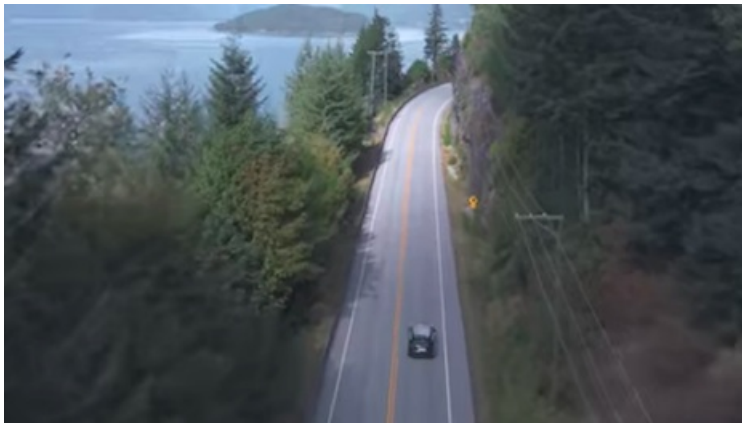


AUTOMOTIVE

Porsche highlights its dual identities in humorous short film

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Porsche's latest video spotlights its everyday drivers' needs without sacrificing luxury quality. Image credit: Porsche

By DANNY PARISI

German automaker Porsche has released a new video spot that seeks to strike a balance between the cool hipness of a luxury sports car and the everyday, domestic capabilities of a sports utility model.

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Porsche's "Neighbor" and takes a naturalistic approach to delivering its message, ending with a fitting punch line that underscores the unique identity the brand has crafted for its Cayenne SUV line. The video spot comes at a time when Porsche is attempting to reinvigorate its marketing model with advertisements that make use of augmented reality and other new technologies.

"This video does a really great job of showcasing the sporty heritage of Porsche being embedded in their SUV lineup," said Ryan Clark, founder of **Luxury Branded**, Vancouver, Canada. "There are a lot of Porsche 911 and Cayman owners who are at that age where they'll be needing a family car but don't want to lose the rush of driving their weekend warrior.

"This shows that these SUVs are not only sporty, but can safely handle anytime of weather or terrain."

Mr. Clark is not affiliated with Porsche, but agreed to comment as an industry expert. **Porsche** was reached for comment.

Dual identities

Porsche has always defined itself by its dual identities.

On the one hand, Porsche makes high-end vehicles; exciting, performance-focused sports cars that get displayed at auto shows around the world.

At the same time, Porsche also makes the kinds of cars that drivers hope will be able to meet and satisfy the everyday needs and requirements of a dependable vehicle.



The Porsche Cayenne SUV. Image credit: Porsche

Porsche's latest video ad, Neighbor, attempts to strike a balance between those two identities by showing a son who asks his dad to give his friend a ride home in a Cayenne SUV.

As they ride, the son and his female friend ride in the back, marveling at the car's speed and maneuverability as the father drives them through tunnels, winding backroads, highways and city streets. The diverse locations are meant to emphasize the car's versatility in different environments.

The son and his friend are shown holding hands in the back seat. The three eventually arrive at the girl's home to drop her off, only to reveal that her house was right next door to theirs all along.

Porsche's message is clear: the Cayenne is meant to be a car that can satisfy domestic needs, such as giving your child's friend a ride home, as well as the more leisurely uses of sports car.

Lighter affair

Despite this video spot being an ode to the everyday uses of a Porsche vehicle, the brand still places heavy emphasis on the luxurious aspect of its cars.

Recently, Porsche gave buyers of its 2018 911 Turbo S Exclusive Series Coupe the chance to accessorize in the same style as the car.

With a starting price of \$257,500, the model limited to 500 units marks the first time that Porsche has offered owners the chance to have a chronograph created to the same specifications as their vehicle. For auto enthusiasts, creating accessory extensions offer another means to showcase their affection for a favorite vehicle ([see story](#)).

Porsche's Neighbor

Porsche has also tapped into the sharing economy with the launch of a subscription model of ownership for its vehicles.

Porsche Passport, available from Oct. 10 in Atlanta, allows enrolled consumers to rent up to 22 different models through a mobile app, allowing them to cater their car choice to their needs. As traditional car ownership becomes less of the norm, automakers are adapting their purchasing models to reflect consumer behavior ([see story](#)).

The Neighbor campaign shows that Porsche is willing to be playful in its marketing and highlight the different ways its vehicles are used by people with different priorities.

"I think it effectively showcases that Porsche has kept true to their roots with their family options and you still keep the cool factor in play," Luxury Branded's Mr. Clark said. "The son is definitely going to be getting a date after that ride home, and I think Porsche has a future customer in the works."