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‘Caretakers of Dreams’: a new communications focus for Porsche Classic

Cet article reflète les informations disponibles au moment de sa publication. Certaines informations peuvent ne plus être à jour.

30/11/2021 Porsche Classic is expanding its range to include Performance Parts, as well as products with which customers can further individualize their vehicles. In conjunction with this, Porsche Classic is also fundamentally realigning its communications, where the focus is now increasingly on emotionality, alongside quality and expertise.

"With the communications around this new image, we want to awaken in customers the feelings that

they already associate with their classic Porsche," says Ulrike Lutz, Head of Porsche Classic. "Porsche Classic stands for much more than high-quality original parts and restorations. We want to inspire and encourage our customers and fans to keep their dream car alive." The aim of the new campaign is to strengthen people's identification with the brand. At the same time, it aims to intensify the bond with the Porsche community and the lifestyle that goes with it. This reorientation of Porsche Classic culminates in the 'Caretakers of Dreams' identity. Porsche is thereby systematically implementing its 'Driven by Dreams' brand purpose in this area of the company as well.

The 'Caretakers of Dreams' film, created for the new campaign, exemplifies how emotions are at the heart of Porsche Classic communications. A whole new visual realm, with more than 150 appealing depictions of all the vehicle types and model ranges looked after by Porsche Classic, has also been created. "The images are more editorial, more natural and therefore more authentic than before," says Simone Beutel, Marketing and Communications Specialist at Porsche Classic. "The human component is particularly important, moving away from the classic as a purely owned object to the unique feeling it conveys to its owner."

Porsche is using the newly developed content for all of its own marketing and communications formats, such as printed material, the Porsche Classic website and social media channels. The new communications strategy and corresponding content will also be reflected in product communications.

Relaunch of the Porsche Classic magazine ORIGINALE

The successful Porsche Classic magazine, 'ORIGINALE: Teile, Typen, Technik', which translates as 'ORIGINAL: Parts, Models, Technology', has also been conceptually revised and adapted to the new focus. The new issue, ORIGINALE 07, is now available free of charge from Porsche Classic partners and Porsche Centres.

"ORIGINALE is the communications flagship of Porsche Classic. In total, we have given more than 375,000 copies of the first six issues to customers and fans worldwide. It has become a collector's item. That's why it was important to us that the magazine should be easily recognisable even after the redesign," says Maike Schelling, Marketing and Communications Specialist at Porsche Classic. "We carefully developed the concept further during the relaunch. ORIGINALE is now easier to read, both in terms of the way the subjects are presented and in its layout. The readers of the magazine should therefore perceive Porsche Classic in an even more emotive way and thereby feel an even stronger connection with the brand."

As before, the cover shows an original part, but now with a three-dimensional effect. The title motif and text are centred. The most noticeable changes in the inner section are the now two-column instead of four-column pagination and the integration of several larger images. This gives the layout a clearer structure and makes the articles easier to read.

The editorial provides an easy and emotive introduction to the magazine. It features personalities who

are enthusiastic about classic Porsches and who have a connection to the main theme of each issue. Three 'Hero' products are presented in each edition. This section of the magazine continues to be the heart of ORIGINALE. Full-bleed photographs introduce the stories and present the three products in an extraordinary way.

The main themes of ORIGINALE 07:

- The cover features the overrider for the original 911, which is now available again as a reissue.
- The spine of the magazine is based on the original Polo Red 6602 B Porsche color. This was the colour of the first 911 S Targa delivered in Germany. Since its factory restoration in 2020, this early 911 has shone in new splendor and the magazine reports on its faithful rebuild.
- Lara, also known as @thatporschegirl, is featured in the editorial. Her 911 T from 1969 is the highlight here.
- Presenter and racing driver Eve Scheer, Onassis brand founder Tom Gädtke and coachbuilder Patrick Reile present the three 'Hero' products in this issue: boot lid, air duct and overrider for the F-Model.

Some 1,000 randomly selected copies of ORIGINALE 07 contain a golden ticket. The lucky readers who find one will receive an ORIGINALE collector's edition free of charge, quoting the numerical code printed on the ticket.

About Porsche Classic

Porsche Classic is responsible for spare parts supply and factory restorations of all of the brand's road-approved classic cars. The range extends from a selection of various accessories and technical literature through to classic spare part supply and new editions of spare parts that are no longer available.

Every year around 100 classic Porsche vehicles from the legendary lineup which includes the 356, 914, 959 and 911 (up to and including type 996), as well as the four- and eight-cylinder 924, 928, 944 and 968 series pass through the Classic workshop for factory restoration. The Boxster (type 986), the Carrera GT super sports car and the first-generation Cayenne are also supported. The current spare parts range includes more than 60,000 items. This is supplemented each year by an average of 300 new issues of spare parts that are no longer available as well as new accessory, lifestyle or performance-enhancing parts.

Porsche is also successively extending its international dealer and service network with the Porsche Classic Partner program. These are existing authorized Porsche dealerships with specific expertise in handling classic Porsche cars. The network currently comprises 76 locations, including four Porsche Classic Centers.

To learn more about the three pillars of Porsche Classic (Genuine Parts, Partners and Factory

Restoration), visit PorscheUSA.com/Classic.

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