

AUTOMOTIVE

## Porsche's Liverpool pop-up shop lets customers experience brand lifestyle

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*Porsche's pop up experience in Liverpool*

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German automaker Porsche has opened its own pop-up shop, or "pop-up experience," in Liverpool to give customers a taste of owning a Porsche vehicle.

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The pop-up experience offers customers the chance to inspect a Porsche car as well as browse a variety of related products and images all related to owning a Porsche. The idea is to give customers a glimpse of what their lives could be like if they were to own a Porsche with the hopes that they will then purchase a Porsche in the future.

### Porsche Life

Liverpool ONE, a large shopping center in the heart of Liverpool, is currently host to an installation from Porsche called Porsche Life.

Similar to a pop up shop but with less focus on the actual shopping, Porsche is referring to this installation as a pop-up experience. Rather than coming in with the intention of purchasing a Porsche, the auto manufacturer is hoping that customers will instead come with the expectation of browsing Porsche paraphernalia, learning about the company and the car itself and hopefully go on to purchase one in the future.

This temporary space features one real Porsche 911 coupe on the store floor that customers can inspect and interact with. Additionally, customers can learn about different aspects of owning a Porsche.

These aspects are presented in different parts of the store and in different real life contexts based on rooms of a home. For example, consumers can enter a replica living area filled with Porsche memorabilia.

### *Porsche's short film*

The idea is that customers will get a sense of what it would be like to live a "Porsche life" and have Porsche be a part of their everyday lives.

Porsche Life opened in April and will remain open until June 4. During that time, customers are encouraged to come in and experience the possibilities of owning a Porsche.

To promote this new experience, Porsche has also released a short film showcasing its location in Liverpool as well as a testimony from Porsche F1 driver Nick Tandy about the event and how important it is to the Porsche brand.

### Popup experience

Porsche has been doing more to give non-Porsche owning customers a taste of riding in a Porsche in an effort to convince them to make the purchase.

For example, the manufacturer recently teamed with Delta Private Jets to give customers a ride to and from their planes in a Porsche.

Around four Delta hub airports, travelers connecting between a commercial flight and one of the airline's private jets will be whisked to and from the terminal in a Porsche SUV. This affiliation enables Porsche to associate its brand with Delta's service while also introducing passengers to its vehicles through a firsthand experience ([see story](#)).



### *Inside Porsche Life*

This strategy has even extended to its video marketing, such as a recent short film that showed unwitting customers being taken for a ride in a Porsche.

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 ([see story](#)).

With Porsche Life, the manufacturer is hoping that more customers will be inspired by the experience to purchase a Porsche of their own.