

AUTOMOTIVE

Porsche tees up with Paul Casey in recent campaign

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Paul Casey at the Porsche European Open

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German luxury automaker Porsche collaborates with golfer Paul Casey in their most recent ad campaign.

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Porsche announced the world-class English golfer as their newest brand ambassador in 2019 and now features him in their most recent video campaign. The emotional and nostalgic short film examines the golfer's life-long passion for the German-made vehicles.

Dreaming of Porsche

The 70-second short film opens on a close up of Mr. Casey as his voiceover begins, "I remember the first time I watched gold as if it were yesterday." A young boy playing on the living floor is distracted by The Masters PGA Tournament on the television. "After that I was hooked. It was all I ever thought about. I'd get transfixed on something and imagine making it a reality," he continues.

The boy practices putting in his yard, then he ages a few years and volunteers as a caddy at The European Open in 1991, gleaming with joy as he stands near players and spectators. Then it cuts to actual footage of Mr. Casey winning the European Open, gleaming with the same joy as he lifts his trophy.

Paul Casey in newest Porsche campaign

"Make It Happen" celebrates the path Mr. Casey has taken from childhood, when he dreamed of Porsche sports cars and first swung a golf club, to when he became one of the best golfers in the world. It is a path of perseverance and the will to create something memorable.

Mr. Casey has dreamed of becoming a professional golfer his entire life, and has turned that dream into quite the reality. Porsche's newest short film "Make It Happen" delivers an emotional and inspiring perspective on becoming the people we dream to be.



Paul Casey holds the Porsche European Open trophy in 2019

The collaboration between the automaker and the golfer only makes perfect sense since he won the 2019 Porsche European Open. Porsche seems to be as inspired by Mr. Casey as Mr. Casey is inspired by Porsche's union of equal empowerment.

An icon on and off the road

Porsche has evolved its product to stay relevant with changing technology and remain competitive in the industry, but it has also successfully created a brand loyalty and passion with its consumer base that is unmatched.

Porsche represents an exemplary benchmark for the luxury automotive industry and provides an interesting blend of efforts that have helped turn an automotive brand into a lifestyle. It has become a symbol not only of speed and performance, but of timeless luxury that is able to create new categories and innovate in unconventional ways ([see story](#)).

The German automaker has mastered the ability to retain its DNA while pushing the envelope on innovation and creativity. Porsche understands that in order to stay true to the fabric of the brand, they must adapt to new expectations from consumers ([see story](#)).

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