Porsche realigns marketing organisation: Serviceplan appointed as global lead agency

05/08/2026 As part of its Strategy Sportwagenschmiede 2035, Porsche is also systematically developing its marketing organisation.

The focus is on aligning marketing activities more closely with the customer journey and improving collaboration across all sales levels. The aim is to connect global brand management and market-specific implementation even more effectively. Serviceplan will play a key role in this transformation: effective 1 January 2027, Serviceplan Group SE & Co. KG will become the global lead marketing agency for Porsche AG, Porsche Deutschland, Porsche Lifestyle, and MHP.

“The automotive industry is undergoing profound change. Customer expectations are evolving, and new technologies are creating additional opportunities. That is why we are continuously developing our marketing approach. We want to make the Porsche experience even more coherent and meaningful across all touchpoints, while also tailored more specifically to different markets, channels, and

customer expectations. With Serviceplan as our global lead agency, we are strengthening our ability to deliver content and campaigns faster, more efficiently, and with greater precision," says Matthias Becker, Member of the Executive Board for Sales and Marketing at Porsche AG.

As Porsche's new global creative and marketing partner, Serviceplan will play a key role in shaping the brand and product communications of the future. Together with Porsche, Serviceplan will also support international markets in adapting marketing content more quickly, flexibly, and efficiently to different requirements while creating an even more consistent Porsche brand experience.

With this realignment, Porsche is creating the foundation to further integrate brand management, creativity, technology, and data. At the same time, the new structure strengthens collaboration between the head office, international markets, and Serviceplan.

MEDIA ENQUIRIES

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