

newsroom



DE | EN

Porsche continues expansion of online communication

23/10/2015 Informative and user-friendly – Porsche boosts its online communication and continues to expand both the website and the social media newsroom. With success: both were recently presented with prestigious awards.

The company website (www.porsche.com) offers customers and prospects information about the sports cars from Zuffenhausen and Leipzig. The website receives top scores from users. This is confirmed in the latest survey by the well-known US market research institute, J.D. Power in which porsche.com takes 1st place. The survey recognises the industry's websites with the best consumer ratings. The factors assessed were content quality, navigation, appearance and data transfer speed.

Porsche conveys the emotion of the brand in the digital world

"The top ranking at J.D. Power shows that Porsche is successful in conveying the emotion of the brand even in the digital world," says Dr. Kjell Gruner, Head of Marketing at Porsche AG. Recently, the

company also totally revamped its Car Configurator. It is now optimised for desktops, tablets and smartphones and it supports users by individual recommendations during the configuration process.

The latest efforts were not only accepted very favourably by customers but also by experts. Recently, Porsche was also honoured with the well-known "Red Dot Award: Communication Design 2015" by the international Red Dot Jury. Not once but in fact three times. Besides the Porsche Car Configurator, the coveted award also went to the web special for the new Cayman GT4 and the Porsche GTS Community in which users can record their favourite routes all over the world and share them with other fans.

The Porsche Newsroom offers many new functions

The Porsche Newsroom also expands its offer. The portal for journalists, bloggers and the online community now offers an RSS feed and a new newsletter in addition to many other contents. The functions make work for the editors much easier. Subscribers to the RSS feed have faster access to all the relevant information. Short information blocks inform users of more detailed current corporate news, important events in the Porsche world and everything there is to know about the brand. The newsletter summarises the main news of the week. Those interested can register using this link.

Visitors to the Porsche Newsroom have unrestricted access to the entire material without registering. Around 1,000 articles, several thousand photos, videos, press releases and sound files are available. An innovative search function supports personal searches. It filters and collects the results according to media type, date, relevance or category.

The Newsroom of the Year is made by Porsche

The online portal has already received several awards – including "Newsroom of the Year 2015" in the German Prize for Online Communication competition by the trade journal "pressesprecher". It also received a double platinum award at the Spotlight Awards as well as three silver awards: at the Best of Corporate Publishing Awards, the Galaxy Awards and the AutoVision Film and Multimedia Festival in Frankfurt am Main. Yesterday evening, the Econ Verlag publisher and the Handelsblatt news group also chose the Porsche Newsroom for an Econ Award.

"Porsche stands for transparent, up-to-date and current information," said Dr. Josef Arweck, Director Corporate Press at Porsche AG. "The Newsroom is an ideal instrument for this." The portal is corporate blog, online magazine and social media hub all rolled into one and makes researching and access to Porsche topics easier. In addition, it helps to generate ideas for articles, reports, discussions and comments. To support media workers as best it can, Porsche intends to continue enhancing its online communication, for example by making the Porsche Newsroom available on Twitter. Meanwhile, the @PorscheNewsroom account has already 130,000 followers.

The two channels – website and Newsroom – complement each other and together form an

information offer geared to the individual target groups. Porsche Marketing and PR work hand in hand. This applies both to feature planning as well as presentation on the various channels. The company thus utilises synergy effects while at the same time offering integrated online communication.

Link Collection

Link to this article

<https://newsroom.porsche.com/en/company/porsche-news-newsroom-website-online-communication-11526.html>

Media Package

<https://pmdb.porsche.de/newsroomzips/c4b7d444-295a-4517-b40f-62fba230dfd5.zip>