

INTERNET

Porsche tests depth of brand enthusiasm with social quiz for 911 series

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By JOE MCCARTHY

German automaker Porsche is testing the affinity and knowledge of its enthusiasts with a quiz for its 911 series accompanied by mini lectures.

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Luxury Daily

To disguise the educational theme of the quiz, Porsche added a competitive edge by ranking the times of correct answers of users on a gameboard. Also, the auto brand is celebrating the 50th anniversary of its 911 series this year and the new social initiative acts as a recap.

"You have to have a competitive component," said Lauren Fix, author of "[Lauren Fix's Guide to Loving Your Car](#)," Lancaster, NY. "Otherwise, it's almost impossible to get fans involved in a promotion like this.

"They may not have the success rate that they are hoping for if there are no prizes," she said. "People want to win something, and there's obvious reasons for that.

"However, Porsche has tons of fans, even if they're not owners, because it's such an enthusiast brand."

Ms. Fix is not affiliated with Porsche, but agreed to comment as an industry expert.

Porsche did not respond by press deadline.

Learning to archive

Porsche is luring fans to the quiz on its social media pages by promising views of previously unseen 911 prototypes.



Porsche Facebook page

Fans that click-through to the quiz are presented with a video set in the Porsche Museum that delves into the history of the 911 series led by Dieter Landenberger, chief of archive at the Porsche Museum in Stuttgart, Germany. Fans are given the option to skip the video to get straight to the quiz.

Underneath the video, fans can view the top scores of earlier respondents.

This is the leaderboard.

These are the fastest 911 experts.

| Rank | Time in seconds | Name / Username | Country |
|------|-----------------|--------------------|------------------------------|
| 1 | 3.4 | Sandi Macek | |
| 2 | 4.618 | Mac wulle | |
| 3 | 4.977 | Eythera Rae Vargas | |
| 4 | 5.096 | Lars Wollenweber | Frankenthal, Rheinland-pfalz |
| 5 | 5.632 | Lars Wulle | |
| 6 | 5.647 | Sandi Macek | |
| 7 | 5.648 | Sandi Macek | |
| 8 | 5.756 | First Place | |
| 9 | 6.272 | Uzzi Chowdhry | |
| 10 | 6.648 | Lars Wollenweber | |

1 2 3 ... 176

Show the complete leaderboard

Porsche 911 quiz leaderboard

Users are asked to sign in through one of their social media accounts and grant Porsche access to general account information.

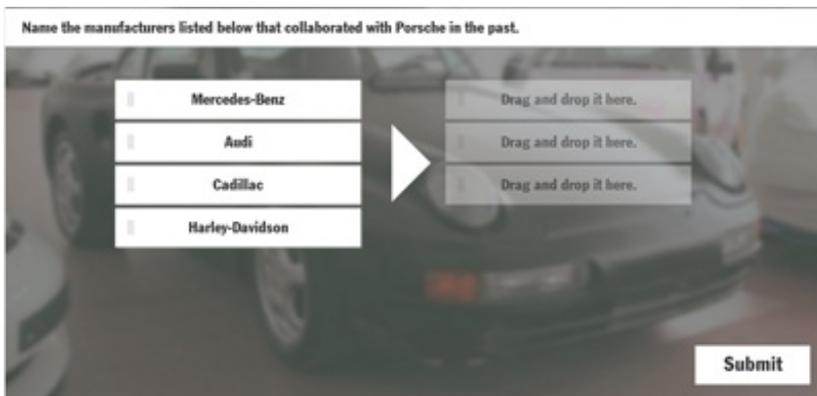
Next, the screen splits and two models appear as options, such as the 911 V8 or the 911 Mid Engine. Depending on the selected model, a short video outlining the history of that model plays.



Porsche 911 quiz

The question that follows is based on information found in the video.

For example, following the 911 V8 video, a potential question is "Name the manufacturers listed below that collaborated with Porsche in the past." For this question respondents must drag and drop brand names into three slots.



Porsche 911 quiz

A timer ticks away once the question is revealed. Fans then repeat this process with two more 911 models, as their total time is recorded and registered against other scores. Each section is framed as revealing a 911 secret, since each featured model is supposedly secret.

Once the quiz is completed, fans can view their ranking on the leader board.

In addition to promoting the 911 quiz, the German automaker is also inviting fans to print a model of a Porsche Cayman using a 3D printer. Directions and materials needed for the model can be downloaded at http://www.porsche.com/international/cayman_3d/.

Embedded Video: [//www.youtube.com/embed/1aJ48gCbIHQ](http://www.youtube.com/embed/1aJ48gCbIHQ)

The Porsche Cayman - in 3D

A year of history

Porsche has celebrated the 911 series with diverse initiatives this year.

For instance, the automaker continued its celebration of the 911 vehicle's 50th anniversary with a world tour that focused on the vehicle's influential transformations throughout the

years.

The 1967 model traveled to five continents and attended key automotive events that gave fans all over the world a chance to be involved. Automotive tours that last for many months can imbue a vehicle's journey with emotional momentum as it travels from place to place ([see story](#)).

Also, the automaker honored its 5 million Facebook fans by letting them collaborate to design a 911 Carrera 4S vehicle.

Porsche announced that it hit the 5-million-fan milestone Jan. 31 by updating its cover image to say "Thank you for 5 million likes." To celebrate, the automaker launched an interactive campaign on a Facebook application where fans can vote on the characteristics of a 911 Carrera 4S which it seems that Porsche will produce ([see story](#)).

Ms. Fix said that even though the Cayman model is the brand's primary seller, the 911 series is the line that buoys the enthusiasm of inspirational consumers, who are likely eager to learn more about the history behind the rare models.

"I think Porsche has done a great job of introducing people to the series," she said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/Pgh3M3W5EXU](https://www.youtube.com/embed/Pgh3M3W5EXU)

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