find quality parts from hundreds of top brands. Remember to ask for a **FREE OLDBOOK™ FROM OUR GARAGE TO YOURS SINCE 1968.**

DRAG SPECIALTIES SEATS: Large Solo Seat

EBD: Brake Rotors

GMA: Black Brake Callipers

JIMS: 5-Speed Polished Transmission

KRAFT TECH: 180 Tire Rigid Frame

KURYAKYN: Tomblinson Taillight

BELT DRIVES LTD.: Primary Chain Drive System

DRAG SPECIALTIES: FL Style Triple Tree, 3-Piece Fork Trim, PESTED Fork Leg Assemblies, Moon Floorboards, Vintage Grips, Flat Side Fuel Tank and FL Style Front Fender (modified)

DRAG SPECIALTIES SEATS: Large Solo Seat

EBD: Brake Rotors

GMA: Black Brake Callipers

JIMS: 5-Speed Polished Transmission

KRAFT TECH: 180 Tire Rigid Frame

KURYAKYN: Tomblinson Taillight

METZLER: ME880 Tires

NAMZ: Molex Electrical Connectors, U-Barrel Connectors and Plug & Receptacle Kit

PAUGHCO: Drag Pipes and Rear Hinged Fender (modified)

PERFORMANCE MACHINE: Platinum Cut Spoked Wire Wheels, Handbar Master Cylinder, Clutch Master Cylinder and Throttle Housing

TERRY COMPONENTS: 1.6 KW Polished Starter

TODD'S CYCLE: Bone Bar Clamps & Risers and 1 1/2" Moto Low Handbars

See dragspecialties.com for more information, and visit your local Drag Specialties dealer to find quality parts from hundreds of top brands. Remember to ask for a **FREE OLDBOOK CD.**

FROM OUR GARAGE TO YOURS SINCE 1968

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Specialties**
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Specialties**

THE 2013 OLDBOOK™ COVER BIKE
RIGID PANNAGE BUILT BY MICHAEL PRUGH - PRUGH DESIGN & RAPID CITY AREA STUDENTS

See dragspecialties.com for more information, and visit your local Drag Specialties dealer to find quality parts from hundreds of top brands. Remember to ask for a **FREE OLDBOOK™ FROM OUR GARAGE TO YOURS SINCE 1968.**

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GMA: Black Brake Callipers

JIMS: 5-Speed Polished Transmission

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KURYAKYN: Tomblinson Taillight

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FROM OUR GARAGE TO YOURS SINCE 1968

**DRAG
Specialties**
dragspecialties.com

INTRODUCED
LIFESTYLE AND LOCATION IMAGERY
INTO ADVERTISING.

LITTLE CHARGER PACKS A BIG PUNCH

POWER UP THE OPTIMATE 1
— our perfect maintenance charger. Simply hook up and plug in to keep any 12V battery fully charged, worry free. See your Drag rep for the complete line of Optimate chargers.

DRAG Specialties
AUTOMATIC MAINTENANCE CHARGER
12V AMP 100
100%
100%

DRAG Specialties
WORLDWIDE LEADER IN V-TWIN PARTS SINCE 1968
dragspecialties.com | Facebook | Twitter | YouTube

DRAG Specialties THE 2013 FATBOOK™ COVER BIKE
2009 H-D® SPORTSTER™ XL883N CUSTOMIZED BY TOM MOTZKO

ARLEN NESS: Bolt-On Faring Kit
DRAG SPECIALTIES: Black Superbar Handlebars, Chrome Engine Mount Kit and Chrome Slotted Horn
DRAG SPECIALTIES SEATS: Low Solo Smooth Seat
JOKER MACHINE: Rear Axle Adjusters, Racing Black Timing Cover and Black Center Mount Amber LED Astro Lights
LA CHOPPERS: 30mm Fork Lowering Kit
MAGNUM SHIELDING: Black Pearl Cables & Brake Lines

MICHELIN: Commander II Tires
ROLAND SANDS DESIGN: Black Ops Judge Wheels & Rotors, Black Tracker Bell Guard and Start & INTO-1 Exhaust
RUSS WERNIMONT: Long OCF Front Fender (Modified)
S&S: Black Air Stream Air Cleaner Cover and Stealth Air Cleaner Kit
TODD'S CYCLE: Black Vice Shift Peg, Footpegs & Grips w/Rubber Sleeves
WORKS PERFORMANCE: 11" Black Rear Shocks

PAINT & GRAPHICS: Tank at Tuff Cycle - Aurora, Ohio

See dragspecialties.com for more information, and visit your local Drag Specialties dealer to find quality parts from hundreds of top brands. Remember to ask for a **FREE FATBOOK CD.**
FROM OUR GARAGE TO YOURS SINCE 1968

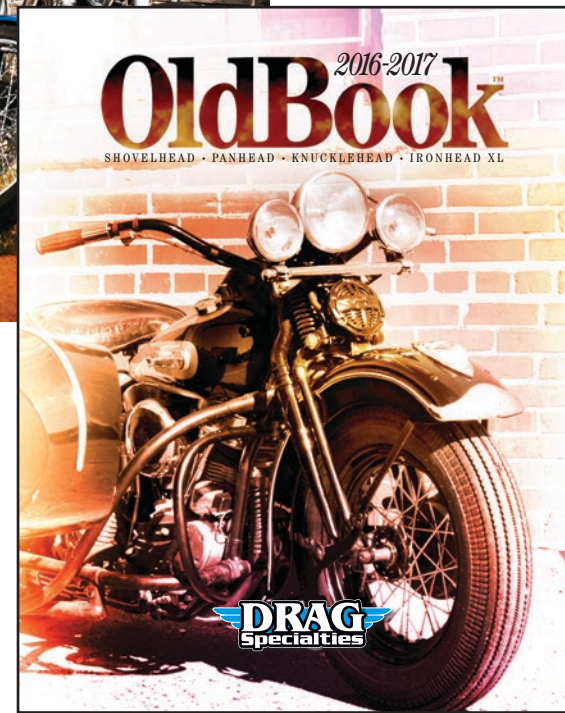
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WORLDWIDE LEADER IN V-TWIN PARTS SINCE 1968
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POUR IN PERFORMANCE
DRAG SPECIALTIES TOP-SELLING V-TWIN LUBES AND FILTERS

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ADDED HUMAN ELEMENT.

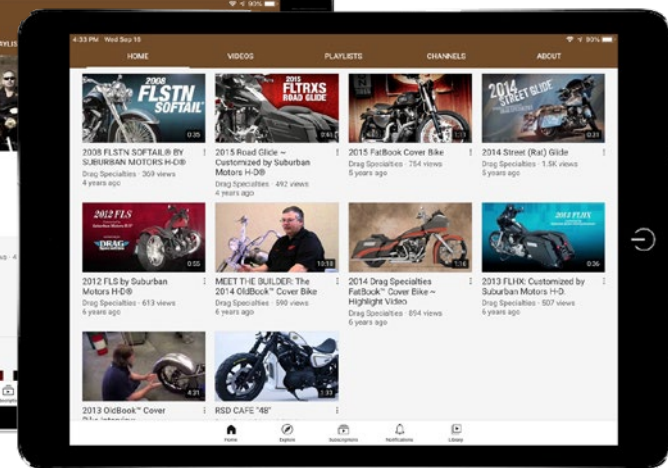
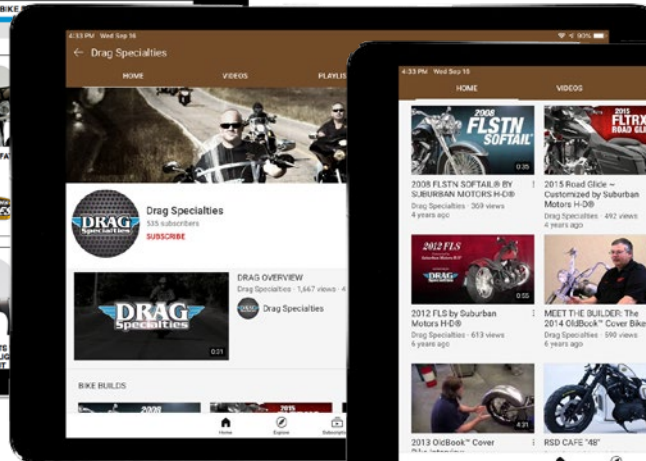
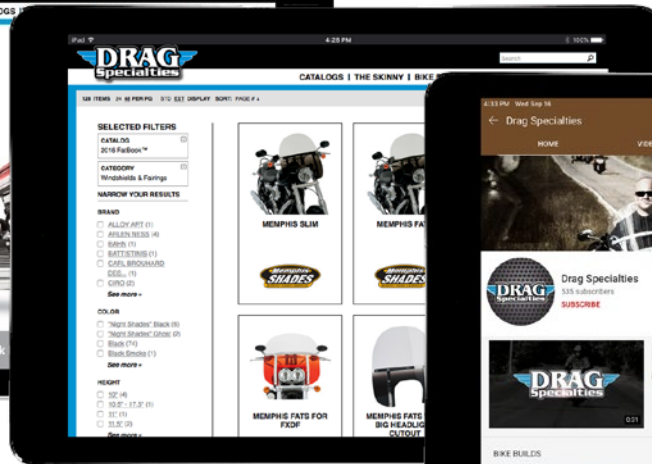
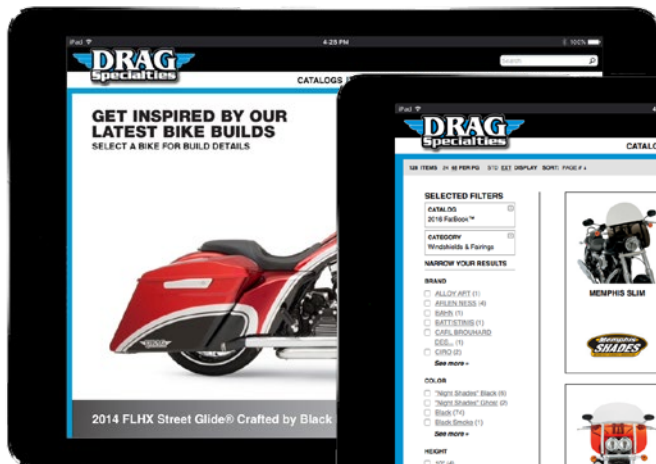
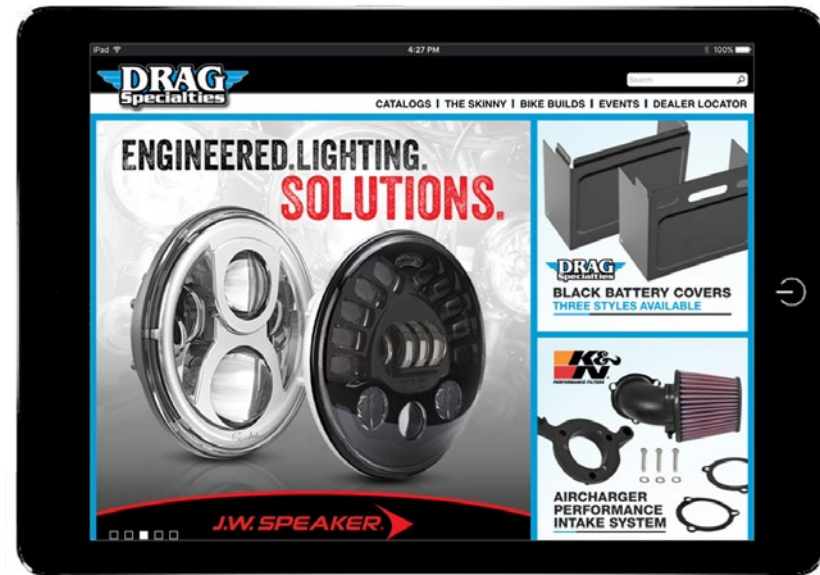
STANDARDIZED
FATBOOK™ AND OLDBOOK™
SUB-BRANDS.



In addition to a visual upgrade, we had to give Drag Specialties a voice—one that spoke to all audiences. My goal was to infuse my knowledge of the motorcycle world into the brand message, and establish a tone that was straightforward but also reinforced Drag Specialties as an established and trusted name.



Lastly, we had to move the brand away from being solely print focused and establish a digital presence. Myself, along with the Edge marketing director and LeMans corporate IT, introduced digital media into the mix by developing a social presence and revamping the website.



UTILIZED DIGITAL TACTICS WITHIN PRINT ADVERTISING

RSD CAFE "48"
2010 XL1200X FORTY-EIGHT
PERSONALIZED BY ROLAND SANDS

Choice parts from this build

- **DRAG SPECIALTIES:** Black Vinyl Brake Lines and Black Vinyl Clutch Cable
- **DUNLOP:** Training TR91 Tires
- **PERFORMANCE MACHINES:** 6-Piston Front Brake Caliper and 4-Piston Rear Brake Caliper
- **PROGRESSIVE SUSPENSION:** 444 Series 191" Rear Shocks and Front Spring Kit
- **ROLAND SANDS DESIGN:** Mornis Wheels & Rotors; Front Fork Brace; Upper Fork Tube Covers; Black Ops® Vintage Headlight; 39mm Clip-On Handlebars; Regulator Levers; Black Ops Tracker Grips; Black Ops Rocker Boxes; Points Cover & Derby Cover; Black Ops Belt Guard; Slant Air Intake and Slant Z-Into-1 Exhaust
- **VANCE & HINES:** LCD Fuelpuck

See dragspecialties.com/bike-builds for more information, and visit your local Drag Specialties dealer to find quality parts from Roland Sands Design and hundreds of other top brands. Remember to ask for a **FREE FATBOOK CD**.

WORLDWIDE LEADER IN RELIABLE V-TWIN PARTS SINCE 1968

The California Air Resources Board (CARB) does not permit the use of aftermarket exhaust systems that remove or alter OEM emission control devices unless certified by CARB, other than on racing vehicles on closed courses. Check your local laws and manufacturer's information.

DRAG Specialties
dragspecialties.com

2014
OldBookTM
CATALOG COVER BIKE

Concept & Fabrication by
Mitchell Technical Institute
Mitchell, South Dakota

Select Parts

- **BATTISTINI:** Grips w/ Round Holes, Round Hole Forward Controls and Shift Linkage
- **BELT DRIVES LTD:** 2" Belt Drive
- **CYCLE VISIONS:** 2" Shift Rod Extension
- **DRAG SPECIALTIES:** Chrome Rear Aids Kit, Spoke Wheels, Rotors, Rear Caliper, Kickstand Kit, Oil Tank, 10" Ape Hanger Handlebars, 19" Mirrors with Smooth Top and 4" Round Mirror
- **DRAG SPECIALTIES SEATS:** Large Brown Solo Seat w/ 2" Springs
- **OHA:** Front Brake Caliper
- **JAYBRAKE:** Clutch Lever Assembly, Handlebar Master Cylinder and Switch Assemblies
- **MAGNUM:** Starting Chrome II Throttle & Idle Cables
- **NYC CHOPPERS:** Universal Blue Cloth Plug Wires and 50 Position Terminal/Connector Plate Mount
- **PAUGHCO:** Single Loop Big Twin Frame, Wide Springer Front End, 3 Gallon Wide Mandrel Fuel Tank, 6" Headlight and Upswapt Gooseneck Exhaust

View additional photos and the complete parts list at: dragspecialties.com/bike-builds

Keep current with all our catalogs, events and bike-builds at dragspecialties.com. And visit your local Drag Specialties dealer to get everything for your classic V-twin build — remember to ask for your **FREE 2014 OLDBOOK CD**.

WORLDWIDE LEADER IN AFTERMARKET V-TWIN PARTS SINCE 1968

The California Air Resources Board (CARB) does not permit the use of aftermarket exhaust systems that remove or alter OEM emission control devices unless certified by CARB, other than on racing vehicles on closed courses. Check your local laws and manufacturer's information.

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#KNUCKLEZTWINCAM

DRAG Specialties
WORLDWIDE LEADER IN V-TWIN PARTS SINCE 1968

ENCOURAGED DIGITAL INTERACTION WITH QR CODES AND HASHTAGS.

INTEGRATED PRINT & DIGITAL ADVERTISING

2010 HARLEY-DAVIDSON® XL1200N CUSTOMIZED BY DRAG SPECIALTIES

2015 The Ride FatBook Cover Bike



BILTWELL: Mustache Chrome Handbar, 2" Stainless Steel Risers & Clamps, Sanderson Foil Paper, Ripple Stainless Steel Ignition Cover, "Whiskey" Throttle Tube and Mako Black Tailpipe

CONTINENTAL: Conti® Twin BB2 & K112 Tires

DP BRAKES: Front & Rear Brake Rotors

DRAG SPECIALTIES: 60 Spoke Wheels, Chrome Rear Pulley Cover, Braided Cables, Chrome Pop-Up Fuel Cap and 2.5" Chrome Horn

DRAG SPECIALTIES SEATS: Large Spring Solo Seat and Frame Cover

JOKER MACHINE: Black Axle Adjusters, 3.25" Bar End Mirror, Black Air Cleaner Assembly and Speedometer Mount

LEGEND SUSPENSION: 12" Revvo™ "A" Adjustable Oil Shock

LOWBROW CUSTOMS: 2.5" Hairpin Seat Springs, 38mm Fork Shrouds (Painted), Cole Foster Gray Grips and Clear Sight Fuel Gauge Kit

PERFORMANCE MACHINE: 4 Piston Brake Calipers

PYTHON: Thunderbolt Exhaust System

RIL AND SANDS DESIGN: Tracker Transmission Pulley Guard & Belt Guard, Nostalgic Rocker Covers, Clarity Denry Cover, Black Sky Avenger™ Levers and EFT Fuel Tank "Gal-Hi" Kit (modified)

TODD'S CYCLE: 5.75" Martins Headlight and Martin Turn Signals

Additional photos and complete parts list: dragspecialties.com/bike-builds

Connect with us online to stay current with catalogs, events and bike-builds. And look for the Drag Specialties logo at your local dealer for the finest V-Twin parts & accessories.

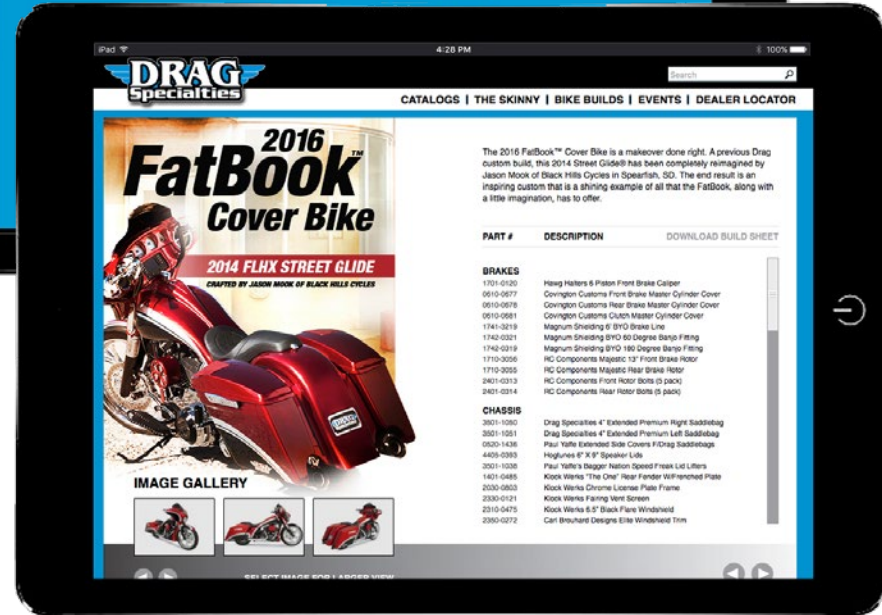
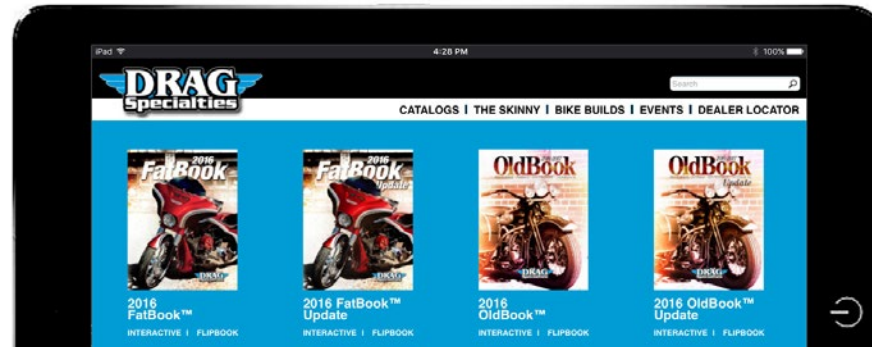
DRAG Specialties
dragspecialties.com

WORLDWIDE LEADER IN V-TWIN PARTS SINCE 1968

DISCLAIMER: The California Air Resources Board ("CARB") does not permit the use of aftermarket emission-related parts that alter the performance of OEM emission-related devices unless CARB has issued an Executive Order, other than an existing vehicle or diesel engine. Check your local laws and manufacturer's instructions.



UNIFIED
PRINT & DIGITAL COLLATERAL



THE EVOLUTION

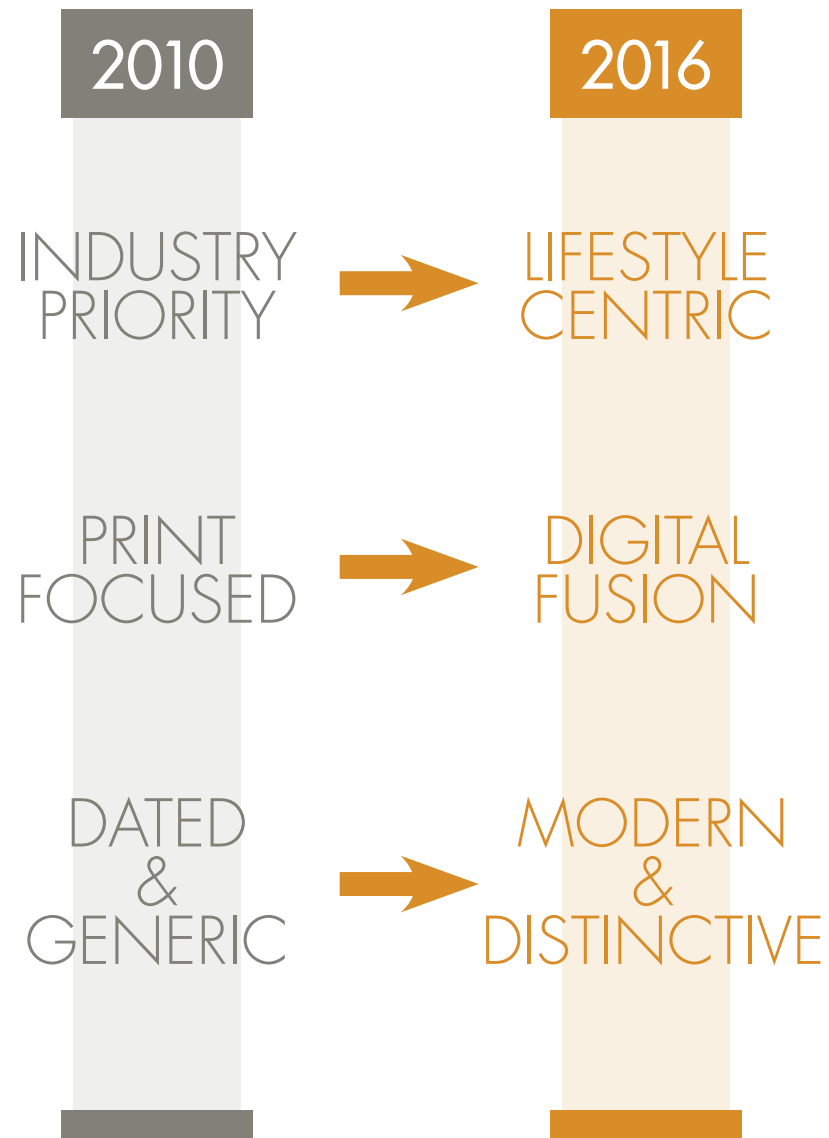
2016 ~ DRAG SPECIALTIES EVOLVES FROM BEING SIMPLY PRODUCT CENTRIC AND BECOMES A LIFESTYLE BRAND.



FIRST TIME DRAG SPECIALTIES CONSUMER ADVERTISING DID NOT FEATURE A MOTORCYCLE OR PARTS.

When I left Edge Advertising in the spring of 2017, the Drag Specialties brand had a cohesive graphic treatment and comprehensive creative approach—integrated across all mediums and deliverables.

The Drag brand had a renewed vision with a message focused on improving the entire motorcycle riding experience.



THANK YOU