

MOBILE

Porsche captures spirit and vibe of the big game via Foursquare

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By ELIZABETH ZELESNY

European luxury automaker Porsche is encouraging Foursquare users to share pictures of its car models via photo check-ins during the Super Bowl.

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Luxury Daily

Porsche has created a way for football fans to engage with the brand at one of the most anticipated sporting events of the year. Wherever fans spot a Porsche around the vicinity of the Dallas Cowboys stadium, they can upload the picture onto Foursquare. The automaker will select the top photos on Foursquare for inclusion in a real-time gallery hosted on Porsche's Facebook fan page.

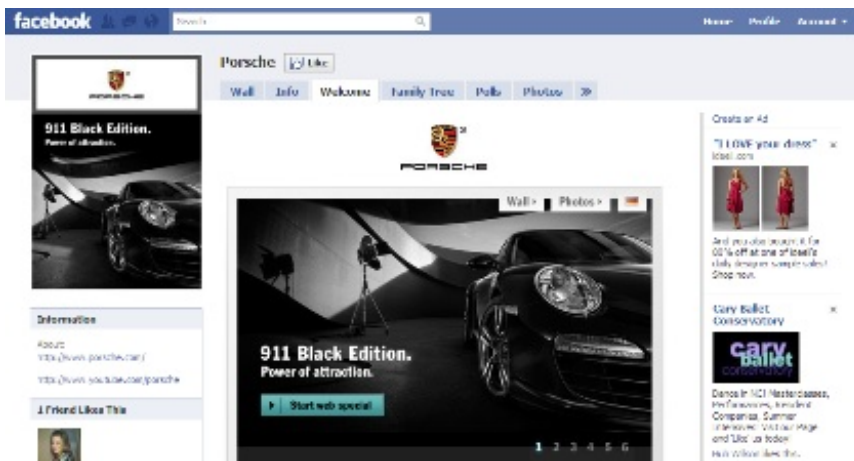
"The Porsche Spotting at the Big Game activation is a great fit with the Foursquare platform as it utilizes Foursquare's new photo check-in feature as a fun way to allow Porsche fans to engage with each other and supports Foursquare as the rapidly emerging go-to social platform for trend spotting," said Tony Fouladpour, business communications manager of Porsche Cars North America, Atlanta.

"Porsche Spotting at the Big Game is a part of Porsche's larger presence in Dallas, which includes traditional media outreach as well as active participation through social media channels," he said.

How it works

Foursquare users at the Super Bowl find a Porsche in Dallas, check in the Foursquare, snap a photograph of that location with the car in the foreground, check-in to Twitter and hashtag their shout out with #Porsche.

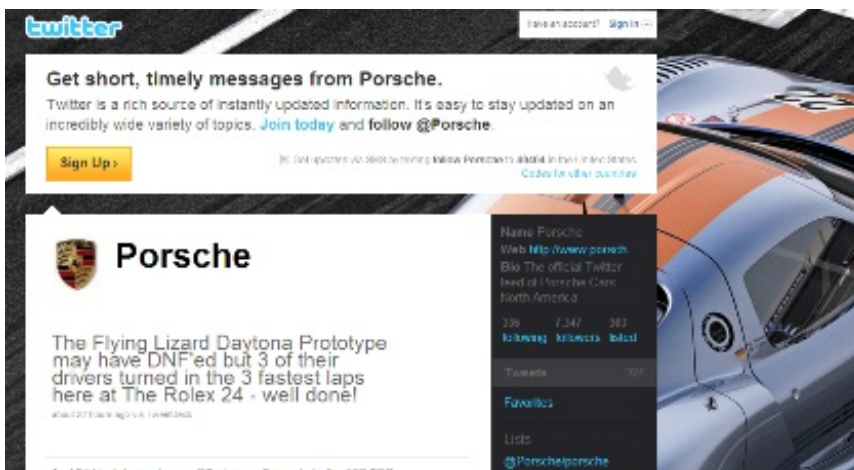
Porsche will then scan Twitter and upload the best Super Bowl Porsche photos to the online gallery which is found under the Big Game tab on the Porsche Facebook page.



Porsche's Facebook page

The challenge is to help Porsche create a real-time online photo gallery using the Foursquare social media application.

Users and fans can find more information about the initiative on [Porsche's Facebook page](#). They can also follow the Tweets at the automakers [Twitter page](#).



Porsche's Twitter page

This challenge is an interesting way to engage both those participating, and those at home watching the challenge unfold.

Porsche is also showcasing its 2011 models at the Rosewood Crescent Hotel that will be used for celebrity and VIP test-drives. The cars will be effortlessly maneuvering through the game-day traffic and checking in at big game "hot spots."

Checking-in

Luxury brands should use Foursquare as another social media platform to provide

information on product launches and special events.

Foursquare is becoming an increasingly popular way for luxury consumers to interact with brands and with fellow fans of the brand.

Twitter and Facebook both implement Foursquare into their platform, which in turn increases the number of people who will be interacting with the brand.

This is not just a game for Porsche. It is a way to connect with consumers on a real-time and personal level.

"Foursquare offers the chance for Porsche enthusiasts to connect with one another over things like the new models, innovation and design when they check-in at their favorite restaurants, shops and landmarks," Mr. Fouladpour said.

Final take

The 911 Black Edition- Power of Attraction

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