

Project: World Premiere Porsche Taycan „Soul, Electrified“,
Canada, Germany, China 2019
Category: Best Corporate Event

Task: Introducing the first ever full electric Porsche: The Porsche Taycan – the most important car for Dr. Ing. h.c. F. Porsche AG since the reveal of the legendary 911. An essential step for the commitment of the brand to a sustainable strategy for the company and our environment. The sports car embodies Porsche's sustainability strategy within itself. It electrifies the soul of the brand: "Soul, Electrified." A new era begins.

Target groups: Each of the three pop-up venues in Canada, Germany and China could host up to 400 journalists and selected VIP's. The livestream addressed the public and Porsche fans around the world. To maximize the relevance of the livestream all events were timewise synchronized and presented by Marc Webber. By combining live elements of all three shows it connected the local premieres to one digital world premiere.

Challenge: The target of the world premiere was to introduce the all-new Porsche Taycan but also communicate the transformation of the brand to e-mobility and its sustainable strategy. It is not possible to talk about sustainability without proof and best practice. Therefore, the concept for the world premiere was based on two main pillars: Build up emotion and excitement about the most important Porsche product of the decade and at the same time minimize the CO² footprint of the event.

Concept: How can we connect and bring emotion to the symbiosis of sustainability and a Porsche sports car? Clean energy is based on the forces of nature: Wind, water and sun. The production was based on shaping the first Porsche electric sports car out of these elements resembling the dynamic and power of the Porsche Taycan. To reduce CO² emission of long-distance flights the world premiere was planned on three continents in the three most important markets: North America, Europe and Asia. There were few options of locations which would be capable to host this unique world premiere and also fit the concept. The live event was hosted in three identical cubic buildings – constructed next to the Niagara Falls (CAN), to one of the biggest solar parks of Europe in Neuhardenberg (GER) and to the wind farm in Pingtan (CHN). At the end of the reveal the whole back wall of the cubes opened and offered a breathtaking natural backdrop for the all-new Porsche Taycan.

Result: The world premiere of the Porsche Taycan was a full success. Positive media coverage was on an all-time high. The livestream counted more than 7.000.000 views – a record, also for Porsche.

Sustainability: The sustainability concept has also been a premiere and set not only ecological standards but social standards as well. From the beginning external experts for sustainability were involved to evaluate each step during the planning process. By splitting the event to three locations we saved 16% CO² emissions of mobility and accommodation, a sustainable catering concept and tender for all events saved 40% and local sourcing in China saved 39% in setup and construction. All CO² emissions which have been unavoidable were compensated after the event by the Dr. Ing. h.c. F. Porsche AG.