

AUTOMOTIVE

Porsche plays another round with ambassador Paul Casey

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Paul Casey won the Porsche European Open in 2019. Image credit: Porsche

By SARAH RAMIREZ

German automaker Porsche is celebrating the return of the European Open golf tournament with a new campaign starring defending champion and brand ambassador Paul Casey.

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The film shows Mr. Casey eagerly arriving at the golf course in a Porsche Taycan before daybreak. After being canceled in 2020, the Porsche European Open returns from June 3 to June 6, with Mr. Casey still the reigning champion after his 2019 victory.

Comeback

"Game On" begins with alternating shots of Mr. Casey on the green as the sun rises and the golf champion arriving in the parking lot in the early morning darkness. As he takes in the course, his face captures the anticipation and enthusiasm about returning to the game.

"It's all about control," Mr. Casey says in a voiceover. "That's the whole game."

Porsche captures the excitement of sporting events returning

While he is ostensibly referring to golf, this philosophy could also apply to stepping behind the wheel of a Porsche.

Brief scenes then show the preparation behind Mr. Casey's performance, juxtaposing shots of him with a trainer and him enjoying quality time with his young children. Back on the course, the golfer works on his grip and posture but appears frustrated with the results.

"Control: when we're not meant to have it, just leave it be," Mr. Casey says. "And hit another ball."

A wide shot shows the course littered with golf balls, summarizing all his hours of practice and hard work.

The vignette concludes with Mr. Case asking the audience if they are ready for another round of golf.



Paul Casey shows his dedication to the game of golf. Image credit: Porsche

Porsche has been the title sponsor for the European Open since 2015, when the tournament relocated to Germany. Since its founding in 1978, the event was primarily held in England or Ireland.

Other notable players participating in this year's Porsche European Open include Martin Kaymer and Abraham Ancer. It remains undecided if spectators will be permitted due to the evolving nature of the COVID-19 pandemic.

Automakers on the course

Mr. Casey is the first golfer to be a brand ambassador for Porsche.

In an earlier campaign, an emotional and nostalgic short film examines the English golfer's life-long passion for the German-made vehicles. "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 top golfers in the world ([see story](#)).

Porsche has been focusing on attracting fans of golf in recent years, following the lead of other automakers. Golf is one of the sports that attracts predominately affluent audiences and participants.

While the Masters is more discreet about its sponsorships than other major sporting events, German automaker Mercedes-Benz and Swiss watchmaker Rolex are on the golf tournament's limited roster of financial supporters.

As a longtime sponsor of the Masters, Mercedes-Benz may be the first luxury brand that comes to mind for fans of the tournament. In 2020, the automaker promoted its #PerfectDrive campaign by providing each participating player a Mercedes-Benz vehicle to use during their time in Augusta ([see story](#)).