



Top Spot of the Week: Harley Davidson's "Hell's Bells"

January 04, 2008, --- Holding on to the last bit of holiday cheer as we enter the new year, this offbeat stocking stuffer features a very different sort of Santa. Dressed in black, he rumbles into town behind a pack of thunderous black Harley motorcycles harnessed by chains.

Our bad ass Santa dude steps into a house bearing a black sack of gifts--such as boots and exhaust pipes--which he places under the family Xmas tree. He even has a treat for the home's menacing Doberman, an oversized bone.

The question "How bad have you been this year?" followed by "Shop Harley for badness sake" complete the spot followed by the Harley-Davidson logo and website shopping address.

Marcus Nispel of bicoastal/international [MJZ](#) directed "Hells Bells" for [Carmichael Lynch](#), Minneapolis.

Lisa Margulis exec produced for MJZ with Vincent Oster serving as producer. The DP was John Stanier.

The Carmichael Lynch creative ensemble included chief creative officer Mike Lescarbeau, executive creative director Jim Nelson, writer Heath Pochucha, art director Bob Berken, director of broadcast Joe Grundhoefer and producer Tara Mulholland.

Einar of [Union Editorial](#), Los Angeles, edited the commercial.

Visual effects house was Los Angeles-based resolution with Todd Iorio serving as VFX supervisor/senior VFX artist.