

PORSCHE X PUMA

*two icons of fast*



THE PRODUCT LINE  
Porsche x Puma

PORSCHE



# SWOT

Porsche x Puma

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**S**

- Highly Targeted Strategy
- Strong Brand Alignment
- Effective Influencer Marketing
- Creative Tech Integration

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**W**

- Limited Product Supply
- Relatively Niche Appeal

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**O**

- Longer-Term Brand Collaborations
- Global Expansion

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**T**

- Hype Fatigue
- Counterfeit Risks
- Cross-Branding Confusion

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# KEY TAKEAWAYS

*the improvements*

- Post Sneaker Drop Engagement
- Expand Brand-Owned Story Telling
- Wider Audience Accessibility
- Sustainability Appeal

PORSCHE



# KEY TAKEAWAYS

*the applications*

- Identify shared values
- Create targeted exclusivity
- Integrate into their lifestyle
- Deepen Audience Understanding
- Set clear and measurable goals

**OnPoint**<sup>®</sup>  
COMMUNITY CREDIT UNION

PORSCHE



# ORGANIZATIONS

*Accomplishments*

- **Knew their audience** - 40% of Porshe fans love fashion
- **Set clear, measurable goals**
- **Used the right platforms** - Snapchat AR, Instagram, Hypebeast, Vice
- **Strategic influencer picks** - non-traditional creators matched audience passions

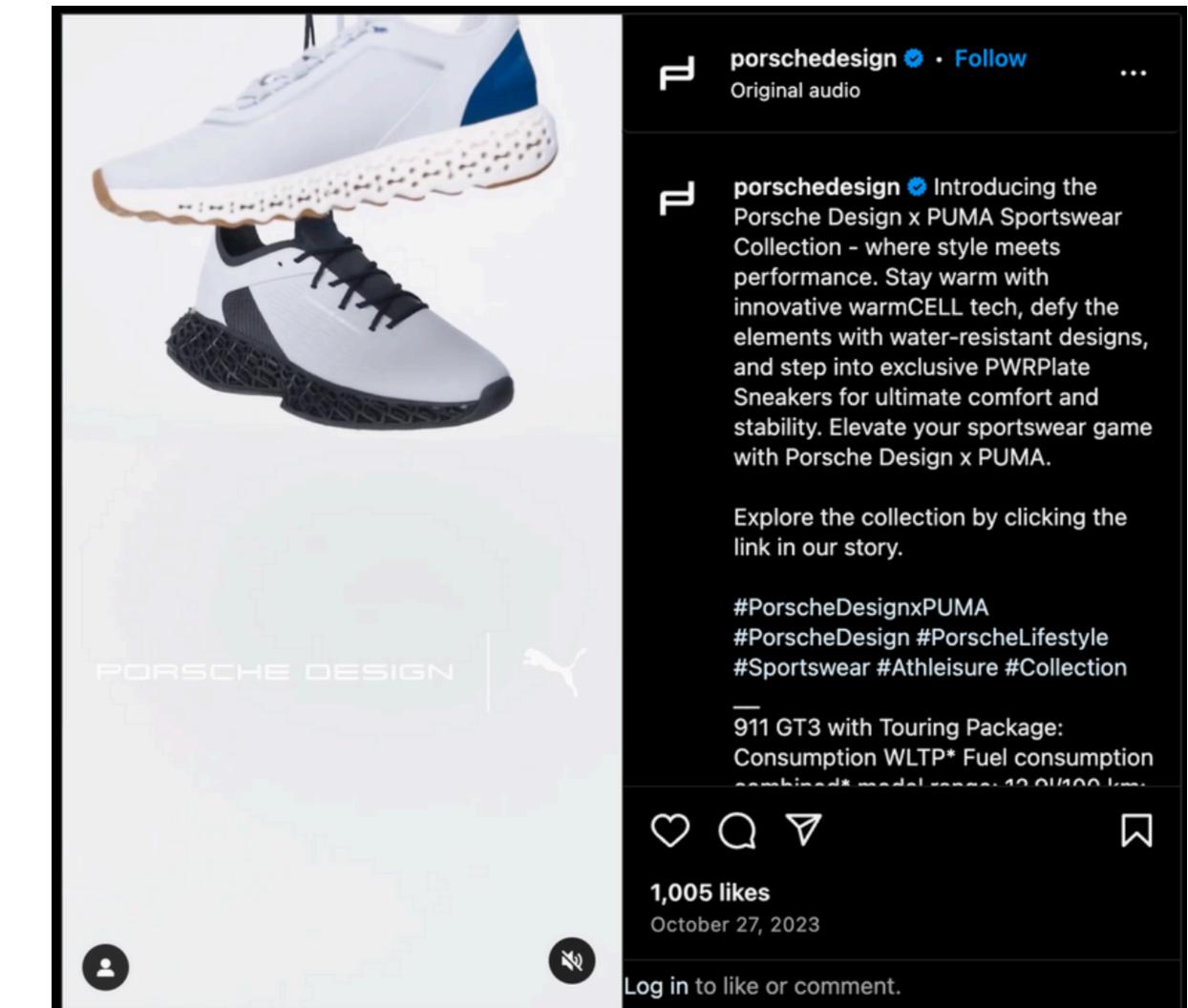
Try the AR experience on Snapchat:



# ORGANIZATIONS

*Gaps*

- **Sold out fast** - missed chance to drop a second release
- **No in-person activity** - no pop-up or retail events
- **Cars weren't featured much** - missed cross-promotion opportunity

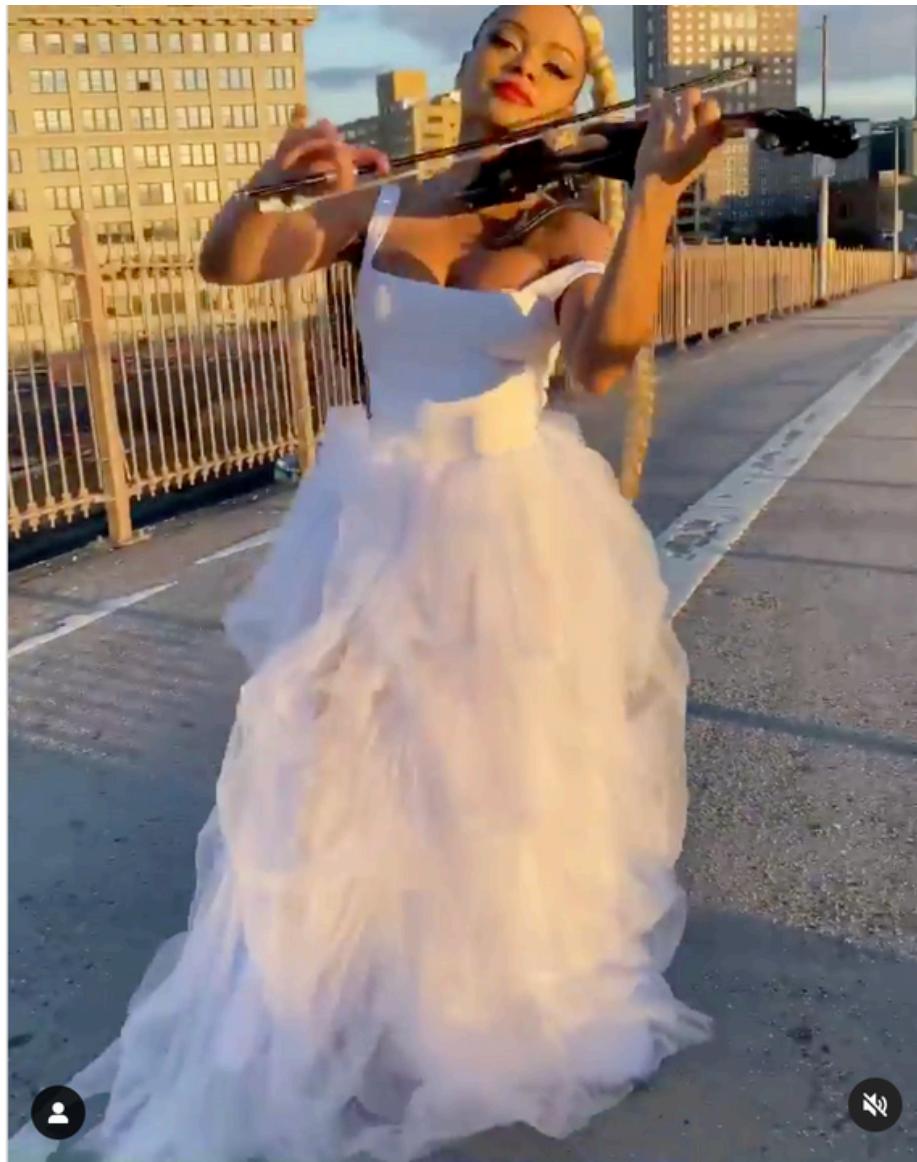


WHAT WE CAN TAKE AWAY

*Porsche x Puma*

# ~~BIGGEST~~ DRIVER OF SUCCESS

## *Influencer Collaborations + Creative Content*



iammappy • Follow  
Paid partnership with porsche ...

iammappy • Guys!!! 😍 I am so excited to announce that I have partnered with @Porsche and @puma on their new limited-edition sneakers!! Inspired by the 911 Turbo, @Porsche and @puma have partnered to create limited-edition sneakers to celebrate 8 generations of this ride. #AD This partnership brings together two icons of German design to create a one-of-a-kind shoe. The collection officially releases on November 17. #Porsche #Puma

Edited · 230w

the.truth.in.plain.sight Bravo à toi et tout ton succès 🍍🔥

196w Reply See translation

101,111 views November 16, 2020

Add a comment... Post

- Influencers created authentic, high-quality content (like music performances and unboxings)
- Reached beyond just sneakerheads or car fans, pulling in a younger audience.
- Influencer content drove 15% of total sales and had a 9.9% engagement rate

# HOW ONPOINT CAN APPLY THIS

- Partner with a few well-known or up-and-coming University of Oregon student influencers (athletes, content creators, club leaders, etc)
- Choose voices that feel authentic, not overly polished
- Show how OnPoint fits into real student life: Grocery shopping, rent, books, travel
- Make it about freedom, security, and being an adult, not just accounts and loans

# WHY IT'LL WORK

- Students trust and relate more to their peers than a brand account
- Good influencer content can go viral, especially when it hits on common experiences (money stress, student life, etc).
- Has the potential to humanize the brand and build authentic visibility in the target demographic

THANK YOU

*porche x puma*