



**Porsche: For The Hard
Working Woman**

MC3: MEET THE TEAM



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EXECUTIVE SUMMARY

Porsche has always had the reputation of creating one of the fastest luxury race cars on the market. This being said, their demographic has always been an older, more wealthier group of people who have a higher disposable income. To broaden their audience, Porsche is working to appeal to the younger generation, specifically Gen Z and Zillennials.

OBJECTIVES



TARGET YOUNGER AUDIENCE

Drive connection and relevancy with strategic groups, including Driven Youth



BUILD BRAND AFFINITY

Inspire and build brand affinity and champion the “Porsche Mystique”



SUPPORT NEW PRODUCTS

Support new vehicle launches, especially in the electric space with the Taycan

STRATEGY

Porsche is historically known for providing high-quality, powerful cars to a large audience of wealthy, powerful **men**. However, as times are constantly changing and progressing it's time Porsche begins to look to the driven and powerful **women of our society**.

The values of the Porsche brand align with the values the driven, go-getter woman today:

- 1 **quality comes first**
- 2 **community not just the individual**
- 3 **valuable relationships**



Meet the Strong-Willed & Successful



Aubrey

Sarah & Sasha



In a world where men over explain and over direct, the woman who chooses Porsche is unbothered because she has nothing to prove and knows what she wants.

Porsche Women are highly skilled, highly confident, and highly paid individuals who hold high standing. By driving a Porsche, the car is able to represent their success and talent.

Porsche Women chose to drive a Porsche because they want a car as powerful as they are.

#SheKnowsPorsche

Tik Tok Ad

A social media campaign where we show how much women value the quality of Porsche through a 'reverse mansplaining' campaign



Commercial Script

Mansplaining Porsche

The spot opens with a Man and a Woman walking through a parking garage. Their body language and opening dialogue imply they are on a first date.

MAN:

Wow, I had a really good time tonight, thanks for agreeing to give me a ride home.

WOMAN:

Of course no problem!

The two of them approach a Porsche 911 from a distance, the man immediately is interested in the car.

MAN:

Oh wow, check out this Porsche these are.....

The man goes on an excited ramble about the features of the car and how he's planning on getting a car exactly like it "once his startup takes off."

The woman clicks her car key revealing that the Porsche belongs to her and is their ride home.

She gives a knowing look to the man who was interrupted and silenced by the chime of the Porsche lock chime.

WOMAN:

Do you like the color?

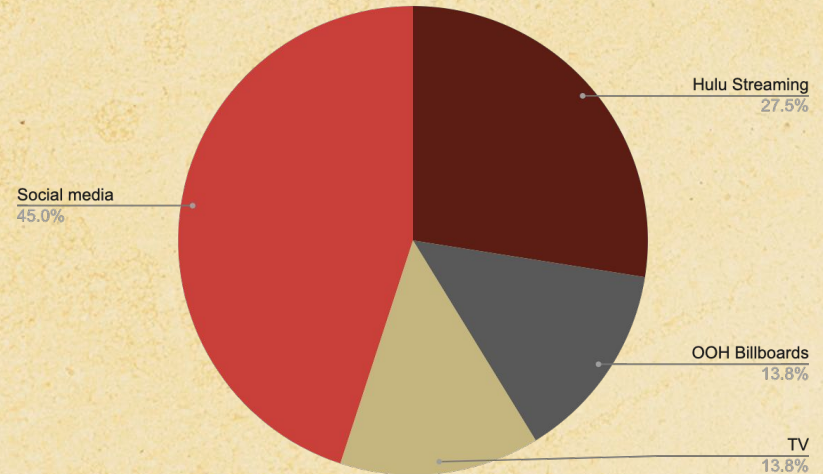
End scene

MEDIA STRATEGY

SOCIAL MEDIA	STREAMING	OOH	Video
<p>Instagram Twitter Linkedin TikTok</p> <p>Instagram, Twitter and TikTok are the leading social media platforms used among young people. Linkedin attracts our driven, powerful target audience. When our audience thinks of their careers and their futures, we want Porsche to be a part of that.</p>	<p>Hulu</p> <p>Over half of Americans in our target audience are subscribed to Hulu (Statista).</p>	<p>Billboards</p> <p>Due to the nature of the Porsche brand and research that shows that a wider geography for OOH can be beneficial to car sales we plan to place billboards around the cities with dealerships in and near them. People are willing to drive and go out of their way for brands like Porsche so we reach a wider audience with a wider geography.</p>	<p>TV</p> <p>Television spots are notoriously known for gaining more trust than online advertising. With Porsche trying to create a presence in a new audience, credibility needs to be at the top of this audience's mind. Additionally, it's highly visual which appeals to our audience as they like the finer things in life and the look of them too.</p>

MEDIA BREAKDOWN

Target Segment	KPI	Media: Vehicle
Women 25-35	50% engagement among the target audience	Social media: Instagram, Twitter, Linkedin Tiktok
Women 25-35	75% reminder of the brand	Television
Women 25-35	75% reminder of the brand	Streaming: Hulu
Women 25-35	75% reminder of the brand	OOH: Business Billboard



LOCATION LOCATION LOCATION



WRAPPING IT UP

Porsche is more than just a color, and you don't need a man to explain this to a woman. She knows what she wants, and what she wants is quality, luxury and speed. Like young, successful women, Porsche works hard too and leaves a lasting impression on anyone who gets in their way.





Thank you!