



PORSCHE





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CELEBRATING A FIRST BIRTHDAY IN PORSCHE STYLE

THINK

Porsche wanted to celebrate the one-year anniversary of the Porsche Experience Center Los Angeles (PECLA) in a manner worthy of the brand's name. To do this, Porsche planned on having a special event to acknowledge PECLA's first 365 days of success and showcase everything that the center has to offer. Porsche's ask of Moxie: raise awareness and get people from throughout the Los Angeles community to show up.

MAKE

PECLA is open to communicating across a variety of platforms, which meant getting the word out would be easy. So we focused our attention on developing a creative centerpiece to celebrate the true star of our show: a Porsche. Using a variety of vantage points, we shot a video of a red Porsche 911 Turbo S doing what it does best, roaring down a speedway. But we gave it a birthday twist. We placed a ring of 365 birthday cakes, each with a single candle, around a circle on PECLA's track. As the video unfolds, we see the Porsche accelerating toward the circle then, with inimitable precision, the car begins to drift along the inside the ring of cakes, blowing out each candle, one by one. All the while, we're hearing the classic "Happy Birthday" tune play, each note drawn out in dramatic juxtaposition with the thunderous roar of the engine.

MOVE

Porsche's Happy Birthday wishes delivered. PECLA's anniversary event was a huge success, with attendance exceeding projected numbers. And with zero media dollars driving it, the happy birthday video received ~500K views. PECLA's Instagram and Facebook following also increased by 25% and 20% respectively.



