

ADVERTISING

## Porsche 911 spot shows competitive edge comes from within

December 15, 2015



*Porsche 911 Turbo*

By STAFF REPORTS

German automaker Porsche is proving that only the best has a chance at beating the best in a new commercial for its 2017 911.

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The spot, titled "Compete," shows some of the greatest competitors, including Maria Sharapova and Muhammad Ali, pitted against themselves. This effort communicates a drive for perfection and positions Porsche as being in a class of its own.

Drive for success

Compete premiered on U.S. television during Maria Sharapova & Friends, a tennis event sponsored by Porsche hosted on Dec. 12-13 in Hollywood. Ms. Sharapova, a Porsche brand ambassador and three-time winner of the Porsche Tennis Grand Prix, chose Los Angeles as the venue partly to bring the city a live tennis event, as it no longer hosts a tournament.

In addition to tennis stars, the event included appearances on and off the court by Chelsea Handler and Will Arnett.

The opening statement of Compete is that "Greatness comes from within. From pitting you against you." Muhammad Ali, played by Darrell Foster, steps into the ring and comes face to face with himself.

Ms. Sharapova is then seen walking up to herself on the tennis court, both versions giving each other their game faces. Next, chess champion Magnus Carlsen sits down across from himself.

Porsche 911 models then speed against each other as the other competitions begin, showing the close battles that happen when you have to try to beat your own best.

The voiceover then explains that you keep competing until "the greatest version of you triumphs."

*The new Porsche 911. TV Commercial "Compete"*

Content produced by automakers today frequently goes beyond pointing out vehicle specifications, creating more of an emotional appeal.

While automotive commercials tend to be singular in their push for sales, commissioned short films generally step away from self-promotion and celebrate broader areas of life.

Consumer relationships begin with the vehicle, but brand loyalty often arises from the values a brand embodies outside of commerce. Film happens to be an effective tool for broadcasting these values, and luxury automakers regularly commission videos where they play a minor role ([see story](#)).

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