

AUTOMOTIVE

## Porsche takes unsuspecting customers for a wild ride

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*Porsche picked up customers in the new Panamera Turbo*

By DANNY PARISI

Germany's Porsche injected a bit of danger into the promotion of its new Panamera Turbo when the automaker took unwitting customers onto a racetrack and filmed the response.

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The campaign sees everyday French customers ordering transportation from a ride-sharing service, only to be picked up in a souped-up Porsche driven by FIA WEC champion Romain Dumas, who takes them on a wild ride. Porsche's strategy is playful and even a bit edgy, as not every customer is totally happy with the impromptu race.

"Luxury content marketing needs to be at this bar," said Paul Farkas, co-founder, [Athleisure Mag](#) and [Accessory2](#), New York. "The production value and thematic elements need to deliver as high as customers already regard the brand and to entice others.

"Casting Le Mans double winner Romain Dumas as driver elevates that concept beyond surprise upgrade to unique, exhilarating experience. Contextual content execution really puts celebrity seeding and brand ambassadorship into play."

Mr. Farkas is not affiliated with [Porsche](#), but agreed to comment in an expert capacity. Porsche was reached for comment.

### Panamera Turbo

Porsche and other European auto manufacturers have always skirted the line between standard, albeit high-end, personal transportation and the glamorous world of auto racing.

The most recent video campaign from Porsche continues to straddle the line with a new video campaign that brings the speed and danger of the racetrack to unsuspecting customers with the help of champion sports car racer Mr. Dumas.

In the "Car sharing, Porsche style" campaign, regular French customers order a car through a ride-sharing service. But instead of a regular car, the customers are picked up in the new Porsche Panamera Turbo.



### *Many customers enjoyed the impromptu ride*

Mr. Dumas is driving the car, and after a few minutes in the car, he informs them of an upcoming traffic jam and that he needs to take a shortcut.

From there, the customers are driven to a racetrack where Mr. Dumas takes them on a wild ride around the track, showcasing the performance and speed of the new product.

While most of the customers enjoy the ride, laughing and joking with each other about the speed, other participants were not so happy.

### *The Porsche video campaign*

One woman loudly calls Mr. Dumas a nutcase before storming out of the car. One elderly couple is left speechless at the end of their ride.

Porsche purposely left these moments in, rather than exclusively showing customers being happy with the experience, to highlight both the romanticized danger associated with high-performance cars, as well as the exclusivity associated with a luxury car that is not for everyone.

### *Porsche style*

In this video campaign, Porsche is relying on the brand's image as an exclusive taste, something only available and desirable for the most discerning of auto enthusiasts who desire high performance and a high-quality driving experience.

These traits have always been central to Porsche's brand identity, even extending to the brand's print marketing.

Most recently, in addition to its standard Porsche magazine, the manufacturer unveiled an even more exclusive publication called 000 magazine for the upper echelons of Porsche collectors.

000 Magazine is a new print publication created by Pete Stout, former editor in chief of Porsche Club of America's print title Porsche Panorama, that caters to the super-fan of German automaker Porsche, with the title designed as more of a collectable than reading material. The magazine is not available online or at newsstands, but is only delivered to subscribers' homes in protective packaging and features in-depth analysis of Porsche vehicles with little advertising ([see story](#)).

This campaign is not dissimilar to how Range Rover presented its most recent model, the Range Rover Velar, through a series of video interviews that highlight the design and craftsmanship that went into the vehicle ([see story](#)).



*Some customers were not amused*

Porsche is highlighting that its cars are not for everyone, a desirable trait for a manufacturer that is courting high-value customers who want a car that others might find too aggressive.

"Assuredly some Porsche loyalists or would-be buyers are avant-garde and enjoy a range of reactions to things," Athleisure Mag and Accessory2's Mr. Farkas said. "To them, the message that one participant found a lifetime racetrack opportunity too aggressive only connotes that they squandered a special opportunity and real Porsche People' would love that.

"After all, this is about ride sharing, Porsche style," he said.

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