

Porsche Sound Night 2018 (Konzeptleitfaden)

By STAGG & FRIENDS GMBH, Dusseldorf

BACKGROUND & TASK

Symphony of 82 cylinders.

To mark the 70th anniversary of "Porsche Sportwagen" Porsche wanted to create a highlight live experience. STAGG & FRIENDS therefore developed a production that brought its brand's essence to life. The unmistakable sound of the Porsche vehicles.

OBJECTIVE

To bring the brand's DNA to life

No other vehicle manufacturer defines itself to the same extent by its own distinctive sound as does Porsche. The brand's voice has been unmistakable for generations. The Porsche Sound Night is an emotional translation of Porsche's DNA into a live communication format. The unmistakable sound of the vehicles is an expression of their history and a promise.

The event staged "70 years of Porsche Sportwagen" in front of a large audience.

At the core of the staging of this brand, which has undergone changes, is the one constant: The unmistakable sound of the vehicles' engine as an emotional trigger and its characteristic style.

IDEA (CREATIVITY & INNOVATION)

STAGG & FRIENDS developed and staged a unique new overall concept:

70 years of Porsche history told by the engines of the 13 legendary Porsche models. The Porsche sound served as the unifying element over various decades.

The interior of the Porsche-Arena was the Motordrome. This is where, one by one, 13 Porsche vehicles from different decades and racing eras made their grand entrance. During a lap of honor through the Motordrome, each vehicle provided a taste of the rich sound of its engine, before these high horsepower sports cars were presented in detail on a turntable on stage by renowned speakers. The uproar and rumbling of the engines was the focus here; after all, the Sportwagen series' unmistakable soundscape formed the dominant theme of the evening.

EXECUTION

Supported by emotional media images on the centrally located video cube, the entry of each racing car represented an era of motor sport history. Each car was accompanied by a racing legend who provided authenticity through their anecdotes, personal experiences and charming stories. It was a journey through time, spanning over the last 70 years to the present. Porsche Motorsport in its purest form!

The proof that we hit the mark with our concept: The aficionados, who were present, could not get enough of the sonorous engine noise. Upon multiple requests from the audience, we refrained from playing the discreet background music whilst the sports cars exited. The engines alone set the tone.

For the grand finale, all vehicles entered together and the engines roared once more. A spectacular sound produced by a total of 82 cylinders, which provided ringing in the ears and adrenaline rushes for the high horsepower enthusiasts.

USE OF TECHNOLOGY

The show was opened with a specially composed sound production.

Performance artists used Mogeas (vibration sensors) to create the rhythm for a sound collage through the precise drumming and swiping motions on the Porsche Panamera. Once more, the sound was consistently placed in the foreground and was staged in this novel way.

Digital perimeter elements along the race track were used to provide additional information. They displayed the key vehicle data for each vehicle as it entered

TARGET GROUP & AUDIENCE

In a nutshell: Petrol Heads

For the eardrums of all Petrol Heads who share an enthusiasm for this distinctive and unique engine sound, the Porsche Sound Night is like birthday and Christmas rolled into one.

In addition to the Porsche enthusiasts, the vehicle manufacturer also invited employees, legendary personalities from the Porsche Motorsport era, members of the worldwide Porsche Clubs and representatives of the international press.

MEET & GREET @ THE WARM UP

Even before the entrance, the car park adjoining the venue was developed into a “hotspot”. This is where the hoods of the protagonists were opened and the engines were warmed up. The acoustics in the hallway of the multi-story car park, combined with the powerful engines, created a spectacular soundscape that made dozens of inquisitive guests rush to look over the car park’s balustrade and look down on these motorsport legends parked below.

POP UP STORE

In addition to the staged show, the Porsche family had access to two pop-up stores. Apart from regular Porsche fan articles, the stores also offered corresponding merchandise with the “line up” – matching the concert character of the event.

COMMUNICATION STRATEGY

The following channels were used for this event and communication

- Live Real (on site)
- Live Digital (Live-Stream via Facebook)

Additional communication before and after the event via social media channels:

- Porsche Homepage
- Porsche Museum Homepage
- Porsche Newsroom (Porsche Media Portal)
- Porsche Newsletter
- Instagram, Facebook, YouTube

SUCCESS & RESULTS

An evening with 13 rare, historic and current Porsche motor sport vehicles, 16 Porsche motor sports legends and thousands of enthusiastic Porsche fans.

The approximately 4,000 tickets were sold out within a view hours, and the response in the social media surpassed all expectations by far.

A concept that will be continued. Goosebumps included.

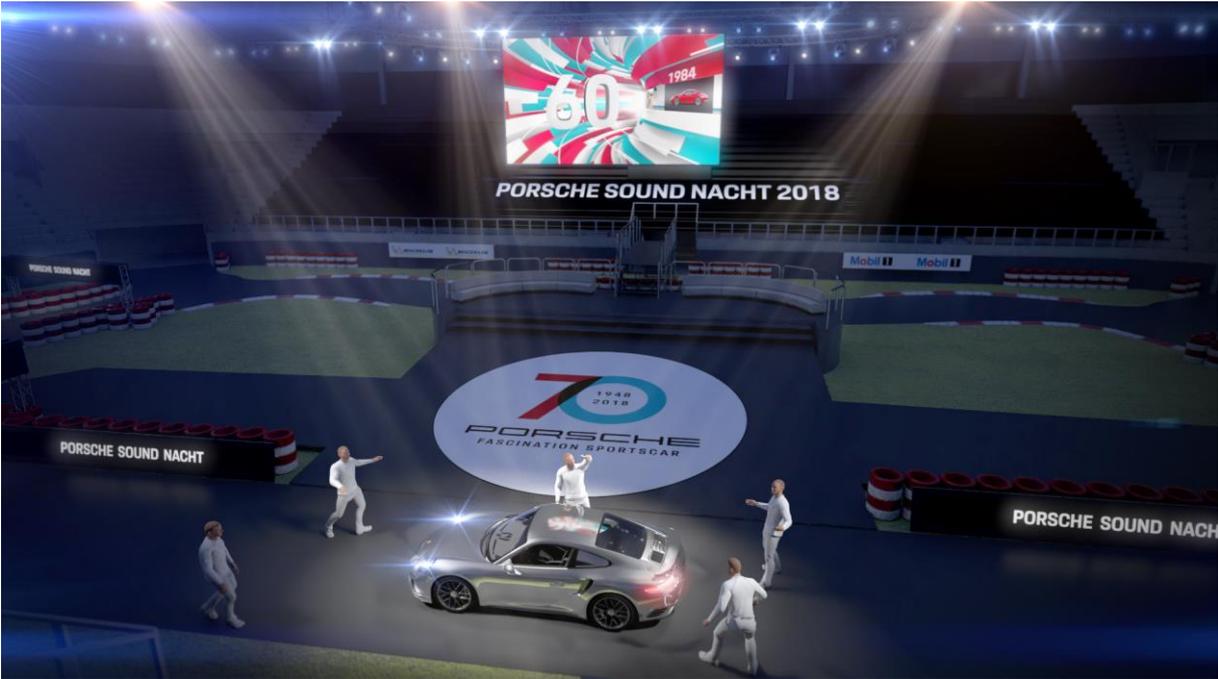
Rendering STAGE & INDOOR SPACE



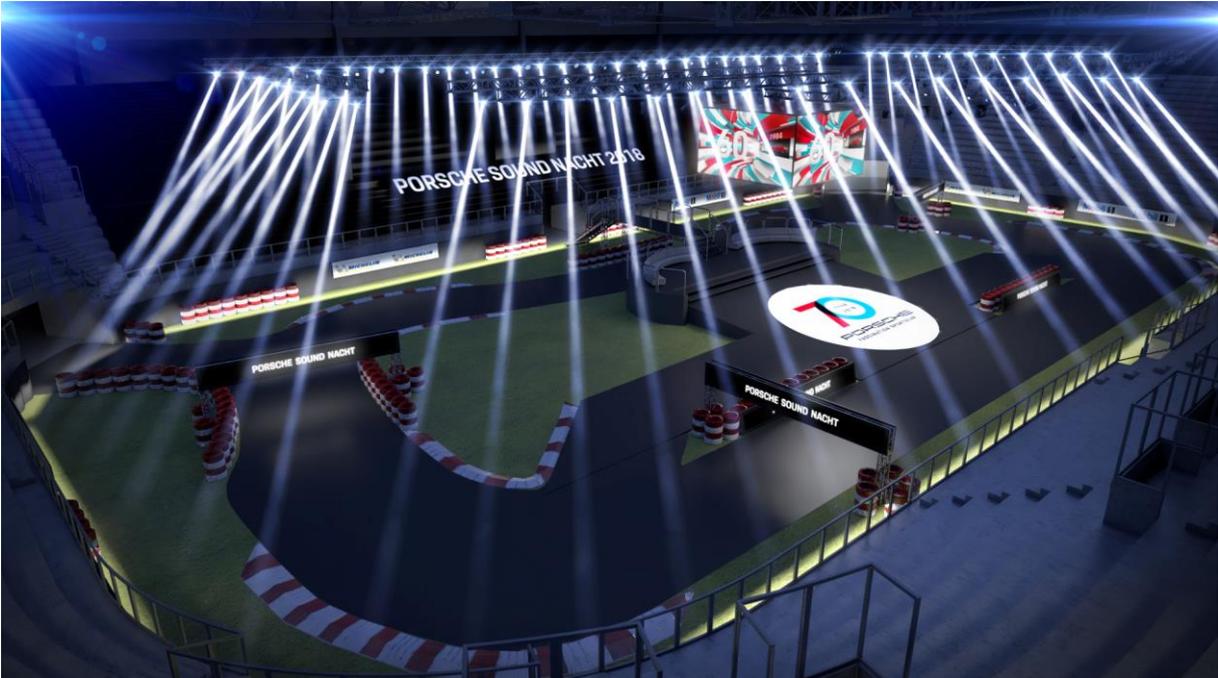
Rendering OPENING SHOW I



Rendering OPENING SHOW II



Rendering OPENING SHOW III



Rendering MEDIA CONTENT | STYLEFRAME COUNTDOWN

Starting from the anniversary logo, a "time tunnel" opens from the 0 of the number 70. Counted down from 69 to 0, the numbers move dynamically towards the camera. Speedlines stream out of the tunnel, as do embedded historical images and displays of Porsche. Between the Speedlines, years are discreetly integrated without distracting from the countdown.



Rendering MEDIA CONTENT | STYLEFRAME TEASER

Since historical footage is often only available in low resolution, a graphic bracket is developed to embed and extend this footage in an exciting way. The result is a homogeneous, visual experience that combines countdown and show parts including teasers. Speedlines, dates and headlines from Porsche's history (e.g. advertisements) are combined.

The teaser is played on the video cube while a vehicle drives into the arena and then turns its lap on the race track, thus visually supporting the performance with historical images.

The speedlines overlap in a 3-dimensional look. They not only provide dynamics, but also serve as a mask for implementation and extension.

