

## #STARTFROMZERO

### COMPANY/SUBMITTER:

Agentur für Markenträume

### CUSTOMER/CLIENT:

Dr. Ing. h.c. F. Porsche AG

### PROJECT:

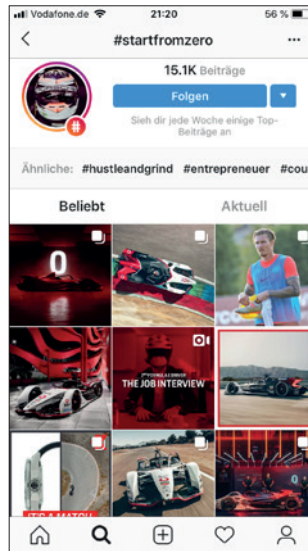
Formula E Brand Appearance E-Village

**With the #startfromzero campaign, Dr. Ing. h.c. F. Porsche AG enters in 2019 the E-Village „Drive Zone“ of the Formula E in season 5. Be it Rome, Paris or Berlin – the modular event kit ensures a uniform brand presence worldwide.**

Porsche presents itself progressively, dynamically and openly towards a young and urban target group. Visitors have the opportunity to dive into the World of Porsche and to experience its innovations, history and electromobility's state-of-the-art.



The campaign #startfromzero forms the communicative heart of the Porsche Formula E vision.



With the Instagram account, the fan is always close to the scene of the first Formula E season of the brand. From news, racing calendars, off the racetrack to test rides of the drivers, the community stays always up to date.





**In the E-Village, the guests are entertained with moderation and media in the pavilion in the area of the grandstand.**



The Kids' Corner offers the youngest fans of the brand the opportunity to build their first own Porsche, while the older youth meet up for the battle on the Race Simulator.

On the Plaza, the study of the “Mission E” takes place using iPads to get access to the virtual vehicle and the visitor can experience the Porsche Taycan before its world premiere. The production vehicle of Formula E forms the center of the stage and moderation.





**The virtual Porsche workshop is in the rear part of the building. Fans of the brand can dive into the Porsche World.**



There, the sports car manufacturer recalls its beginnings – 70 years ago – making the first Porsche workshop and its surroundings in the Austrian town of Gmünd visible for the visitor. The virtual workshop of the year 1948 is created by data glasses.

The progressive architecture in its extraordinary form is a signpost for the future of mobility of the Porsche brand.



This brand image was designed in close co-operation with Porsche AG and the customer. Therefore, the consistent, attention-grabbing implementation was always closely linked to the #startfromzero campaign.



