

AUTOMOTIVE

Porsche makes dreams reality in sentimental campaign

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A race car driver and young fan share their love for Porsche in a new film. Image credit: Porsche

By SARAH RAMIREZ

German automaker Porsche is leaning into sentimentality and nostalgia in a campaign that shares the passion for its brand across generations.

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In "A Letter Returned," a young Porsche fan gets the surprise of a lifetime when he comes face-to-face with a Porsche in his small Canadian hometown. The vignette captures the emotional connections consumers can have with luxury automotive marques.

"This multi-generational ad appeals to consumers' emotions," said Carrie McIlveen, global director of marketing at **Metia**. "Many young men hope to one day buy the car of their dreams, and for many it is a Porsche."

Ms. McIlveen is not affiliated with Porsche but agreed to comment as an industry expert.

Porsche passion

The film begins with Christian narrating a letter he wrote Porsche about his passion for the brand's cars. He mentions that he sketches cars and that he has a dream to work at Porsche.

As Christian rides his bike in his neighborhood, a Porsche 911 starts to drive behind him. Canadian race car driver Zacharie Robichon introduces himself and invites Christian to go for a ride with him.

A Letter Returned brings a young Porsche fan face-to-face with his favorite automaker

As the pair speed down a country road, the roaring engine provides most of the video's soundtrack. Footage of Christian in the passenger seat is intercut, along with clips of him sketching and playing with model cars in his room.

The film concludes with the driver and his passenger leaning against the 911 reminiscing about their exciting day.



The Porsche 911 as seen in A Letter Returned. Image credit: Porsche

Porsche Canada is also encouraging fans to share their own memories and hopes on social media with the hashtag #DecadesofDreamers in honor of its 70th anniversary. The automaker is sharing success stories and advice from others who are currently involved with Porsche and the racing industry.

Decades of dreamers

Porsche has been honoring its 70th anniversary with a variety of initiatives and campaigns that look to its storied past while also trying to capture the imaginations of the next generations of drivers.

The automaker released a video to celebrate its 70 years in service online. The film touts the family of Porsche owners around the world and the series of bold characteristics that bring them together.

Porsche's film continues showing major moments in the brand's racing career while also depicting everyday life in Porsche vehicles throughout the years. The automaker then goes on to touch on the brand's highlights over the last 70 years, such as being the first sports car in the SUV segment, and its German heritage ([see story](#)).

Porsche's playful and nostalgic side also comes across in different brand partnerships.

The automaker recently teamed up with Lego to help establish a love for the brand early on in young car enthusiasts. The two brands are releasing a Lego set based on Porsche vehicles and are touting the partnership by bringing the automaker's museum to life at night.

Lego and Porsche fans can now build and play with their own tiny versions of the Porsche 911 RSR and 911 Turbo 3.0 in a new set, which includes the two cars, a pit wall and a lap counter ([see more](#)).

"Porsche wants to make dreams come true for drivers of all ages," Ms. McIlveen said. "Additionally, it shows they listen to their audience and aim to improve the experience."