



PORSCHE X PUMA

two icons of fast



INTRODUCTION

Porsche x Puma

PORSCHE



SWOT

Porsche x Puma

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- **Highly Targeted Strategy**
 - **Strong Brand Alignment**
 - **Effective Influencer Marketing**
 - **Creative Tech Intergration**
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- **Limited Product Supply**
 - **Relatively Niche Appeal**
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- **Longer-Term Brand Collaborations**
 - **Global Expansion**
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- **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



PORSCHE



ORGANIZATIONS

Accomplishments

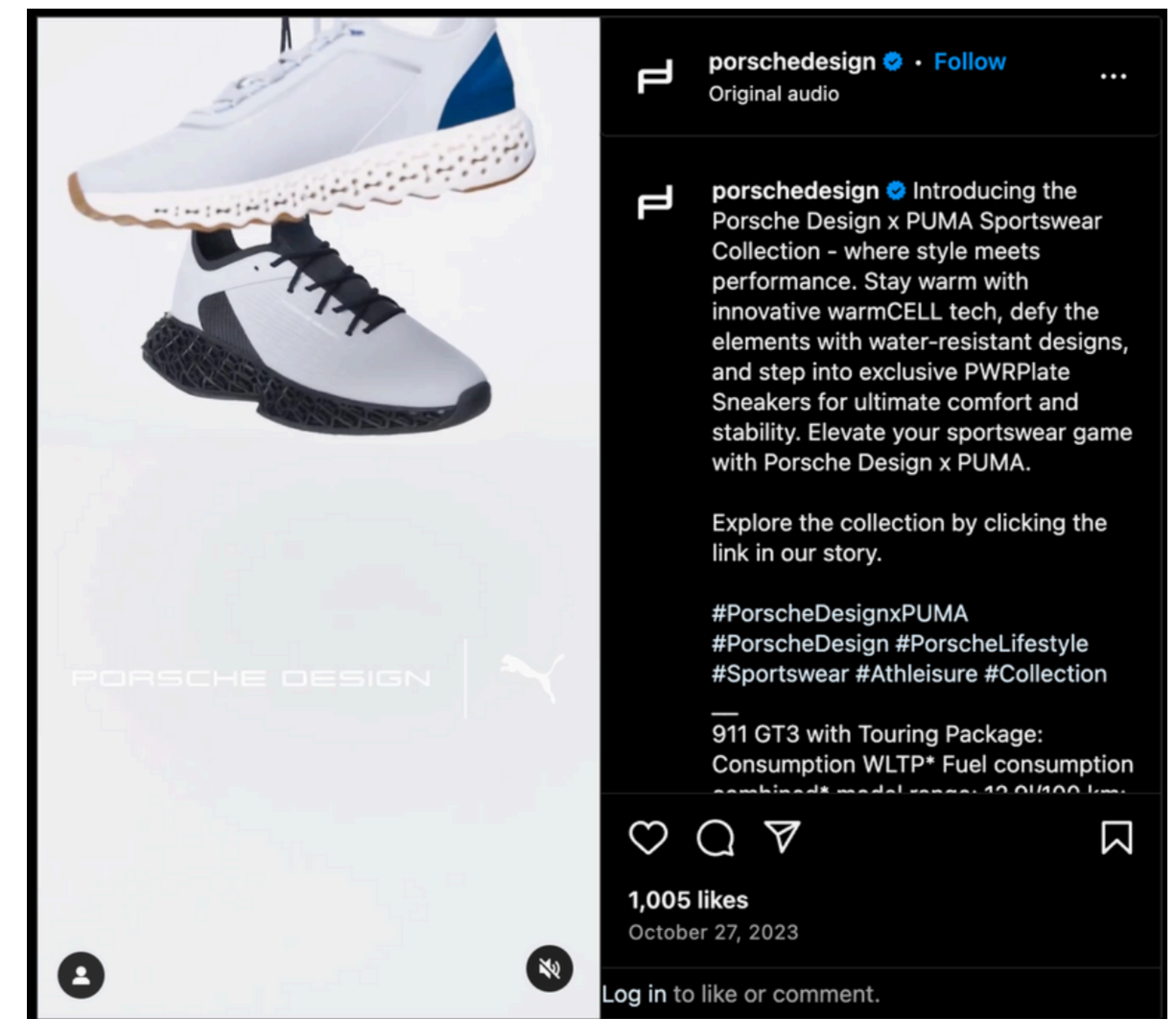
- **Knew their audience** - 40% of Porsche fans love fashion
- **Set clear, measurable goals**
- **Used the right platforms** - Snapchat AR, Instagram, Hypebeast, Vice
- **Strategic influencer picks** - non-traditional creators matched audience passions



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



- 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

