

MOBILE

## Porsche revs up mobile presence with print-QR code combo

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By RACHEL LAMB

German automaker Porsche is upping its mobile presence through the incorporation of QR codes on its print advertisements, bringing consumers to a video that allows the brand personality to shine.

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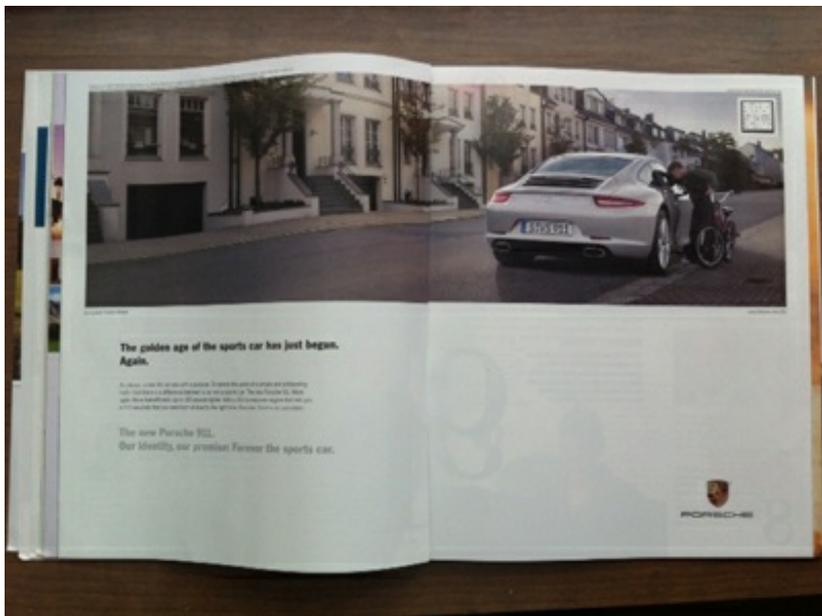
Set in high-end publications including ClubCorp's Private Clubs magazine, Porsche is marketing its new 911 model. Porsche partnered with Microsoft Tag to produce content that adds to the print experience.

"By featuring mobile tags in our print ads, we are able to add value to the consumer," said Dave Engelman, media relations manager for Porsche North America, Atlanta. "When followed with a smartphone, it helps bring the advertisement to life, if you will."

"Due to our small size, Porsche has to be selective when advertising, while making sure we reach out potential customers," he said. "Simply put, our relationship with Private Clubs helps us reach those people."

Tag, you're it

The Porsche ad in Private Clubs is a two-fold ad in a prime editorial spot. The ad folds out into the article, so consumers are likely to see the placement.



### *Porsche ad in Private Clubs*

The ad consists of a Porsche 911 Carrera parked on an otherwise empty street. A young boy on his bike has stopped to look into the window.

The code is strategically placed on the same side of the page as the boy and the car so that it is not hidden or stashed away.

The tagline reads, “The golden age of the sports car has just begun. Again.”

The brand also shares a little about the car and Porsche, including a Web site call to action.

When consumers download the Microsoft Tag app – instructions of which are included in the ad – they can scan the code.



*Landing page post-scan*

This takes them to Porsche's optimized YouTube page where they can watch a video of the car called "Porsche 911: Forever the dream."

*Forever the dream video*

Consumers can watch other videos or link back to the Porsche Web site.

"All of our video assets are on YouTube and it allows for a central location and among other things helps us determine how successful a particular campaign may be," Mr. Engelman said.

### Cracking the code

Porsche has been using mobile to push its 911 lines.

For example, the automaker updated its iPad and iPhone app to fully envelope customers and aspirational consumers in a unique brand environment for its 911 models.

Porsche's line of 911 models include the 911 Carrera, 911 Carrera S, 911 Carrera Cabriolet and 911 Carrera S Cabriolet. In the app, consumers can design their own model, view them in a 360-degree rotation, go on a virtual test drive, find a dealer and download the catalog.

Furthermore, this is not Porsche's first dance with Microsoft Tag.

Last year, Porsche drove dealership traffic as the first luxury automaker to use Microsoft Tag bar codes that reveal details specific to certain models ([see story](#)).

Consumers who scan the bar codes are led to a mobile site where they can look at product information, prices and videos. Rather than speaking with a salesperson, consumers can do all of the research themselves.

This is what makes the Porsche experience unparalleled, according to Microsoft.

"The Tag QR code provides product information, price, videos and sounds of the engine," said Paul Cunningham, director of product management for [Microsoft Tag](#), Redmond, WA.

"The most beneficial aspect of QR codes would be that it is more accessible and less intimidating than a salesperson," he said.

### Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*

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