

MULTICHANNEL

## Porsche takes new direction with multichannel campaign

March 28, 2011



By RACHEL LAMB

Automaker Porsche is attempting to reinvent the way U.S. customers see its vehicles with the launch of the multichannel “Engineering Magic. Every day” campaign that uses real Porsche customers to share their stories.

**Sign up now**

**Luxury Daily**

Handled by agency Cramer-Krasselt, the campaign shows how Porsche vehicles transform everyday driving activities into an enjoyed and pleasurable experience. The automaker plans to use television, print, online, mobile, direct mail and a cinema promotion.

“It’s a departure from where we have usually gone in marketing,” said David Pryor, vice president of marketing at Porsche Cars North America, Atlanta. “It’s usually so product-driven and focused on the magic side of driving, but we haven’t focused on the everyday usability of the cars.

“We are challenging the misperceptions that every Porsche is a race car,” he said. “We’re trying to emphasize that you can have a Porsche and enjoy it every day.”

The campaign launched last week in New York, Chicago, Miami and Los Angeles. It goes national this week.

Every day every way

Porsche's multichannel approach ensures that consumers will be able to discover the campaign in whichever medium they choose.

The automaker developed a dedicated site for the campaign, found at <http://www.porscheeveryday.com>.

The site has a plethora of clickable graphics that explain different functionalities about Porsche vehicles or tell personal stories from actual Porsche customers.

"Porsche has seen the success of digital in reaching our consumers and the efficiencies that come out of that type of marketing," Mr. Pryor said. "Porsche spends approximately half of its budget on digital media."

In addition to the dedicated site, Porsche included a link from its standard site to Porsche Every day site.

There is campaign information available via Facebook and Twitter and campaign videos on a branded YouTube account.

Carrera on camera

The campaign videos, some portrayed by actual Porsche customers and others actors, show how drivers can appreciate Porsche in their every day activities by recharacterizing the vehicles.

One commercial depicts a woman brushing snow off her car. The commercial shows the words "snow mobile" that transform the vehicle into something that consumers can use every day.

Another vignette shows a mother picking up her children from school, recharacterizing the Porsche as a "school bus."

A third shows a man and his dog driving in a Porsche convertible, turning the car into a "pet carrier."

All of the commercials finish with the slogan, "Engineered for Magic. Every day."

The most unusual part of the campaign is the cinematic push.

Porsche has partnered with the Reelz channel to invite amateur filmmakers to submit movies that demonstrate the brand's daily magic.

Ten filmmakers will experience a Porsche and make a film about its everyday capabilities. The winning film will be shown in theaters nationwide and on the Reelz channel. This push will start over the next few months.

Virgin mobile

Porsche has included an optimized site in its campaign, where users can browse personal stories and Porsche features on their mobile devices. Consumers can also look for dealerships and sign up for branded newsletters and notifications.

Approximately 90 percent of Porsche customers have smartphones, so the brand thought that having a mobile strategy would be beneficial in this campaign, Mr. Pryor said.

However, traditional media plays a key role in this push.

Advertisements will be run in publications such as The Wall Street Journal, Condé Nast Traveler, Fast Company and Wired in addition to out-of-home ads. TV commercials will run during the March Madness competition.

The strategy behind this campaign is letting potential customers see the other side of Porsche by using feedback from Porsche owners.

"We're not really changing the core values of the brand – we'll always be true to that background and to that history, but it's the opportunity to open it up a bit more and it will surprise some people to take a second look at Porsche," Mr. Pryor said.

"We want them to participate with our customers," he said. "We received over 4,000 stories from owners telling about their first Porsche experience or the first time the brand touched their lives."

“Some are so powerful and that is something we could never do alone as a marketing organization, and we hope that we get more strong content through that.”

Final Take

*Rachel Lamb, editorial assistant at Luxury Daily, New York*

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.