

AUTOMOTIVE

Porsche illustrates just how far its electrification efforts have spanned

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In a new spot, Alexandra Daddario explains how the all-electric Porsche Taycan can do it all. Image credit: Porsche

By KATIE TAMOLA

German automaker Porsche is tapping an affable Hollywood star in conveying the capabilities of its all-electric Porsche Taycan concept.

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American actress Alexandra Daddario invitingly and comically describes the vast capabilities of the vehicle, from its spaciousness to its charging speed. The new campaign channels Porsche's confident ethos while honoring the automaker's roots in innovation and constant striving towards the future.

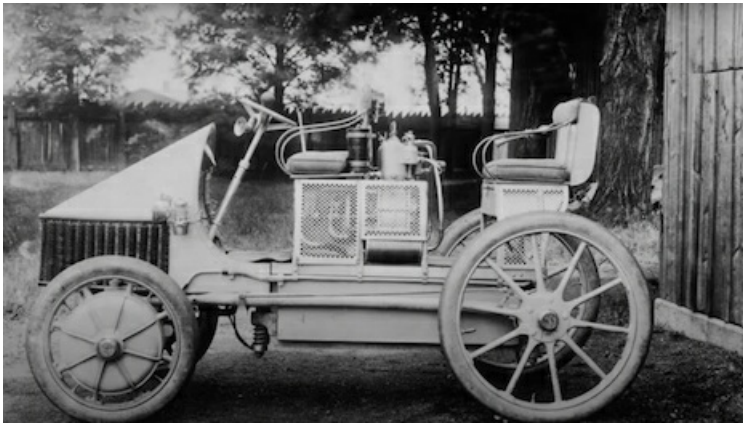
"This spot offers consumers peace of mind that the Taycan can easily slide into their daily routine without any hiccups note the mentions of road trips, quick charge times, space for kids, friends, and luggage," said David Undercoffler, editor in chief at [Autolist.com](https://www.autolist.com), San Francisco.

"All the while, it's still a Porsche, with all the performance and panache that the nameplate promises."

Charges fast, feels fast, goes fast

Porsche's latest film opens with Ms. Daddario, an actress famous for her roles in the "Percy Jackson" film series, "Hall Pass," "Baywatch" and more, explaining Porsche's long-lasting roots in electrification.

Between 1900 and 1905, Porsche founder Ferdinand Porsche designed the Lohner-Porsche mixed hybrid, a gasoline-electric hybrid vehicle. From the very beginning of the vignette, Ms. Daddario reminds consumers that Porsche has been forward-thinking straight out of the gate.



Porsche founder Ferdinand Porsche designed the Lohner-Porsche mixed hybrid in the early 1900s. Image credit: Porsche

"This was 100 percent electric 100 years before that was cool," the actress cheekily explains.

After showing imagery of the Lohner vehicle, Ms. Daddario takes consumers into the exciting present, showcasing the all-electric Porsche Taycan. Footage of the vehicle in sky blue, white, red and cobalt permeates.

The actress describes the vehicle as a "giant leap," explaining that the car charges fast, feels fast and goes fast all while offering drivers something of the utmost importance: the feel of a true Porsche.

Porsche's electric efforts have spanned more than a century

With the Porsche Taycan, the automaker has ventured in the future while still celebrating its legacy and heritage offering a vehicle that aims to preserve the environment without sacrificing the excitement and grandeur that is inherent in driving a Porsche.

The actress then explains the vehicle's abilities to transport several passengers, drive hundreds of miles on a single charge and more.

"Taycan can handle it all," she says.

The actress then ventures into the customization possibilities, informing drivers they can select any color they want and even joking that they can select a colorway that matches their eyes, their dog's eyes or her eyes.

Once again, the campaign reminds drivers that Porsche is successfully bringing its heritage into the future, striving to continue growing, learning and innovating while being authentically Porsche.

"It's everything Porsche has learned from the road, from the track, from the family," Ms. Daddario says.

"Same Porsche, different energy."

Meaningful marketing

Porsche has taken thoughtful approaches in highlighting just how innovative the all-electric Porsche Taycan is.

In 2019, Porsche highlighted its blossoming relationship with electric vehicles through visual love letters.

Porsche's #ElectricityTalks series built anticipation ahead of the launch of the Taycan, the sedan that became the marque's first all-electric vehicle. The films are set alongside famous landmarks that demonstrate the immense power of electricity, a response to skeptics who do not believe electric engines can coexist with Porsche's sports cars ([see story](#)).

Also in 2019, Porsche looked to drive attention towards its all-electric Taycan by focusing on an intangible element of the model's appeal.

A short film, titled "Soul," follows as a young girl ponders about the nature of the soul, pointing to the idea that the Taycan also has depth. As Porsche first entered the electric car category, the marque began positioning its Taycan alongside its other sports cars, speaking to its existing audience of fans by communicating that nothing has changed ([see story](#)).

The latest spot exploring the all-electric Taycan offers an entertaining, comedic approach that is as effective as ever.

"The spot is snappy, informative, but also compelling and easily relatable and digestible," Mr. Undercoffler said. "It's got a nice sense of humor to it as well."

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