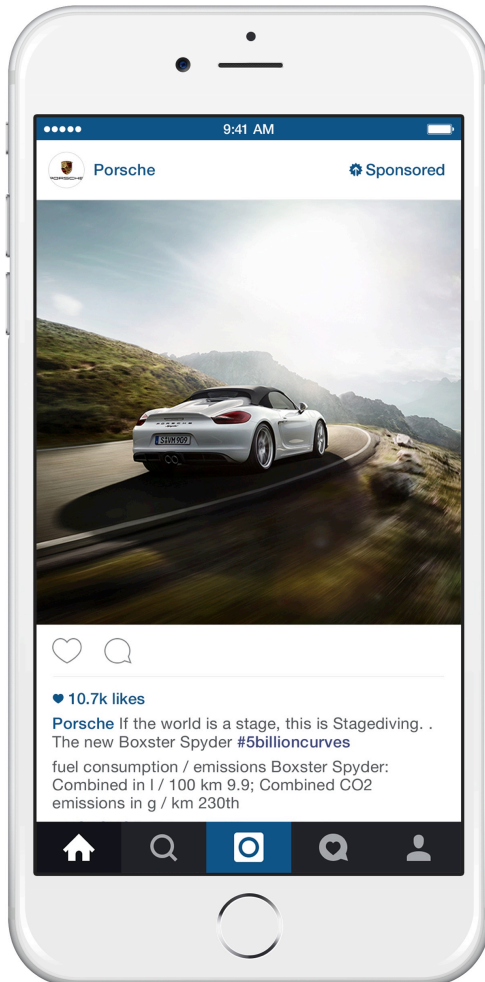




PORSCHE

## UNFILTERED. THE NEW BOXSTER SPYDER

When Porsche wanted to raise awareness of the thrilling new Boxster Spyder, it created a series of slick short Instagram films that showcased the sports car in its natural environment: tackling the curves of the world's greatest roads.



41pt

lift in ad recall

3pt

lift in message association

676k

18+ German males reached

### Power, precision, performance

#### STORY

Experts in the field for over 80 years, Germany's Porsche are the masterminds behind some of the most iconic cars in automotive history. From the 911 and Carrera GT, to the Boxster/Cayman models or the Porsche 918 Spyder, this legendary company built some of the most sporty and elegant cars on the road today.

#### GOAL

### A true classic, reimagined

Porsche wanted to raise awareness of the new Boxster Spyder model. To do this, Porsche capitalised on its existing legacy and combined it with the always-on, and always aspirational power of Instagram.

#### SOLUTION

### The radical return of the roadster

A Porsche demands to be driven, because first and foremost, it is a driver's car. The new Boxster Spyder encapsulates this philosophy and heralds a radical return to the origins of the roadster: two seats, high performance, no room for distractions. It's driving in its purest form.

The campaign on Instagram consisted of ten pieces of original creative, including seven short videos showing the new Boxster Spyder tackling beautiful curves in truly dynamic environments. Stripped-back video matched the bare-bones design of the new car, ensuring the focus stayed on three things: the car, the road and the peerless driving experience.

The six-week campaign began in April, 2015 and yielded some phenomenal results, including a 3pt lift in message association and a massive 41pt lift in ad recall (which peaked in the 18-24 age group, where a statistically significant 45pt lift was observed). Simply put, in terms of ad recall, this was one of the strongest campaigns on Instagram to date.