

MOBILE

## Porsche uses mobile ad to amplify social campaign

August 4, 2014



*Porsche 911*

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By SARAH JONES

German automaker Porsche is targeting stylish male consumers with an advertisement on Condé Nast mens magazine Details' mobile Web site.



Porsche's ad promotes its No Substitute campaign, which includes a call for consumers to share their stories about the auto brand on social media. Choosing to focus on top of the funnel brand building for a mobile audience makes sense, since consumers can easily participate via their device.

"Porsche customers are generally tech savvy and on-the-go," said Jon Nolz, vice president of product management at [Hipcricket](#), Bellevue, WA.

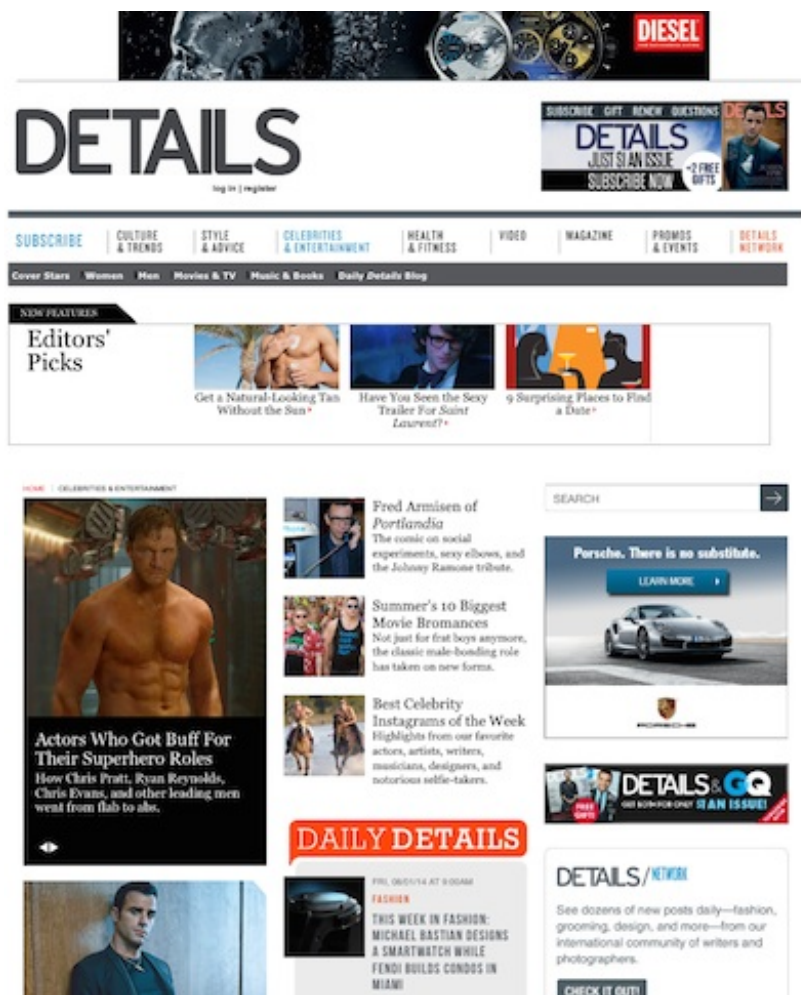
"When you couple that with the Details audience, which is focused on fashion, design, and entertainment, it makes for an ideal way to engage new consumers via mobile advertising," he said.

Mr. Nolz is not affiliated with Porsche but agreed to comment as an industry expert.

[Porsche](#) did not respond by press deadline.

One of a kind

Porsche's ad ran in the side position on Details' Celebrity and Entertainment section page on the tablet optimized site.

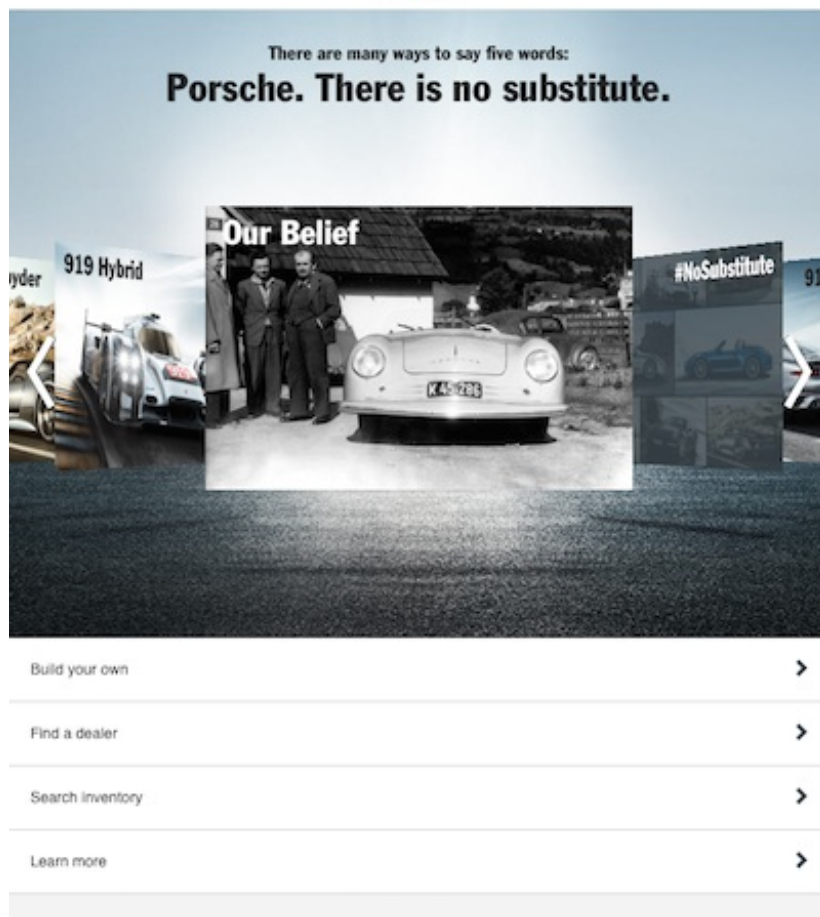


*Porsche ad on Details' mobile optimized Web site*

The ad shows one of the automaker's 911 Turbo vehicles, with the headline "Porsche. There is no substitute."

Below the headline, the brand included a call-to-action urging consumers to "learn more."

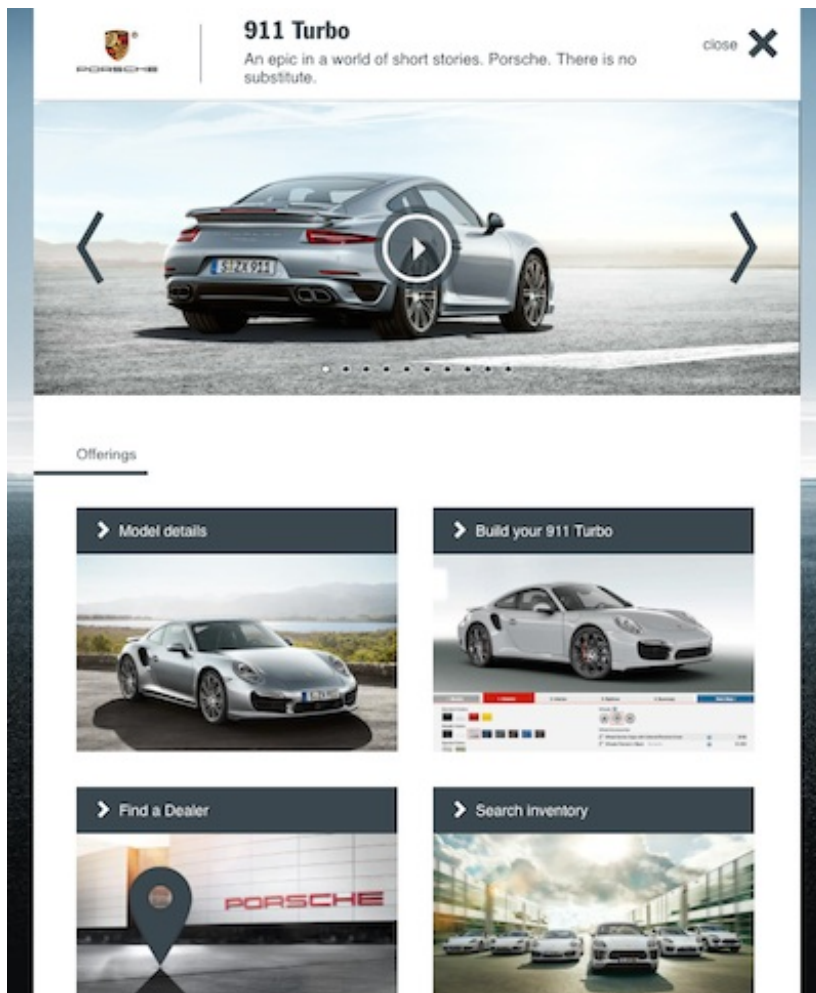
On the click-through, consumers are taken to a microsite dedicated to Porsche's No Substitute campaign. This includes a gallery of images of the brand's various models.



### *Porsche landing page*

The featured pane when the page loads shows a black-and-white photo of men standing next to a Porsche, with the words “Our belief.” When clicked, text appears that explains Porsche’s commitment to keeping their cars different from all others, making sure that the experience of driving one of their vehicles is unique.

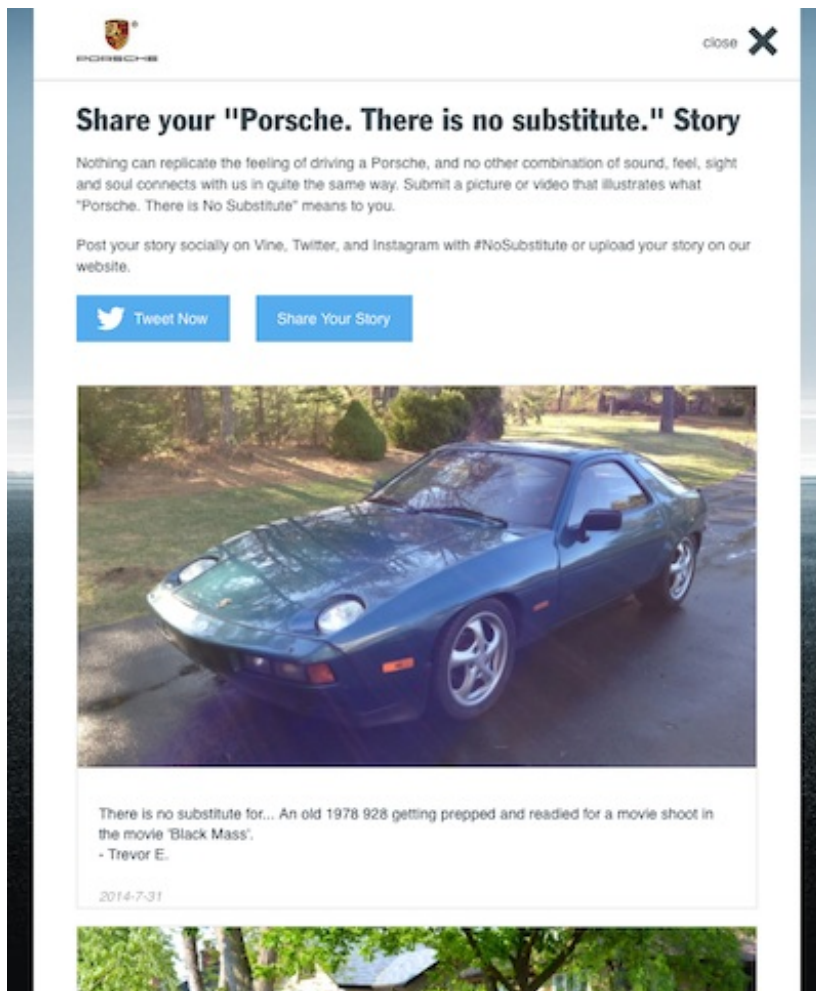
For each car in the slideshow, a pop-up with more information can be accessed by clicking the photo. This window includes links to details about the model, to a configuration option, a dealership locator and an inventory search.



### *No Substitute microsite*

At the bottom of the pop-up pages, Porsche included a pair of stories from consumers about their experiences with its cars. The viewer is invited to “join the conversation” by pressing a button.

This pulls up a window that asks consumers to share a photo or video that communicates what “Porsche. There is no substitute,” means to them. Fans can either post to Instagram, Vine or Twitter with the hashtag #NoSubstitute or upload their story to Porsche’s Web site.



### *No Substitute microsite*

To upload a tale, consumers can fill out a form, which includes a space for a link to a YouTube or Vimeo video and an image upload.

Below the information on submitting, consumers can scroll through other user's stories.

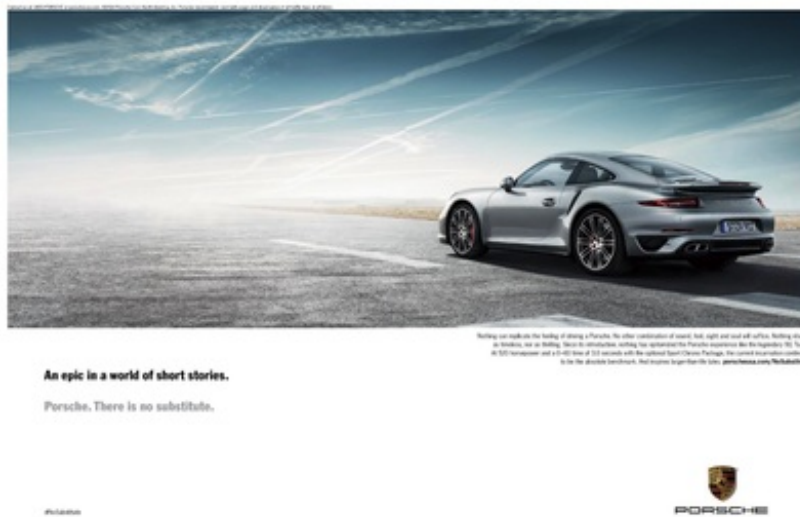
"The landing page gives consumers an easy way to better understand the Porsche heritage and enables them to explore the brand without the pressure of going to a dealership," Mr. Nolz said.

"The social aspect of this campaign is very engaging because it allows Porsche aficionados to share their stories across a number of social channels including Twitter, Instagram and Facebook which is a great way to get people involved in the conversation and interact with other like-minded consumers," he said.

Porsche's No Substitute campaign has also appeared in print media, including Robb Report's 26th annual "Best of the Best" June edition that listed the world's finest goods and services across industry sectors.

The massive 316-page Best of the Best issue acted as a connoisseur's guide to the world of absolute luxury with sections dedicated to Wheels, Style, Journeys, Leisure, Home, Wings & Water and Global Perspectives. Porsche's ad appeared within the first few pages ([see story](#)).





## *Porsche ad in Robb Report's June issue*

### Social strategy

Porsche has previously found ways to engage its enthusiasts on social media.

The German automaker is testing the affinity and knowledge of its enthusiasts with a quiz for its 911 series accompanied by mini lectures.

To disguise the educational theme of the quiz, Porsche added a competitive edge by ranking the times of correct answers of users on a gameboard. Also, the auto brand is celebrating the 50th anniversary of its 911 series this year and the new social initiative acts as a recap ([see story](#)).

Automakers often forego mobile advertising for other mediums, but the channel does provide opportunities for car brands.

Luxury automakers should sharpen their mobile advertising strategies and look to integrate new technologies since other industries seem to be dominating the medium.

Many luxury automakers are using their marketing budgets on other media platforms. Although automakers do have mobile strategies, they should look to increase their mobile efforts so they are not left scrambling in the dust of other marketers ([see story](#)).

Engaging its audience through personal stories could be the first step toward getting a consumer into a Porsche dealership.

"Porsche has developed an engagement strategy from the perspective of the active consumer, facilitating one-to-one conversations through mobile and social media," Mr. Nolz said. "The mobile ad inspires them to click through to a mobile optimized Web site where they can learn more about different models as well as create their own mode based on budget.

"This is a great way for consumers to do research without stepping foot at the dealership," he said. "On the flip side this is a great way for Porsche to create qualified leads for local dealers."

### Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/zlJTnntR8JI](https://www.youtube.com/embed/zlJTnntR8JI)

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