



# Michelin x Rider Group

## Daytona Bike Week Activation FINAL REPORT

(prepared March 2025)

**AMERICAN  
RIDER**

**rider**  
MOTORCYCLING AT ITS BEST

*woman*  
**rider**

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# Project Description



“A digital and social activation before, during, and post Daytona Bike Week with the primary goal of brand and product awareness, highlighting Michelin as a leader in innovation, a long-time partner in riding adventures and the latest product launch: Michelin Road W GT. Also cover Partner Day with Harley-Davidson. The Rider team will engage in pre-show teaser content, during show content capture, editing and posting (with support from Michelin team), and post-show wrap-up content.”

# Activation Scope

**AMERICAN  
RIDER**

**rider**  
MOTORCYCLING AT ITS BEST

*woman*  
**rider**

- Social media/digital coverage of Daytona Bike Week before, during, and after the event on Rider Group's channels (Rider, American Rider, and Woman Rider)
  - Pre-event: Feb. 24-27
  - Bike Week: Feb. 28-Mar. 9 (incl. Partner Day w/ H-D on Mar. 8)
  - Post-event: Mar. 10 & beyond
- Behind-the-scenes coverage at 2025 Harley-Davidson press launch (Feb. 25-26), with emphasis on models with Michelin OE tires
- Behind-the-scenes coverage at Honda Gold Wing 50 Anniversary press launch (Feb. 26-Mar. 1), with emphasis on Road W GT as new replacement tire
- Post-event long-form articles (digital & print) about Daytona Bike Week, with emphasis on Michelin products/activities

# Activation Impact



- **Total reach: 366,422**
  - Social media total reach: 337,293
  - Web post total views: 15,135
  - YouTube total views + podcast listens: 13,994
- **Social media posts with Michelin handle and tags: 178**
  - Instagram posts: 98
    - Including 3 collaboration posts with Michelin's global IG channel
  - Facebook posts: 80
- **Web posts and YouTube videos: 9**

# Activation Insights



- **At Daytona Bike Week, custom bikes are king**
  - Photos & reels of custom bikes got the most views and the widest reach
  - Highlighting more custom bikes in a unique and engaging way will generate more interactions
- **On Instagram, reels are king**
  - Reach per post was 7.2x higher on Instagram than on Facebook
- **On Facebook, photos are king**
  - Reach per post was 2.1x higher on Facebook than on Instagram
- **Engagement rate\* is typically higher on Instagram than Facebook**
  - **Rider:** 7.1% IG vs 0.7% FB
  - **American Rider:** 4.3% IG vs 1.3% FB
  - **Woman Rider:** 2.1% IG vs 3.5% FB

\*Engagement rate = interactions/reach x 100

# Lessons Learned



- **More pre-activation planning is needed**
  - More lead time prior to activation to get on the same page
  - Clarify process prior to activation (e.g., approval of posts, verbal consent, coordination with Michelin channels)
  - Outline expectations about types of posts (photos vs reels), content (event vs product), paid boosting, etc.
- **Better define measures of activation success**
  - How does Michelin assess whether its business and communication objectives were achieved?
  - How do KPIs map to these objectives?
  - How does the Rider Group know whether its activation was successful?



# Activation Tracking

- A [shared Google Sheet](#) was used to track each step of the project

Bike Week Activation							
Task	Status	Review Text/Photos	Owner	Post Category	Due date	Notes	Comments
Carousel social media post	Completed	Approved	Greg Drevenstedt	Pre-event	2/25/2025	RR-AR-WR	Gearing up for Bike Week
Spring promotion social media post	Completed	Approved	Allison Parker	Spring Promotion	2/26/2025	RR-AR-WR	Spring promotion w/ four images
Harley press launch social media post	Completed	Approved	Kevin Duke	Collab w/ Global IG	2/26/2025	RR-AR-WR	Harley Softails w/ Michelin Scorcher tires
Gold Wing press launch social media post	Completed	Approved	Greg Drevenstedt	Pre-event	2/27/2025	RR-WR	Gold Wings at Barber + Hondas w/ Michelins
In-feed social media post	Completed	Approved	Greg Drevenstedt	Bike Week	2/28/2025	RR-AR-WR	Tire Care Tips
Story social media post	Completed	Approved	Greg Drevenstedt	Bike Week	2/28/2025	Notes	Honda 50th Anniversary Gold Wing Ride
Gold Wing press launch social media post	Completed	Approved	Greg Drevenstedt	Bike Week	2/28/2025	Only RR	Bike Week arrival & Michelin Man
In-feed social media post	Completed	Approved	Greg Drevenstedt	Bike Week	3/1/2025	RR-AR-WR	Harley Launch Wrap-Up
Carousel social media post	Completed	Approved	Greg Drevenstedt	Bike Week	3/1/2025	RR-AR-WR	Daily wrap-up
Story social media post	Completed	Approved	Greg Drevenstedt	Bike Week	3/1/2025	RR only	Michelin Man
Reel social media post	Completed	Approved	Greg Drevenstedt	Bike Week	3/1/2025	RR only	Michelin Man
In-feed social media post	Completed	Approved	Greg Drevenstedt	Bike Week	3/2/2025	RR-AR-WR	Michelin Tire Experts
Story social media post	Completed	Approved	Greg Drevenstedt	Bike Week	3/2/2025	RR-AR-WR	Main Street
Reel social media post	Completed	Approved	Greg Drevenstedt	Bike Week	3/2/2025	RR-AR-WR	Custom bagger w/ Commander II tires
In-feed social media post	Completed	Approved	Greg Drevenstedt	Bike Week	3/3/2025	RR-AR-WR	Custom Harley Road Glide at V-Twin Visionary show
Carousel social media post	Completed	Approved	Greg Drevenstedt	Bike Week	3/3/2025	RR-AR-WR	Custom Harleys (Breakout, Low Rider STs)



# Deliverables



- Pre-event (Feb. 24-27):
  - ✓ 3 pre-event social media posts on 3 channels (1 collab post with Michelin global IG channel)
  - ✓ 1 spring promotion social media post on 3 channels
- Bike Week (Feb. 28-Mar. 9):
  - ✓ 3-5 daily event social media posts on 3 channels (2 collab posts with Michelin global IG channel)
  - ✓ 1 spring promotion social media post on 3 channels
  - ✓ 1 Facebook Live of Michelin @ H-D Partner Day
  - ✓ 2 event videos on YouTube
  - ✓ 1 editorial web post w/ photos, links, etc.
- Post-event (Mar. 9-31):
  - ✓ 2 post-event social media posts on 3 channels
  - ✓ 1 spring promotion social media post on 3 channels
  - ✓ 2 editorial web post w/ photos, links, etc.
  - ✓ 2 wrap-up videos on YouTube
  - ✓ 1 podcast about Honda Gold Wing 50th anniversary & Daytona Bike Week
  - ✓ 2 magazine articles (to be published in May issues of *Rider* and *American Rider*)

# Channels:



- **Rider**

- Facebook: <https://www.facebook.com/RiderMagazine>
- Instagram: <https://www.instagram.com/ridermag/>
- YouTube: <https://www.youtube.com/@RiderMagazine>
- Website: <https://ridermagazine.com/>

- **American Rider**

- Facebook: <https://www.facebook.com/americanridermag>
- Instagram: <https://www.instagram.com/americanridermagazine/>
- Website: <https://americanrider.com/>

- **Woman Rider**

- Facebook: <https://www.facebook.com/womanriderwebsite>
- Instagram: <https://www.instagram.com/womanrider/>
- Website: <https://womanrider.com/>

# Tags/Handles & KPIs:



- Tags/Handles:

- Facebook: @michelinmotorcycle.us
- Instagram: @michelinmotorcycle
- Hashtags: #MichelinOnMyMoto, #MichelinPartner, #MichelinAtBikeWeek

- KPIs:

- Social media posts:

- Reach (unique users)
    - Interactions (likes, comments, shares)
    - Engagement rate (interactions/reach x 100)

- Web posts:

- Page views

- YouTube videos:

- Views

# Social Media Post Reach & Engagement

Source	# Posts	Reach	Interactions	Engagement Rate
<b>RIDER</b>				(interactions/reach) x 100
Facebook	29	89,173	629	0.7%
Instagram	38	114,300	7,998	7.0%
<b>SUBTOTAL</b>	<b>67</b>	<b>203,473</b>	<b>8,627</b>	<b>4.2%</b>
<b>AMERICAN RIDER</b>				
Facebook	26	50,324	650	1.3%
Instagram	30	65,835	2,852	4.3%
<b>SUBTOTAL</b>	<b>56</b>	<b>116,159</b>	<b>3,502</b>	<b>3.0%</b>
<b>WOMAN RIDER</b>				
Facebook	25	2,135	74	3.5%
Instagram	30	15,526	330	2.1%
<b>SUBTOTAL</b>	<b>55</b>	<b>17,661</b>	<b>404</b>	<b>2.3%</b>
<b>TOTAL</b>	<b>178</b>	<b>337,293</b>	<b>12,533</b>	<b>3.7%</b>



# Social Media Post Types

Source	Reel	Photos	Story	Live
<b>RIDER</b>				
Facebook	3	25		1
Instagram	8	25	5	
<b>SUBTOTAL</b>	<b>11</b>	<b>50</b>	<b>5</b>	
<b>AMERICAN RIDER</b>				
Facebook	5	21		
Instagram	6	22	2	
<b>SUBTOTAL</b>	<b>11</b>	<b>48</b>	<b>2</b>	
<b>WOMAN RIDER</b>				
Facebook	4	21		
Instagram	6	22	2	
<b>SUBTOTAL</b>	<b>10</b>	<b>48</b>	<b>2</b>	
<b>TOTAL</b>	<b>32</b>	<b>136</b>	<b>9</b>	<b>1</b>

# Social Media Post Examples

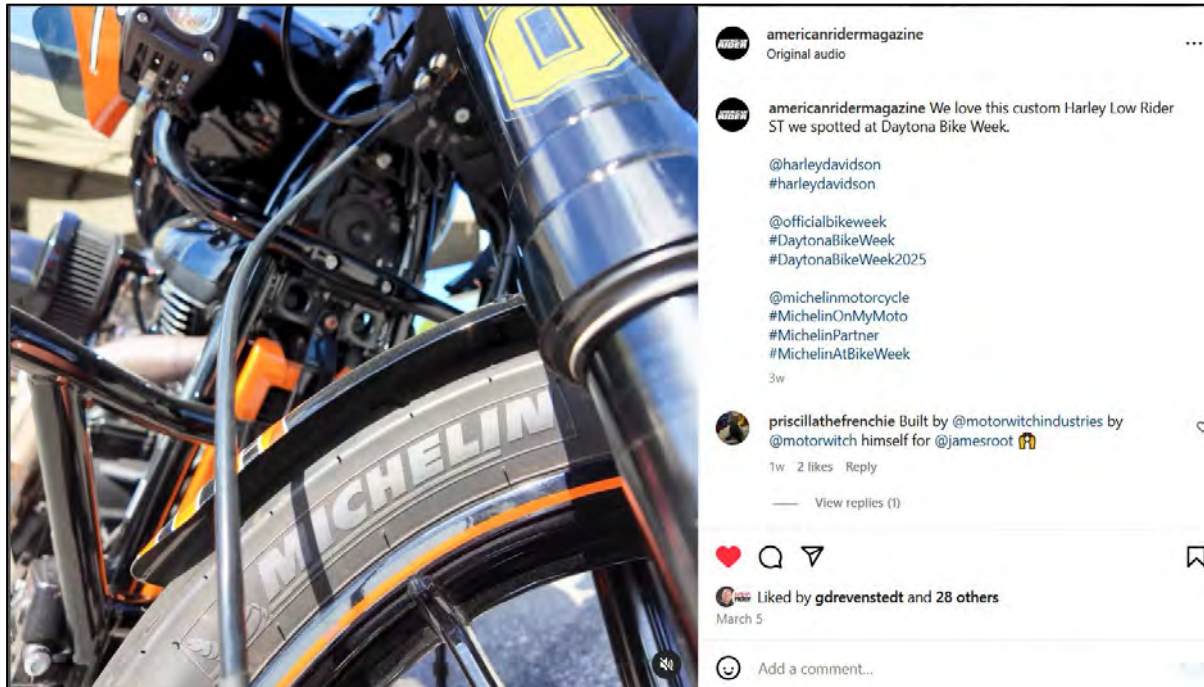
- 3 Instagram posts were collaborations with Michelin's global IG channel





# Social Media Post Examples

- 32 posts were reels
- 175,654 views
- 5,489 views per reel (average)





# Social Media Post Examples

- 136 posts were photos (in-feed image, carousel, etc.)
- 4 Michelin spring promotion posts on Rider, American Rider & Woman Rider

**GET READY TO RIDE!**

**SELECT MICHELIN ON-ROAD MOTORCYCLE TIRES**



**\$50**  
BACK WHEN YOU  
PURCHASE 2 TIRES

**\$25**  
BACK WHEN YOU  
PURCHASE 1 TIRE

**14 Tire Ranges Eligible!**  
Offer valid February 26–April 26, 2025

Excludes April 15–16, 2025. Offer good on new tires only. Offer not valid on tires purchased at participating dealers. See dealer for details. Offer good on new tires only. Offer not valid on tires purchased at participating dealers. See dealer for details.

**MICHELIN**

womanrider

womanrider Ride a Honda Gold Wing, cruiser, or touring bike? Check out the new Michelin Road W GT tires for the Honda Gold Wing and the Michelin Commander III Cruiser and Michelin Commander III Touring tires. And with Michelin's spring promotion, you can get up to \$50 in a Visa® Reward Card by mail for the purchase of select Michelin motorcycle tires. More details below.

Get a \$50 Visa® Reward Card after online submission with the purchase of two (front and rear) qualifying Michelin On-Road Motorcycle tires.\* Get a \$25 Visa® Reward Card after online submission with the purchase of one qualifying Michelin On-Road Motorcycle tire.\* Get a \$30 Visa® Reward Card after online submission with the purchase of two (front and rear) qualifying Michelin Off-Road Motorcycle tires. Get a \$15 Visa® Reward Card after online submission with the purchase of one qualifying Michelin Off-Road Motorcycle tire. Offer valid on purchases February 26–April 26, 2025. Visit [two-wheel.tirerewardcenter.com](https://two-wheel.tirerewardcenter.com) for complete terms and conditions, and to submit the redemption form online along with a copy of your receipt by May 31, 2025. Not valid with any other offer. Void where prohibited by law. \*Details at: [michelinman.com/motorcycle/promotions](https://michelinman.com/motorcycle/promotions)

Liked by americanridermagazine and 8 others

March 9

womanrider  
Daytona Beach, Florida

womanrider Happy International Women's Day from Daytona Bike week!

This rider and her pampered pup are enjoying the scene on Main Street.

Whether you ride an Indian, a Harley, or other brand of motorcycle, Michelin has you covered with new and replacement motorcycle tires. Use the Tire Selector on Michelin's website to search by Vehicle or Size to find the best options. Just go to [michelinman.com/motorcycle](https://michelinman.com/motorcycle).

Now through April 26, 2025, Michelin's spring promotion offers customers a Visa Reward Card by mail worth up to \$50 with the purchase of select Michelin motorcycle tires. Get details at [michelinman.com/motorcycle/promotions](https://michelinman.com/motorcycle/promotions).

@officialbikeweek  
#DaytonaBikeWeek  
#DaytonaBikeWeek2025

@michelinmotorcycle  
#MichelinOnMyMoto

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March 8

ridermag  
Daytona International Speedway

ridermag Check out this loud-and-proud custom Harley-Davidson Road Glide we saw at the V-Twin Visionary Fit & Finish Paint Show at Daytona Bike Week. Built by Seth Righi Designs, painted by NSD Paintwerks, rolling on Michelin tires.

@seathrighidesigns  
@nsd\_paintwerks  
@vtwinvisionary  
@harleydavidson

@officialbikeweek  
#DaytonaBikeWeek  
#DaytonaBikeWeek2025

@michelinmotorcycle  
#MichelinOnMyMoto  
#MichelinPartner  
#MichelinAtBikeWeek

3w

View insights

Boost again

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March 3



# Web Post Page Views & YouTube Views

Web Post	Page Views		YouTube Video	Views
<b>RIDER</b>				
<a href="#">The Road to Daytona Bike Week 2025</a>	8,604		<a href="#">Daytona Bike Week 2025 Highlights (Part 1)</a>	1,464
<a href="#">2025 Daytona Bike Week Recap</a>	5,503		<a href="#">Daytona Bike Week 2025 Highlights (Part 2)</a>	2,414
<a href="#">Honda Gold Wing 50th Anniversary and Daytona Bike Week   Ep. 78 Rider Magazine Insider Podcast</a>	485		<a href="#">Daytona Bike Week 2025 Highlights (Part 3)</a>	7,224
			<a href="#">Ep. 78: Honda Gold Wing 50th Anniversary and Daytona Bike Week*</a>	1,257
<b>AMERICAN RIDER</b>				
<a href="#">2025 Daytona Bike Week Recap</a>	543		<a href="#">Daytona Bike Week 2025 Recap</a>	1,635
<b>TOTAL</b>	<b>15,135</b>			<b>13,9994</b>

\*includes podcast downloads/listens + YouTube views

# Web Post & YouTube Examples

**rider**  
MOTORCYCLING AT ITS BEST

**RIDE THE PYRENEES!**


**WPS**

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2025 Daytona Bike Week Recap

by Kevin Gula • March 12, 2025


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Welcome to Daytona Bike Week 2025!


Daytona Bike Week is the most multifarious big motorcycle event in the country and perhaps in the world. Nowhere else can you find the diversity of cultures and activities seen during Bike Week. It's a place where the rumblings of V-Twins mix with sportbike shrieks and where the slow crawl of Main Street contrasts with 180-mph velocities at Daytona International Speedway.

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rider 1:27

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