

AUTOMOTIVE

Porsche continues in pursuit of dreams through motivational narrative

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The automaker aims to motivate audiences to reach for their dreams, as Ferry Porsche did with his. Image credit: Porsche

By NORA HOWE

German automaker Porsche has dedicated its latest marketing push to those who are turning their dreams into realities.

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A continuation of its global Dreamers campaign ([see story](#)), "One of Us" follows the stories of various characters who are dedicated to their crafts and will stop at nothing to achieve their dreams. Founded on the idea that everything begins with a dream, Porsche hopes to relate to a variety of passions, from music and social justice to tennis and surfing.

"This was an inspirational and motivational film that reminds viewers to believe in the power of their dreams and to never give up," said Julie Blackley, communications manager at [iSeeCars](#), Boston. "Showing a variety of dreamers, Porsche is telling audiences that whatever feels unattainable can be achieved with hard work."

One of Us

The new campaign opens with dramatic cinematic music as individuals prepare to practice drums, play tennis, surf and more the proverbial calm before the storm.

"If your dreams are keeping you awake, and you take your chance," a narrator says. "It's not fame that drives you, but that one moment and a single target."

The music intensifies as the audience watches a young woman aggressively return tennis balls, a young man trek through challenging terrain or young activists create signage with the word "justice" written in bold lettering.

The inspirational vignette explores the power of drive, and what it takes to achieve greatness

"If you believe in changing the world," the narrator continues. "If your plans are bigger than yourself and you don't know whether it's late or very early."

From a cliff, a young group of friends watches a space shuttle launch, one of whom imagines himself inside the ship.

"When you give everything, and everything is still not good enough, yet you still follow your inner voice," the narrator says as the audience watches a surfer lose his board in a large wave.

A young drummer stops playing for a moment and realizes his hands are bleeding, but pushes through. A woman in a wheelchair gets behind the wheel of a racecar, and speeds around a track. An astronaut walks atop the red, clay-like rubble of another planet.

"When they say forget it, but that is exactly what you cannot do, and if you want to give up a thousand times but just have to keep going because dreams drive you, then you are one of us," the narrator suggests.

With the film, Porsche intends to remind consumers and audiences of its own history an idea that turned into a dream, which ultimately became a reality.

Passion for design

In addition to its Dreamers campaign, Porsche has demonstrated its passion for creativity and design through a number of artistic efforts.



The brand was founded when Ferry Porsche decided he would build his own dream car. Image credit: Porsche

Earlier this year, Porsche highlighted urban youth culture across Europe with the help of music journalist Niko Hls in the latest installment of the "Back to Tape" editorial series, which examines the art of graffiti.

Since 2017, "Back to Tape" has taken a holistic approach to exploring the roots of hip-hop and urban culture in Germany and across Europe, seeking a dialogue beyond just genre or clothing. For the latest effort, three graffiti artists turn Mr. Hls' "Hip-Hop Culture A Road Trip through Europe" into legally sprayed artworks ([see story](#)).

Then, in September, Porsche presented one of its vehicles as the ultimate canvas in a campaign starring acclaimed South African artist Nelson Makamo. In the #PaintYourPassion film, Mr. Makamo discusses how his upbringing in his township has continuously influenced his art.

The campaign shares the artist's previous work and inspirations before he ultimately puts a colorful twist on a Porsche 911 ([see story](#)).

"Porsche is an aspirational brand, and owning a Porsche is realizing a dream for many," Ms. Blackley said.

"Porsche started out as the dream of Perry Porsche, and the brand has remained true to its beginnings by celebrating dreamers and encouraging its audience to believe in the power of their dreams.

"Porsche exemplifies excellence through performance and design, so the pursuit of excellence aligns with Porsche's brand identity."