

# Porsche Demonstrates “Everyday Magic” with Mobile Rich Media Campaign

## GOAL

Create a cross platform campaign to drive affinity for the Porsche brand.

## SUMMARY

- **Rich Media:** Porsche and their agency Omnicom Media Group Chicago, created a 6-month campaign that highlighted real consumer stories about the experience of owning and driving a Porsche. To bring these stories to life, Porsche utilized a mobile rich media ad unit that featured video of these “Everyday Magic” moments.
- **Cross-Platform:** To maximize the reach of the campaign, Millennial Media ran the mobile ads across all major smartphone operating systems, including iOS, Android, RIM, Windows Phone 7, etc., and on connected devices like the iPad.
- **Retargeting:** The mobile advertising campaign used a variety of ad targeting methods, including retargeting consumers who had engaged with previous Porsche ads.

## RESULTS

- The mobile ads served to retargeted users had a clickthrough rate over 4X industry standards.
- Strong engagement with the featured videos in the creative.

“The core idea for the Engineered for Magic campaign was to demonstrate the everyday usability of our cars while showcasing the emotion our owners feel driving their Porsche. Utilizing a platform that is essential to everyone’s daily routines was paramount to delivering the message and engaging with our customers and competitive targets; leveraging the interactivity of these devices really helped us bring the campaign to life.”

~ Josh Cherfoli, Online & Relationship Marketing Manager at Porsche Cars North America

