



MAD VIDEO
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Harley-Davidson Badass Santa Claus Rings "Hell's Bells"



'Hell's Bells' Ring For Harley-Davidson, **with Help from Union and Resolution** How does Santa roll? Judging from a new Marcus Nispel-directed ad for Harley Davidson - **edited by Einar of Union with post/vfx by resolution** - the answer would be: on a Harley. In the spot, via Carmichael Lynch/Minneapolis, old Kris Kringle rips through town, leading a caravan of choppers that replace the snowflake-light chime of the reindeer squad with the down and dirty growl of "Hell's Bells".