

AUTOMOTIVE

In ‘Dreamers Stories’ series, Porsche spotlights perseverance

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Mr. Lin appears in a short film spotlighting his career and perseverance. Image credit: Porsche

By ZACH JAMES

German automaker Porsche is bringing impactful tales of emotional and physical endurance to a new stage.

The Dreamer Stories campaign focuses on talents who have overcome the odds to achieve success, relating this progress to aspects of the manufacturer's top-notch design process. Taiwanese-American basketball player Jeremy Lin stars as the face of the initiative.

"Sports are the great equalizer in marketing since they speak to a wide variety of demographics, be it age, ethnicity, or location," said David Undercoffler, editor in chief of [Autolist.com](https://www.autolist.com), San Francisco.

"This one tugs at the heartstrings in a way that even non-basketball fans will appreciate and relate to," Mr. Undercoffler said. "The spot looks to be going after a younger buyer, and likely a diverse one who appreciates not only Lin's US-centric time in the NBA, but his broader global career as a basketball journeyman."

Mr. Undercoffler is not affiliated with Porsche, but agreed to comment as an industry expert.

Driving forward

Mr. Lin appears in a short film spotlighting his career and perseverance released as a part of the overarching campaign.

He speaks about the ups and downs of his career, including his initial breakout, the overall unlikeliness of his success and how he keeps moving forward after leaving the NBA.

Porsche presents Jeremy Lin's story

Born in California to Taiwanese parents, who he notes are both five foot six inches tall, Mr. Lin's chances of growing to professional heights seemed slim. Despite this, he shot up to six-foot-three by his senior year in high school, eventually committing to Harvard to play for their basketball team.

Once graduated, Mr. Lin went unselected in the 2010 NBA draft and bounced around several teams before landing with the New York Knicks as one of the lower players on the depth chart.

Due to a variety of circumstances, including injured teammates, contract negotiations and low team success, Mr. Lin finally got a

chance to come off the bench. It was then that he began a legendary two-month streak of performances, colloquially coined "Linsanity."

Following that breakout, Mr. Lin battled a series of lower-body injuries, playing for a variety of NBA teams with middling resonance.

His career has included stints with the Houston Rockets, Los Angeles Lakers, Brooklyn Nets and Toronto Raptors. It was with the latter team that he won an NBA Championship in 2019, becoming the first player of Asian descent to achieve the distinction in the league's history.



The P. League+ was started in 2020, bringing professional basketball to Taiwan. Image credit: Porsche

Since then, he has played in the Chinese Basketball Association and now resides in Taiwan, participating in the P. League+.

Now at 35 years old, it is unlikely that Mr. Lin will return to the NBA. A key tenant of Porsche's Dreamer Stories initiative, he leaves behind a legacy and story that resonated with many.

In the campaign film, Mr. Lin muses on the endless possibilities of life, including those that led him to his lucrative career. He also speaks about the personal symbolism of "Riviera Blue," a hue created by Porsche that happens to be the athlete's favorite color.

"Being an inspiration for other people, there's a lot of responsibility that comes with it," says Mr. Lin, in the video.

"The waves are going to keep coming," he says. "Things are going to keep happening, but I've got to keep moving forward."



Mr. Lin cruises through the streets of New Taipei City in the film. Image credit: Porsche

In the short film and campaign images released in November 2023, Mr. Lin drives a 718 Boxster GTS 4.0 model in Riviera Blue around New Taipei City, where he plays for the P. League+'s Kings team.

"Porsche was clearly looking to promote not only the brand and the Boxster model, but also the color blue here, and it wants to do so to a broad audience without limiting the campaign's reach to just car fans or just basketball fans," Mr. Undercoffler said.

"This campaign wants to be all things to all people while still promoting and selling a specific vehicle."

Mr. Lin is not the only figure present in the Dreamer Stories initiative, which also includes a variety of Taiwanese executives and celebrities. The lineup includes Angie Chen, senior vice president of global marketing agency Dentsu X Taiwan; Kimberly Chen, founder of cosmetics ecommerce platform Beauix; Angie Chen, professional wakeboarder and others.

Each of them discusses topics like the importance of stepping out of your comfort zone, female empowerment, and sustainability, tying each idea back to Porsche vehicles and their ability to, as the campaign suggests, drive their dreams forward.

Local appeal

Dreamer Stories is in line with another Porsche campaign launched in late 2022, "Dreamers. On." ([see story](#)).

A continuation of the original "Dreamers" push that started in 2021 ([see story](#)), Porsche focused on a global collective of talents. The new release instead takes a local approach, centering on Taiwanese figures with only a few exceptions.



Kimberley Chen joins several other prominent Taiwanese executives in Dreamer Stories. Image credit: Porsche

The move appears to be the latest in the luxury segment's attempts to entice consumers in Asia Pacific.

This market has been lucrative for Porsche's parent company Volkswagen in 2023. According to its financial report for the third quarter, it was responsible for the second-most vehicle deliveries.

The consumers in this area of the world are being courted by categories outside of automotive as well.

From jewelry ([see story](#)) to food and beverage ([see story](#)) to fashion ([see story](#)), it seems that prestige labels of all kinds are not slowing down on promoting products and talents that speak to APAC audiences.