

AUTOMOTIVE

## Porsche captures winners' circle excitement in fine dining setting

September 15, 2016



*Video still of Porsche's "Patrick Dempsey's way of... having dinner."*

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By STAFF REPORTS

German automaker Porsche is demonstrating how difficult it is for its motorsport drivers to contain their excitement for the brand and its team.

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Made to promote Porsche's upcoming races, the automaker celebrated its team spirit and the sheer glee of winning a motorsport event with help from actor and team member Patrick Dempsey. A fan of the brand since childhood, Porsche signed Mr. Dempsey as an active member of the motorsport team in 2013 ([see story](#)).

Just can't hide it

The humorous nature of the social film is likely to draw attention to Porsche's motorsport happenings. Since Mr. Dempsey is known mainly for his actor career, showing his hobby-turned-reality relationship with Porsche may turn new consumers on to the brand.

Porsche explains that the video is "Patrick Dempsey's way of having dinner." The overall concept behind the film is to display how its motorsport team members are so involved and proud to represent Porsche on the racing circuit that it is nearly impossible for them to hide it.

The video begins with a fan whispering into the camera about how excited she is to be eating at a table nearby Mr. Dempsey. She then turns the camera toward the direction in which Mr. Dempsey is seated.

Mr. Dempsey is shown sitting at a table in formal dining setting joined by two friends, seated to his left and right. In between Mr. Dempsey and his friend to the left is a waiter who presents the dining trio with a bottle of Champagne for review before pouring their flutes.

As soon as the waiter tilts down the bottle for Mr. Dempsey to inspect, the actor grabs the Champagne and starts spraying fellow diners as if he had just won a race with Porsche Motorsport.



*Video still of Patrick Dempsey for Porsche*

Mr. Dempsey is shown pouring the Champagne into his mouth and screaming out in excitement as his friends and other diners look on. The camera pans to the fan laughing before showing Mr. Dempsey holding the Champagne bucket like a trophy.

In the following frames, Porsche says "Patrick, we warned you," across a black screen before showing Mr. Dempsey and his Porsche Motorsport teammates celebrating at a race.

The 37-second clip ends with, "Once a race driver. Always a race driver." before Porsche's emblem appears.

*Patrick Dempsey's way of... having dinner. By Porsche*

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