

AUTOMOTIVE

Porsche targets Gen Z audience with FaZe Clan partnership

February 6, 2023



Porsche and FaZe Clan plan to release content later this year. Image credit: FaZe Clan

By KAYSORIN

German luxury automaker Porsche is leaning into youth culture through a new multiyear partnership with popular esports lifestyle and media company FaZe Clan.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Together, the two brands will create content series, consumer products and Web3 offerings focused on gaming.

"Porsche has been deeply involved in gaming and esports for several years," said Robert Ader, chief marketing officer of Porsche AG, in a statement.

"FaZe and Porsche share similar core values of performance and innovation," he said. "Through this first-of-its-kind partnership, we aim to inspire the gamer community to realize their own dreams."

Clan games

FaZe Clan is a collective of gaming creators who produce content on platforms such as YouTube and Twitch.

As of February, there are 36 content creators and 43 professional esports players affiliated with FaZe Clan.

With this roster, they cover the most popular games, including Call of Duty, Halo, Fortnite, Super Smash Bros, PUBG Mobile and FIFA.

Many of the creators live together in Los Angeles, and collectively they have more than 200 million viewers on their channels.

The organization is more than just an influencer marketing agency or an esports team.

FaZe Clan also produces direct-to-consumer merchandise and apparel, organizes experiences and develops software.

In June 2021, FaZe Clan became the first esports team to go public with a valuation of \$725 million.

By tapping into this vast network, Porsche will unlock a new audience of digitally native Gen Z esports viewers who may not otherwise be familiar with the heritage brand.

Furthermore, this audience will be invaluable as Porsche continues to explore the Web3 space.

Minting audiences

Earlier this year, Porsche attempted to mint its first NFT collection, unveiling the first token at Art Basel in Miami.

Porsche NFT holders gained access to the Pioneers Circle, which is a private community with a Discord channel and exclusive experiences.

Unfortunately, the launch received negative feedback online, and Porsche was forced to stop the mint and cut supply when sales stagnated.

Experts in the Web3 space argue that brands must put community at the forefront before diving into NFT projects.

By partnering with FaZe Clan, Porsche will gain a reliable community that is already familiar with Web3 assets.

The Porsche name lends heritage credibility to FaZe Clan, making the partnership mutually beneficial.

"The love I have for Porsche goes back to the first time I experienced Porsche as a kid and has motivated me to work towards the life I want to live," said popular creator FaZe Swagg in a statement.

"Today, I'm proud to call myself a Porsche owner, and working alongside this legendary brand representing inspiration makes me feel like I am truly achieving my dreams," he said. "I'm so happy to share this news with my fans and continue to inspire them to reach their dreams as well."

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.