

IN-STORE

## Porsche teams with Bose for New York pop-up space

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*Sound of Porsche pop-up space*

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By JOE MCCARTHY

Porsche Cars North America is hosting a multisensory brand experience in New York's Meatpacking District through Oct. 5 to broaden how consumers perceive the brand.

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**Luxury Daily**

The "Sound of Porsche" pop-up shop was organized with audio engineering brand Bose and features numerous points of engagement for consumers. Since dealers tend to be positioned in key metropolitan areas, pop-up shops by automakers are rare, but the tactic provides an opportunity to cleanly interact with fans without the pressure of commerce hanging over their heads.

"The motivation behind this pop up was to provide a unique platform for individuals to experience the true essence of Porsche," said Cristina Cheever, lifestyle and brand public relations manager at **Porsche**, New York. "It allows individuals to take a close look at the brand through music and film in a modern day record store interpretation.

"We launched in NYC, and specifically in the meatpacking district as it has a great deal of foot traffic," she said. "This platform also allows us to reach a younger demographic in a very vibrant market.

"Our grand opening evening on Sept. 15th will help to get interest along with recent press coverage that will help us spread the word. The location itself will get people through the doors."

Sound it out

The pop-up shop aims to present the full sensory picture of Porsche. Vehicles engage all of a driver's senses, and this space seeks to distill that experience.

However, it is not all about engines roaring and brakes screeching. Instead, Porsche emulated the design of a record store to create a mellow place for fans to relax.



*Sound of Porsche pop-up*

The Sound of Porsche shop is divided into three areas.

First, the "Sound Lab Virtual Drive Experience," powered by Bose, allows guests to take a virtual drive in the Porsche 911 Carrera 4S Coupe. Participants can cruise according to the soundtrack they choose: metropolitan melody is an urban drive, country cadence is a mountain pace and racing rhythm is on the classic Nurburgring race course in Germany.



*Sound Lab*

Second, guests can browse the Media Stations that include custom record collections and

playlists curated by the brand and viewing opportunities. For instance, the videos "Electrifying Performance" and "One of Us" feature Porsche racecar drivers Mark Webber and Patrick Dempsey.



### *Media Station*

Third, the Design Corner lets visitors draw their interpretation of the Sound of Porsche, which can then be uploaded to social media with the hashtag #SoundOfPorsche.



### *Design Corner*

User-generated content will be featured in this area, and a winner will be chosen by the brand to take a trip to Porsche museum in Stuttgart, Germany.

Visitors can also relax in a lounge area, where they can receive complimentary coffee.



### *Sound of Porsche pop-up*

Finally, consumers can shop in the Porsche Drivers Selection store, which resembles a museum's gift shop.

The Sound of Porsche is open to the public from 10 a.m. to 6 p.m. everyday through Oct. 5, and will then travel to London and Shanghai.

Consumers can check out what the pop-up offers on a dedicated microsite that also houses the UGC from the concept.



### *#SoundOfPorsche social media posts*

More information can be found [here](#).

### *Listening intently*

Other luxury brands have recently created auditory experiences to engage fans.

For instance, LVMH-owned Champagne maker Krug built a multi-sensory experience around its wines with a music feature for both desktop and mobile.

Krug's "Music Pairing" has recording artists select their picks for tracks to accompany six particular varieties of Champagne, much like a chef would note what food pairs best with a particular wine. Since consumers cannot taste via digital mediums, providing this aural experience will help to illuminate the differences in the range ([see story](#)).

Porsche, however, has the advantage of engaging all the senses.

"This type of exhibit/event will create a buzz in the neighborhood and attract people who would like to own a Porsche but probably never will," said Ron Kurtz, president of the [American Affluence Research Center](#), Atlanta.

"At the same time their interest (and envy) will make Porsche owners feel good about their car," he said.

Final Take

*Joe McCarthy, staff writer on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/6Qz20KaBCtw](https://www.youtube.com/embed/6Qz20KaBCtw)

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