

4.3 Competitor Benchmarking

4.3.1 Tesla

Tesla has positioned itself as the leading benchmark for digital-first strategies in the EV industry. The company operates with a direct-to-consumer business model that eliminates dealerships, allowing for complete reliance on digital platforms for sales and customer engagement (Mangram, 2012). Its website functions as an end-to-end hub where customers can configure, purchase, and track vehicles. Social media remains Tesla's most powerful channel, driven by Elon Musk's personal brand and amplified through viral and user-generated content (Statista, 2024). Tesla spends minimal amounts on traditional advertising but consistently achieves higher engagement and online visibility than competitors (IEA, 2023). Its mobile application integrates vehicle control, updates, and customer service, further reinforcing a seamless digital ecosystem. Compared with Porsche, Tesla demonstrates far greater integration between digital marketing, customer experience, and product ownership.

4.3.2 Audi

Audi has established itself as a strong digital competitor through premium storytelling and technology-driven campaigns. The launch of its e-tron series was supported by the "Electric has gone Audi" campaign, which focused on blending sustainable performance with luxury appeal (Audi AG, 2021). Audi makes extensive use of augmented and virtual reality, allowing potential buyers to visualize vehicles in their own environments (Okonkwo, 2020). Its digital content on Instagram and YouTube emphasizes sleek design, innovation, and lifestyle integration, helping Audi to connect with younger digital-savvy audiences. Audi's campaigns often highlight inclusivity and sustainability, striking a balance between heritage and innovation. While Porsche offers some virtual reality experiences, Audi's consistent deployment of immersive tools provides a stronger customer engagement model.

4.3.3 BMW

BMW leverages its strong brand reputation in both digital innovation and service integration. Its “My BMW” application connects drivers with real-time vehicle information, service bookings, and personalized promotions, creating an ecosystem that merges product ownership with digital lifestyle management (BMW Group, 2022). Campaigns for the BMW i4 and iX highlight not only vehicle features but also the wider digital services surrounding them, positioning BMW as a leader in connected mobility. BMW also invests heavily in AI-powered personalization and predictive CRM systems that tailor marketing content to customer preferences (Payne & Frow, 2017). Compared to Porsche, BMW demonstrates superior integration of CRM data, ensuring long-term loyalty and higher retention among luxury consumers.

4.3.4 Mercedes-Benz

Mercedes-Benz markets its EQ range of electric vehicles through a combination of luxury heritage and forward-looking innovation. Its campaigns emphasize digital-first storytelling, often featuring cinematic online launches and influencer collaborations (Deloitte, 2022). The company has invested in AI-driven chatbots for customer inquiries, as well as immersive 3D configurators that allow full customization experiences online (KPMG, 2023). Mercedes has also explored gamified digital events to attract younger audiences while reinforcing its premium identity. In comparison, Porsche has maintained a more conservative approach, emphasizing tradition and exclusivity, which leaves it at a disadvantage when appealing to digital-native consumers who expect interactive and technology-driven engagement.

Table 4.1: Competitor Digital Benchmarking

Brand	Digital Model & Sales	Content & Storytelling	Technology & CRM	Strength vs Porsche	Weaknesses vs Porsche

Tesla	Direct-to-consumer, online configurator, app ecosystem	Viral, user-generated, Musk-led branding	Integrated app, OTA updates, digital-first CRM	Seamless digital journey, strong engagement	Limited luxury heritage compared to Porsche
Audi	Dealer + digital mix, AR/VR experiences	“Electric has gone Audi,” lifestyle storytelling	AR/VR configurators, strong social media	Consistent immersive campaigns, premium appeal	Less exclusivity focus than Porsche
BMW	MyBMW app, connected ownership services	Balanced luxury + innovation campaigns	AI-driven CRM, predictive personalization	Strong CRM integration, digital ecosystem	Less heritage storytelling than Porsche
Mercedes-Benz	Luxury + digital-first EQ launches	Cinematic campaigns, influencer collabs	AI chatbots, 3D configurators	Combines luxury heritage with innovation	Slower engagement growth than Tesla/Audi
Porsche	Porsche Connect, VR Taycan showroom	Heritage-driven branding, limited	Fragmented CRM, weaker personalization	Strong heritage, exclusivity	Lacks integrated digital ecosystem,

		interactive campaigns			weaker social media
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Note: Data compiled from Mangram (2012); Audi AG (2021); BMW Group (2022); Deloitte (2022); KPMG (2023); Statista (2024).

4.3.5 Comparative Insights

The benchmarking exercise reveals distinct strategic patterns. Tesla excels at creating a seamless digital ecosystem with high consumer engagement and minimal reliance on traditional advertising (Mangram, 2012). Audi leads in premium storytelling and immersive content, while BMW integrates vehicle ownership with advanced CRM and digital services (Payne & Frow, 2017). Mercedes-Benz differentiates through digital-first luxury campaigns and AI-enabled customer support (KPMG, 2023). Porsche, in contrast, has not yet fully transitioned toward a holistic digital-first strategy. Its current efforts, such as Porsche Connect and VR showcases, remain fragmented and less integrated compared with competitors. To remain competitive, Porsche must merge its heritage-driven brand identity with a stronger, data-driven, and interactive digital strategy that aligns with the expectations of younger luxury consumers (Okonkwo, 2020; McKinsey, 2023).

4.3.6 Competitor Metrics & Ranking

To move beyond qualitative descriptions, the benchmarking is now supported with measurable indicators. Five core metrics were selected that capture digital maturity:

1. **Social Media Engagement** (reach, interaction, virality) – 25%
2. **App Ecosystem & Digital Integration** (apps, OTA updates, connectivity) – 20%
3. **CRM Maturity** (personalization, predictive analytics, retention tools) – 20%
4. **Immersive Tools (AR/VR, configurators)** – 15%
5. **Digital Sales Model** (direct-to-consumer, configurator quality) – 20%

Each brand is scored on a **0–10 scale**, weighted, and then ranked.

Table 4.2: Metrics-Based Ranking of Competitors

Brand	Engagem ent (25%)	App Ecosyst em (20%)	CR M Maturi ty (20%)	Immers ive Tools (15%)	Digi tal Sales Model (20%)	Weigh ted Score (100)	Ra nk
Tesla	10 (2.5)	10 (2.0)	8 (1.6)	7 (1.05)	10 (2.0)	9.15	1
BMW	8 (2.0)	9 (1.8)	9 (1.8)	7 (1.05)	8 (1.6)	8.25	2
Audi	8 (2.0)	8 (1.6)	7 (1.4)	9 (1.35)	7 (1.4)	7.75	3
Merced es	7 (1.75)	8 (1.6)	7 (1.4)	8 (1.2)	7 (1.4)	7.35	4
Porsch e	6 (1.5)	7 (1.4)	6 (1.2)	7 (1.05)	6 (1.2)	6.35	5

(Weighted contributions are shown in brackets.)

Conclusion

The ranking highlights that **Tesla leads decisively** with a seamless digital ecosystem, viral engagement, and strong direct-to-consumer sales. **BMW** follows as a leader in CRM maturity and connected ownership, while **Audi** ranks third for immersive tools and lifestyle storytelling. **Mercedes-Benz** balances luxury heritage with digital innovation but lags behind in engagement growth. **Porsche**, despite strong brand heritage, ranks last due to weaker CRM, less integrated digital sales, and limited immersive deployment.

4.4 Market Segments & Digital Channels

Understanding the segmentation of the luxury EV market and the digital channels through which consumers interact with brands is critical to Porsche's digital strategy. This section identifies key consumer groups, their behaviors, and the platforms that shape their engagement with automotive brands.

4.4.1 Geographic Segments

The most significant luxury EV markets for Porsche include **Europe, North America, and China**. Europe remains the core region due to strict environmental regulations, financial incentives for EV adoption, and a strong culture of premium automotive consumption (IEA, 2023). North America is highly competitive, with Tesla dominating consumer mindshare and digital engagement (McKinsey, 2023). China is the fastest-growing EV market worldwide, where mobile-first consumers increasingly expect online purchasing and social commerce integration (Statista, 2024). Porsche must therefore tailor its digital communication: emphasizing **sustainability in Europe, performance and exclusivity in North America, and mobile-first convenience in China**.

4.4.2 Demographic Segments

Porsche's EV customers are typically **affluent individuals aged 25–45**, concentrated among Millennials and early Gen Z professionals. These consumers are financially capable of purchasing luxury EVs but expect more than prestige—they demand **innovation, sustainability, and digital-first convenience** (Francis & Hoefel, 2018). A secondary demographic group includes established professionals aged 45–60, who value exclusivity and heritage but are slower adopters of digital-first tools (KPMG, 2023).

4.4.3 Psychographic Segments

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Psychographic segmentation highlights the **motivations and values** that drive EV adoption:

- **Eco-Luxury Consumers:** Prioritize sustainability, ethical consumption, and alignment with environmental values (Deloitte, 2022).
- **Tech-Savvy Pioneers:** Enthusiastic about innovation, connected services, and immersive digital tools (McKinsey, 2023).
- **Prestige Seekers:** Motivated by exclusivity, brand heritage, and social signaling through luxury ownership (Kapferer & Bastien, 2017).

These segments align closely with the consumer personas Porsche must engage with, differentiated digital approaches.

4.4.4 Digital Channels of Engagement

Luxury EV buyers are highly active across digital platforms, with **multi-channel journeys shaping purchase behavior**. The most influential channels include:

- **Instagram & TikTok:** Drive lifestyle storytelling and influencer collaborations, particularly effective with younger demographics (Duffett, 2017).
- **YouTube:** Supports long-form storytelling, reviews, and behind-the-scenes content, enhancing authenticity and trust (Statista, 2024).
- **Company Apps & Configurators:** Consumers expect seamless tools for personalization, purchase tracking, and digital services (BMW Group, 2022).
- **Virtual & Augmented Reality:** Immersive experiences for exploring vehicles online, now an industry standard in the luxury segment (Audi AG, 2021).

Table 4.2: Consumer Personas for Porsche EVs

Persona Name	Demographics	Motivations	Digital Behaviors	Key Touchpoints
Tech-Savvy Millennial	30 years old, urban	Innovation, speed, digital convenience	Heavy Instagram/TikTok use, expects	Porsche app, AR

	professional, high income		mobile-first services	configurator, social media
Eco-Luxury Entrepreneur	40 years old, owns a business, values sustainability	Environmental responsibility, brand values	Engages with thought- leadership on LinkedIn & YouTube	CSR campaigns, long-form storytelling, brand website
Prestige Seeker	50 years old, established professional	Exclusivity, heritage, social status	Prefers polished website and private digital experiences	Online configurator, VR showroom, personalized CRM emails

4.4.5 Implications for Porsche

The segmentation analysis shows that Porsche must adopt a **multi-layered digital strategy**. While Tesla dominates among tech pioneers and Audi resonates with eco-luxury buyers, Porsche holds a competitive advantage with prestige seekers due to its heritage. However, long-term growth will depend on expanding appeal to younger, tech-oriented, and sustainability-driven consumers through **integrated CRM, AR/VR configurators, and mobile-first engagement** (McKinsey, 2023; Deloitte, 2022).

4.5 Internal Analysis

Evaluating Porsche's internal position provides insight into its readiness to compete in the luxury EV market. While the company benefits from strong brand equity and a reputation for engineering excellence, its digital transformation has been slower compared with competitors. This section reviews Porsche's current digital maturity, its target audience

personas, and its organizational readiness before summarizing strengths, weaknesses, opportunities, and threats in a SWOT framework.

4.5.1 Porsche's Current Digital Maturity

Porsche has introduced several digital initiatives, including the **Porsche Connect app**, an online configurator, and a virtual reality showroom for the Taycan. These tools demonstrate an awareness of the shift toward digital-first engagement. However, adoption remains fragmented. Social media communication lacks consistency compared with Tesla and Audi (McKinsey, 2023). Porsche's CRM system lags behind BMW's predictive personalization, which is increasingly viewed as an industry benchmark (BMW Group, 2022). The brand still relies heavily on dealership-based models, limiting its ability to create seamless direct-to-consumer experiences (KPMG, 2023). Porsche's heritage-driven identity continues to dominate its messaging, but it has yet to fully integrate personalization, interactivity, and real-time engagement into its digital strategy (Deloitte, 2022).

4.5.2 Target Audience and Personas

Porsche's target consumers for EVs fall into three primary personas, previously outlined in **Table 4.2**. These include:

- **Tech-Savvy Millennials** expect mobile-first services, innovation, and interactive engagement (Francis & Hoefel, 2018).
- **Eco-Luxury Entrepreneurs** prioritize sustainability and ethical business practices while maintaining exclusivity (Deloitte, 2022).
- **Prestige Seekers** value heritage and craftsmanship but demand premium digital touchpoints for personalization (Kapferer & Bastien, 2017).

At present, Porsche's digital ecosystem appeals most strongly to prestige-oriented buyers, reinforcing exclusivity. However, it underperforms with Millennials and eco-luxury buyers, who increasingly drive growth in the global EV market (IEA, 2023).

4.5.3 Organizational Readiness

Internally, Porsche has both enablers and barriers to digital transformation. Financial resources, strong brand equity, and access to Volkswagen Group's broader technological infrastructure serve as clear strengths (Statista, 2024). However, Porsche's corporate culture remains conservative and cautious about adopting disruptive innovations. This cultural conservatism slows adaptation compared with agile competitors such as Tesla (McKinsey, 2023). Additionally, Porsche's reliance on dealer networks introduces resistance to digital-first models, as dealerships still prioritize traditional in-person interactions over online integration (Deloitte, 2022).

4.5.4 SWOT Analysis

Strengths

- Iconic brand heritage and global recognition (Statista, 2024).
- Reputation for engineering excellence and performance (IEA, 2023).
- Strong loyalty among existing luxury buyers (Francis & Hoefel, 2018).
- Access to Volkswagen Group's broader technological resources (Statista, 2024).

Weaknesses

- Slow adoption of digital-first strategies compared with Tesla and BMW (McKinsey, 2023).
- Inconsistent social media engagement across regions (Deloitte, 2022).
- Fragmented CRM system that lacks predictive personalization (BMW Group, 2022).
- Heavy reliance on dealer networks, limiting direct-to-consumer opportunities (KPMG, 2023).

Opportunities

- Rising global demand for luxury EVs driven by regulations and incentives (IEA, 2023).

- Eco-conscious Millennials and Gen Z increasingly seeking sustainable luxury (Francis & Hoefel, 2018).
- Integration of AR/VR configurators, AI-driven CRM, and immersive digital experiences to modernize customer engagement (Audi AG, 2021).
- Ability to position Taycan and upcoming EVs as benchmarks of sustainable luxury (Statista, 2024).

Threats

- Aggressive competition from Tesla, Audi, BMW, and new EV entrants (McKinsey, 2023).
- Regulatory pressure favoring brands that adapt quickly to digital-first and eco-focused requirements (KPMG, 2023).
- Economic uncertainty that may reduce discretionary luxury spending (Deloitte, 2022).
- Rapid evolution of digital platforms, which may outpace Porsche's traditionalist culture (McKinsey, 2023).

Why this works better

- **No duplication:** Social/tech drivers remain in **PEST**, while here in SWOT they are framed as **how Porsche responds internally**.
- **Sharper focus:** SWOT now tells Porsche's **story of readiness and risk**, instead of repeating external market facts.
- **Humanized tone:** Clear, direct sentences — no heavy jargon, just strategic clarity.

Table 4.3: Porsche SWOT Analysis

Strengths	Weaknesses
Iconic brand heritage and global recognition (Statista, 2024)	Slow adoption of digital-first strategies (McKinsey, 2023)

Strong engineering and performance reputation (IEA, 2023)	Fragmented social media presence, weaker engagement (Deloitte, 2022)
High loyalty among existing luxury buyers (Francis & Hoefel, 2018)	CRM system is less advanced than BMW and Tesla (BMW Group, 2022)
Heavy reliance on the dealership model for sales (Deloitte, 2022)	Heavy reliance on dealership model for sales (Deloitte, 2022)

Opportunities	Threats
Rising global demand for luxury EVs (IEA, 2023)	Intense competition from Tesla, Audi, BMW, and new entrants (McKinsey, 2023)
Growing eco-conscious and tech-savvy Millennial/Gen Z consumer base (Francis & Hoefel, 2018)	Regulatory pressure may disadvantage slower digital adopters (KPMG, 2023)
Potential for AR/VR, AI, and CRM integration to personalize experiences (Audi AG, 2021)	Economic downturns reducing luxury spending (Deloitte, 2022)
Ability to position Taycan and future EVs as sustainable luxury icons (Statista, 2024)	Rapid shifts in consumer digital behavior outpacing Porsche (McKinsey, 2023)

4.5.5 Implications for Strategy

The internal analysis highlights a dual challenge for Porsche. Its strongest asset remains its **luxury heritage and engineering reputation**, but its weakest point is the underdeveloped digital ecosystem. To capture emerging opportunities, Porsche must evolve from heritage-based exclusivity toward **data-driven personalization, seamless digital journeys, and stronger social media engagement**. These findings provide the foundation for the SMART

objectives presented in Chapter 5 (McKinsey, 2023; Deloitte, 2022).

Chapter 5 – Objectives

5.1 Introduction

The purpose of this chapter is to translate insights from the situational analysis into actionable goals that guide Porsche's digital marketing strategy for the electric vehicle (EV) segment. Objectives are critical in shaping a roadmap that is both ambitious and achievable, ensuring Porsche closes the competitive gap while remaining true to its heritage of exclusivity and engineering excellence. To provide structure and measurability, this plan adopts the SMART framework specific, measurable, achievable, relevant, and time-bound which is widely applied in digital transformation strategies (Deloitte, 2022; McKinsey, 2023).

The findings from Chapter 4 highlight several pressing needs: Porsche's fragmented digital presence compared to Tesla's fully integrated ecosystem, Audi's advantage in immersive content, BMW's advanced CRM systems, and Mercedes-Benz's strong use of digital storytelling (BMW Group, 2022; KPMG, 2023). These competitive gaps inform the objectives presented here. The goals are designed across three time horizons short-term (0–12 months), medium-term (1–3 years), and long-term (3–5 years) to balance quick wins with sustainable growth. In doing so, the objectives ensure Porsche does not simply replicate what competitors are already doing but builds a distinctive positioning that blends innovation with luxury exclusivity.

5.2 Short-Term Objectives (0–12 months)

Objective 1: Optimize Digital Touchpoints

Porsche's immediate priority is to improve the usability and personalization of its EV website and mobile interfaces. At present, Porsche's digital touchpoints lack the seamless integration seen in Tesla's online configurator and app ecosystem (Statista, 2024). Redesigning these touchpoints to enhance navigation and personalization could significantly improve the customer experience. A realistic target is to achieve a 20% increase in average session duration within one year, reflecting deeper engagement and interest in the Taycan and other EV models. Without such improvements, Porsche risks losing digitally savvy consumers to competitors offering frictionless digital journeys.

Objective 2: Strengthen Social Media Presence

Porsche's social media activity remains less dynamic than that of Tesla, Audi, or BMW, which leverage influencer marketing and viral content to dominate platforms such as Instagram, TikTok, and YouTube (Duffett, 2017; Francis & Hoefel, 2018). Strengthening Porsche's social media presence is therefore a short-term necessity, especially to capture the attention of Millennials and Gen Z, who are highly influential in shaping luxury brand perception (McKinsey, 2023). The target is to **increase engagement rates by 25% within 12 months** through interactive campaigns and collaborations with carefully selected influencers. Achieving this will not only boost awareness but also begin to reposition Porsche as a more relatable, modern, and innovative luxury brand.

Objective 3: Drive Digital Awareness Campaigns

To establish visibility in the competitive luxury EV landscape, Porsche must invest in integrated paid and organic campaigns across key regions, particularly Europe and North America. While Tesla dominates mindshare in North America, and Audi emphasizes sustainability in Europe, Porsche needs to carve out a unique narrative combining performance, heritage, and innovation (IEA, 2023). A SMART target is to increase EV-related impressions by 15% within the first year, measured through digital analytics platforms. If Porsche neglects this, it risks being overshadowed in the very markets where brand loyalty and early adoption will define long-term market share.

5.3 Medium-Term Objectives (1–3 years)

Objective 1: Expand CRM Capabilities

One of the clearest gaps identified in the situational analysis is Porsche's underdeveloped customer relationship management (CRM) system compared to BMW and Tesla. While BMW uses predictive analytics to personalize communications and anticipate customer needs, Porsche's CRM remains fragmented across regions (BMW Group, 2022; Payne & Frow, 2017). In the medium term, Porsche must implement a **unified, data-driven CRM platform across all major markets**, enabling predictive personalization that strengthens loyalty and after-sales relationships. The SMART target is a **30% increase in customer retention and repeat engagement by year three**. This would align Porsche with the evolving luxury EV market, where buyers increasingly expect brands to "know them" across digital touchpoints. Without this step, Porsche risks alienating customers who compare its service ecosystem unfavorably against digitally mature rivals.

Objective 2: Build Community Engagement

Unlike Tesla, which benefits from a highly engaged digital community amplified by Elon Musk's personal brand, Porsche has not yet cultivated a strong sense of digital belonging

among its EV customers (McKinsey, 2023). To address this, Porsche should launch **exclusive online communities for Taycan and other EV owners**, supported by forums, digital events, and loyalty-driven experiences. These communities not only deepen brand affinity but also generate user-generated content that enhances Porsche's visibility across channels. The objective is to **onboard 10,000 active members by the end of year two**, signaling Porsche's commitment to fostering dialogue rather than one-way communication. In doing so, Porsche can strengthen relationships with eco-luxury entrepreneurs and tech-savvy pioneers who value interactive, peer-influenced engagement.

Objective 3: Broaden Market Reach in China

China is projected to remain the fastest-growing EV market globally, with digital-first consumers who rely heavily on platforms such as WeChat, Weibo, and emerging social commerce ecosystems (Statista, 2024; KPMG, 2023). While Porsche enjoys strong heritage appeal in Europe and North America, its digital footprint in China lags behind local competitors and international EV leaders. A medium-term objective is to **increase Taycan and Porsche EV leads in China by 20% within three years** through campaigns tailored to local platforms and cultural expectations. Strategies might include mobile-first configurators integrated with WeChat Mini Programs, livestream e-commerce collaborations, and partnerships with Chinese sustainability influencers. This localized approach would not only expand Porsche's reach but also demonstrate cultural adaptability, which is essential for long-term growth in Asia.

5.4 Long-Term Objectives (3–5 years)

Objective 1: Establish Digital Loyalty Leadership

By the three-to-five-year horizon, Porsche should aim to establish itself as the **benchmark for digital customer loyalty in the luxury EV segment**. Competitors like Tesla have already set the standard for integrated digital ecosystems, while BMW and Audi are rapidly

innovating in predictive CRM and immersive experiences (Audi AG, 2021; Deloitte, 2022).

Porsche must go further by embedding **AR/VR configurators**, **AI-powered personalization**, and **gamified loyalty programs** into its customer experience. This would allow buyers not only to configure and visualize their vehicles but also to interact with Porsche's sustainability commitments and heritage storytelling in immersive environments. The SMART target is to have Porsche **ranked among the top three luxury automotive brands in global digital loyalty rankings within five years**. Achieving this would signal that Porsche has successfully transitioned from heritage-led exclusivity to a digitally mature luxury ecosystem.

Objective 2: Market Growth Targets

Long-term growth in sales remains critical for Porsche's sustainability and profitability in the EV space. The global EV market is expected to expand rapidly, supported by regulatory incentives, consumer sustainability preferences, and advances in battery technology (IEA, 2023). Porsche's long-term target is for **electric vehicles to account for 30% of global Porsche sales by 2030**, aligning with both industry forecasts and regulatory requirements in key markets. This objective ensures Porsche's EV segment moves from niche to mainstream within its portfolio. It also reinforces Porsche's ability to compete with Tesla's scale advantage and Audi's fast-growing EV lineup. To achieve this, Porsche must sustain investment in digital channels that generate qualified leads and convert them into long-term brand loyalists.

Objective 3: Sustainability Leadership through Digital

As sustainability becomes a non-negotiable factor in luxury consumption, Porsche must leverage digital platforms not only to market vehicles but also to **communicate transparency and accountability in its environmental commitments**. This includes publishing interactive sustainability reports, using blockchain-enabled tracking for supply

chain transparency, and deploying immersive content that showcases Porsche's carbon-neutral production processes (McKinsey, 2023; Statista, 2024). The SMART target is to achieve a **50% increase in consumer recognition of Porsche as a sustainable luxury brand within five years**, measured through global brand perception surveys. This would align Porsche with eco-luxury consumer expectations while differentiating it from Tesla, which often emphasizes innovation over sustainability narratives, and Mercedes-Benz, which highlights luxury heritage but less consistently positions itself as a sustainability leader.

5.5 Conclusion

The objectives position Porsche to strengthen its EV market presence by combining **digital innovation with heritage-based exclusivity**. Short-term objectives focus on optimizing customer touchpoints and increasing awareness, medium-term goals emphasize community building and CRM integration, and long-term ambitions aim to secure Porsche's leadership in sustainable luxury mobility. These objectives serve as the foundation for the strategic direction detailed in Chapter 6.

Chapter 6 – Strategy

6.1 Introduction

The strategy chapter provides the overarching direction Porsche must adopt to transform its EV marketing. While the objectives in Chapter 5 define *what* Porsche should achieve, this chapter specifies *how* these goals can be realized in practice. The approach combines Porsche's brand heritage of precision and exclusivity with modern digital-first tools demanded by eco-conscious, tech-savvy luxury buyers. By embedding innovation into storytelling and channel integration, Porsche can compete on equal terms with Tesla's digital dominance, Audi's immersive storytelling, and BMW's CRM-driven loyalty (McKinsey, 2023; Deloitte, 2022).

6.2 Strategic Direction

Porsche's digital plan is guided by three principles:

1. **Heritage with Innovation:** Porsche must preserve its identity as a high-performance luxury brand while aligning with consumer values of sustainability and technological leadership. This means not abandoning heritage messaging, but reframing it through digital-first formats such as immersive VR heritage experiences or sustainability-driven storytelling campaigns (KPMG, 2023).
2. **Digital-First Engagement:** Competitors like Tesla have demonstrated that digital-first customer journeys are now industry standards. Porsche's strategy must shift away from fragmented campaigns and dealership-heavy sales toward seamless online journeys that integrate content, configurators, CRM personalization, and post-purchase engagement (Statista, 2024).
3. **Global Consistency with Local Adaptation:** While Porsche must maintain a coherent brand identity worldwide, campaigns should reflect local nuances: emphasizing **sustainability** in Europe, **exclusivity and performance** in North America, and **mobile-first convenience** in China (IEA, 2023).

6.3 Positioning the Taycan within Digital Channels

The Taycan should be positioned not only as a high-performance EV but also as a **luxury lifestyle choice supported by innovation and sustainability**. Digital storytelling should emphasize:

- **Performance & Engineering Excellence** (heritage value).
- **Sustainability & Innovation** (appealing to eco-luxury buyers).
- **Exclusivity & Lifestyle** (appealing to prestige seekers).

This positioning differentiates Porsche from Tesla's tech-driven image and Audi's inclusivity-driven storytelling (Deloitte, 2022).

6.4 Brand Consistency vs. Innovation

Porsche must balance tradition with experimentation. While immersive tools such as AR/VR configurators and gamified experiences can engage younger audiences, communications must remain aligned with Porsche's DNA of exclusivity, precision, and performance (Audi AG, 2021). A "controlled innovation" approach ensures heritage is enhanced, not diluted.

6.5 Matching Strategy to Audience Behavior

The strategy directly addresses the consumer personas outlined earlier:

- **Tech-Savvy Millennials:** Engage via TikTok, Instagram, and mobile-first personalization (Francis & Hoefel, 2018).
- **Eco-Luxury Entrepreneurs:** Attract with sustainability campaigns on LinkedIn, YouTube, and CSR-driven narratives (Deloitte, 2022).
- **Prestige Seekers:** Serve through VR showrooms, personalized CRM journeys, and exclusivity-driven digital content (McKinsey, 2023).

6.6 Multi-Channel Integration

Porsche's digital marketing must function as an **integrated ecosystem** across **owned, earned, and paid media**:

- **Owned:** Porsche website, Porsche Connect app, AR/VR experiences.
- **Earned:** Influencer partnerships, user-generated content, media coverage.
- **Paid:** Targeted social ads, search engine marketing, luxury sponsorships.

Integration of these channels ensures consistent brand messaging and a seamless customer journey (KPMG, 2023; Statista, 2024).

6.7 Conclusion

The strategic framework positions Porsche to evolve from **heritage-focused exclusivity** to **digital-first luxury leadership**. By combining tradition with innovation, aligning strategies

with audience behavior, and integrating multiple digital channels, Porsche can secure a distinctive position in the competitive EV landscape (McKinsey, 2023). The following chapter translates this strategy into specific tactics and actions.

Chapter 7 – Tactics

7.1 Introduction

This chapter operationalizes the strategic framework by identifying the **digital tactics** Porsche should deploy to strengthen its EV marketing. Tactics focus on short-term campaign tools, medium-term platform development, and long-term digital ecosystem integration. Each recommendation aligns with consumer personas and the SMART objectives defined earlier (McKinsey, 2023; Deloitte, 2022).

7.2 Search Engine Optimization (SEO) and Content Marketing

SEO remains a foundation for discoverability. Porsche should optimize keywords such as “luxury EV,” “Porsche Taycan,” and “sustainable performance” across its website and blogs to increase organic traffic (Statista, 2024). Long-form content, such as sustainability reports and behind-the-scenes engineering stories, can build authority and trust. Integration of video blogs on YouTube would further reinforce authenticity and engagement (Duffett, 2017).

Tactic: Increase organic search traffic by **20% within 12 months** through SEO audits, keyword optimization, and branded content hubs.

7.3 Paid Digital Advertising (PPC and Display)

Paid media should complement organic visibility. Targeted Google Ads and programmatic display campaigns can focus on high-income EV buyers in Europe, North America, and China (IEA, 2023). Retargeting ads should be deployed for visitors who interact with the Taycan configurator but do not complete a purchase (KPMG, 2023).

Tactic: Allocate **40% of digital ad spend** toward Taycan campaigns, aiming for a **15% increase in lead conversions** by year one.

7.4 Social Media Marketing

Social platforms are critical for brand storytelling and consumer interaction.

- **Instagram & TikTok:** Launch short-form campaigns that highlight exclusivity and performance, targeting Millennials and Gen Z (Francis & Hoefel, 2018).
- **YouTube:** Develop cinematic storytelling and sustainability-focused mini-documentaries to appeal to eco-luxury entrepreneurs (Deloitte, 2022).
- **LinkedIn:** Share thought-leadership content on Porsche's sustainability journey to engage professionals and business owners (McKinsey, 2023).

Tactic: Increase engagement rate by **25% on Instagram/TikTok** through influencer collaborations and interactive campaigns.

7.5 Influencer and Community Marketing

Influencers remain a trusted source of information for luxury buyers. Porsche should collaborate with **luxury lifestyle influencers** and **tech reviewers** to promote Taycan experiences on digital channels (Statista, 2024). In parallel, Porsche should develop a **Taycan Owner's Club**, a branded digital community where customers share experiences and access exclusive events.

Tactic: Partner with **10 high-reach influencers** in the first year and onboard **10,000 digital community members** within three years.

7.6 CRM and Personalization

Upgrading Porsche's CRM is essential for retention. Advanced analytics should enable predictive personalization, recommending services, upgrades, or experiences tailored to each customer (BMW Group, 2022). CRM should be integrated with Porsche Connect to provide seamless updates and loyalty rewards.

Tactic: Achieve a **30% increase in retention rates** by year three through CRM-driven personalization campaigns.

7.7 Immersive Digital Tools (AR/VR and AI)

Immersive experiences are becoming an expectation in the luxury EV sector (Audi AG, 2021). Porsche should invest in AR configurators allowing customers to visualize the Taycan in real-world settings, and VR showrooms for digital test drives. AI-driven chatbots can enhance customer service responsiveness while reinforcing exclusivity through personalized interactions (KPMG, 2023).

Tactic: Launch a **VR showroom experience** within 18 months, targeting at least **50,000 global interactions** in the first year.

7.8 Content on Sustainability and Innovation

Consumers increasingly demand transparency and sustainability in luxury brands (IEA, 2023). Porsche should use digital storytelling to highlight its carbon-neutral production, recycling initiatives, and sustainable materials. Campaigns can emphasize Porsche's commitment to "luxury with responsibility" (Deloitte, 2022).

Tactic: Publish **quarterly digital sustainability reports** and achieve a **50% increase in sustainability-related brand recognition** within five years.

7.9 Conclusion

The tactical plan positions Porsche to expand visibility, deepen engagement, and enhance loyalty through a mix of **SEO, PPC, social media, influencer collaborations, CRM upgrades, immersive experiences, and sustainability-focused storytelling**. Each tactic reinforces Porsche's dual identity as a **heritage-driven luxury brand** and an **innovative leader in EV mobility** (McKinsey, 2023; Statista, 2024).

Chapter 8 – Action Plan

8.1 Introduction

The action plan translates Porsche's digital marketing strategy into a sequence of concrete, measurable steps. It specifies timelines, stakeholders, resources, tools, and contingency

measures to ensure objectives are executed efficiently. Following project management best practices, actions are divided into phases across a 12-month horizon, balancing quick wins with sustainable progress (Kerzner, 2017; PMI, 2021).

8.2 Gantt Chart – Implementation Timeline

Implementation is structured into overlapping monthly milestones. Activities are grouped by category, with color-coded blocks to highlight simultaneous actions. This approach reflects realistic workflows, where multiple initiatives run in parallel.

Table 8.1: Porsche EV Digital Marketing Implementation Plan (12 Months)

Month	1	2	3	4	5	6	7	8	9	10	11	12
Digital Infrastructure	Website redesign	Website redesign	SEO & content hub	SEO & content hub								KPI review & road map
Mobile & App		App Upgrade	App Upgrade									
Paid Campaign			Awareness campaigns	Awareness campaign								
Social Media & Influencers					Instagram/TikTok launch	Influencer partnership	Influencer partnership					
Video & Storytelling							YouTube series	YouTube series				
Community & CRM								Taycan Owners Club	Taycan Owners Club	CRM pilot (EU & NA)	CRM roll out (EU & NA)	CRM roll out (EU & NA)
Immersive Tech & Events									VR showcase			

Explanation

- **Months 1–4 (Foundation):** Website redesign, app upgrade, SEO, and paid awareness campaigns.
- **Months 5–9 (Engagement):** Social campaigns, influencer collaborations, YouTube storytelling, and Taycan Owners' Club.
- **Months 9–12 (Integration):** VR showcase, CRM pilot, rollout in Europe & North America, and annual KPI review.

This overlapping structure ensures Porsche builds visibility early while gradually integrating advanced CRM and immersive technologies (Deloitte, 2022; McKinsey, 2023).



This phased rollout aligns with best practices in digital strategy, where early actions emphasize visibility and customer touchpoints, while later phases build advanced ecosystems around loyalty, personalization, and immersive technologies (Deloitte, 2022; McKinsey, 2023).

8.3 Stakeholders and Roles

Clear role allocation ensures accountability:

- **Digital Marketing Team:** Website redesign, ad campaigns, SEO.
- **Social Media & PR:** Influencer partnerships, TikTok/Instagram campaigns, YouTube storytelling.
- **CRM & Data Analytics:** Implement predictive CRM, track retention.
- **Customer Relations:** Manage Taycan Owners' Club.
- **Innovation & IT:** Develop AR/VR configurators, AI personalization.
- **Executive Leadership:** Budget oversight and strategic alignment.
- **External Vendors:** AR/VR specialists, CRM providers, PR agencies.

8.3.1 KPIs for Digital Plan Efficiency

To measure effectiveness, the following KPIs will be tracked:

- **Digital Engagement:** +25% increase in Instagram/TikTok engagement.
- **Lead Conversion:** +15% conversion from paid campaigns.
- **CRM Retention:** +10% retention improvement by Month 12.
- **Community Growth:** 10,000 Taycan Owners' Club members in Year 1.
- **Website Experience:** +20% increase in session duration.
- **Immersive Reach:** 50,000 VR interactions by Year 1 post-launch.

These KPIs provide a transparent measure of efficiency and allow Porsche to adjust campaigns dynamically.

8.4 Budget Breakdown

Luxury automotive firms dedicate between 15–20% of their annual marketing budgets to digital initiatives (Deloitte, 2022; Statista, 2024). Porsche’s budget allocation reflects both immediate visibility needs and long-term technology investments.

Table 8.2: Proposed Budget Allocation for Porsche EV Digital Marketing

Category	Activities	% of Budget	Expected Outcomes
Digital Advertising (PPC)	Google Ads, retargeting, programmatic display	25%	+15% lead conversions
Social Media Campaigns	Instagram, TikTok, and YouTube influencer collaborations	20%	+25% engagement
SEO & Content Marketing	Blogs, video storytelling, and CSR reports	10%	+20% organic traffic
CRM & Personalization	Unified CRM rollout, predictive analytics	15%	+30% retention by Year 3
Community Building	Taycan Owners’ Club, digital events	10%	10,000 active members

Immersive Technologies	AR/VR configurators, gamified loyalty programs	15%	50,000 VR interactions (Year 1 post-launch)
Sustainability Campaigns	Digital CSR transparency campaigns	5%	+50% recognition on sustainability

Allocating resources to CRM and immersive technologies is particularly important, as these represent the primary drivers of long-term loyalty in the luxury EV sector (KPMG, 2023; Payne & Frow, 2017).

8.5 Phases of Deployment (Aligned to 1 Year)

The deployment follows three phases across a single year:

- **Phase 1 (Months 1–4) – Foundation:** Build digital infrastructure, launch paid campaigns, optimize SEO.
- **Phase 2 (Months 5–9) – Engagement:** Run social campaigns, influencer collaborations, YouTube storytelling, and launch Taycan Owners' Club.
- **Phase 3 (Months 9–12) – Integration:** Host VR showcase, pilot CRM, roll out CRM in Europe/NA, and evaluate KPIs.

Phased rollouts are common in digital transformation projects because they minimize risks and allow incremental learning (Kerzner, 2017; PMI, 2021).

8.6 Tools, Platforms, and Vendors

Porsche's digital transformation relies on using the right technologies to deliver personalization, interactivity, and scalability.

- **CRM Systems:** Implement platforms such as Salesforce, SAP CRM, or HubSpot to enable predictive analytics and improve customer retention (Payne & Frow, 2017).
- **Social Media Platforms:** Focus on Instagram, TikTok, YouTube, and LinkedIn to share stories, engage audiences, and build online communities (Duffett, 2017).
- **Immersive Tools:** Use Unity or Unreal Engine, or partner with AR/VR specialists, to create interactive vehicle configurators and virtual experiences (Audi AG, 2021).
- **Analytics Platforms:** Track performance with Google Analytics, visualize results in Tableau, and use tools like Sprinklr or Brandwatch to monitor online conversations.
- **Vendor Partnerships:** Collaborate with PR and influencer marketing agencies, as well as technology providers, to support AR/VR rollouts and other key initiatives (KPMG, 2023).

8.7 Risk Analysis & Contingency

Porsche's move toward digital transformation isn't risk-free. Like the rest of the automotive industry, it faces both internal and external challenges (Deloitte, 2022; McKinsey, 2023).

Thinking through these risks early, and planning how to respond, will be key to keeping the EV strategy on track.

- **Economic Volatility:**

When the economy slows or inflation rises, luxury EV sales can dip.

Contingency: Keep Porsche positioned as a brand that holds its value and feels exclusive, so customers still see it as worth the investment during slower markets (Statista, 2024).

- **Technological Obsolescence:**

Digital platforms and AI tools evolve quickly, and it's easy for brands to fall behind.

Contingency: Work with technology partners who can adapt quickly and use systems that are easy to update as new tools emerge (Hanelt et al., 2021).

- **Competitive Pressure:**

Rivals like Tesla, Audi, and BMW are running aggressive campaigns that can easily steal attention.

Contingency: Lean on Porsche's heritage and pair it with fresh messages about innovation and sustainability to stand out (KPMG, 2023).

- **Organizational Resistance:**

Some internal stakeholders and dealerships may resist a shift toward more digital models.

Contingency: Support the change with leadership backing, clear training programs, and incentives that encourage adoption (Wessel et al., 2021).

8.8 Conclusion

The action plan provides a 12-month roadmap for Porsche's EV digital strategy, supported by overlapping timelines, KPIs, budget allocation, and risk contingencies. This ensures Porsche can build visibility in the short term while laying foundations for sustainable long-term competitiveness (McKinsey, 2023; Deloitte, 2022).

Chapter 9 – Control & KPIs

9.1 Introduction

Control and measurement are critical for ensuring that Porsche's digital marketing plan for the EV segment is both effective and adaptable. This chapter outlines the phased implementation timeline, key performance indicators (KPIs), control mechanisms, and risk management strategies that will guide execution and ensure accountability.

9.2 Phased Implementation Timeline

Implementation follows a staged rollout aligned with Porsche’s short-, medium-, and long-term objectives.

Table 9.1: Implementation Timeline

Phase	Timeframe	Key Actions	Milestones
Phase 1: Foundation	0–12 months	Website and app redesign; launch interactive Taycan campaigns; expand Instagram/TikTok presence	Website relaunch; +20% increase in session duration; +25% growth in social engagement
Phase 2: Engagement	1–3 years	Unified CRM rollout; launch Porsche EV digital communities; expand in China with mobile-first campaigns	CRM system active in all major markets; 10,000+ community members
Phase 3: Leadership	3–5 years	AR/VR configurators; predictive AI personalization; gamified loyalty programs	Porsche recognized in top-tier digital rankings; EV sales reach 30% of global portfolio

9.3 Key Performance Indicators (KPIs)

Measurement ensures accountability and provides feedback for continuous improvement:

- **Digital Engagement:** Instagram/TikTok engagement rates, YouTube views, app downloads.
- **Customer Experience:** Website session duration, configurator completion rates, CRM response times.
- **Community Metrics:** Number of active community members, participation in online events.
- **Sales Conversion:** Leads generated, conversion to purchases, repeat customer rate.

- **Brand Perception:** Recognition of Porsche as a sustainable luxury brand, measured via surveys.

9.4 Control Mechanisms

Porsche will employ the following control measures:

1. **Quarterly Performance Reviews** – KPIs tracked against targets; campaigns adjusted as needed.
2. **Competitor Monitoring** – Benchmarking Tesla, Audi, BMW, and Mercedes-Benz to identify emerging practices.
3. **Feedback Loops** – Insights collected from CRM data, digital communities, and social listening.
4. **Executive Oversight** – Porsche AG's digital transformation board to review progress biannually.

9.5 Risk Management

Risks may affect Porsche's digital transformation. Key risks and mitigations include:

- **Economic Volatility:** Reduced luxury spending → emphasize long-term value and exclusivity.
- **Technological Disruption:** Rapid tool evolution → agile partnerships with technology providers.
- **Competitive Pressure:** Aggressive rival campaigns → differentiation through heritage-driven storytelling.
- **Organizational Resistance:** Dealer reluctance to digital → training programs and adoption incentives.

9.6 Conclusion

By combining phased implementation, clear KPIs, and structured control mechanisms, Porsche can monitor performance and adapt to changes in the luxury EV market. Risk

mitigation strategies ensure resilience, while benchmarking and consumer feedback loops allow Porsche to refine campaigns dynamically. This positions the brand to achieve both immediate impact and long-term leadership in the digital luxury mobility sector.

Chapter 10 – Conclusion

10.1 Summary of the Study

This thesis developed a comprehensive digital marketing plan to strengthen Porsche's position in the luxury electric vehicle (EV) segment. The analysis revealed that while Porsche enjoys an exceptional brand heritage and engineering excellence, its digital marketing efforts lag behind those of competitors such as Tesla, Audi, BMW, and Mercedes-Benz.

Through situation analysis, SMART objectives, strategy, tactics, action planning, budget allocation, and KPI design, the study provides Porsche with a clear roadmap to evolve into a digitally mature brand. The plan ensures Porsche balances heritage with innovation while building a customer-centric digital ecosystem.

10.2 Answers to Research Questions

1. What digital trends shape the luxury EV market?

Sustainability, immersive experiences, personalization, and digital-first journeys dominate consumer expectations.

2. How does Porsche compare with competitors?

Porsche is strong in heritage and exclusivity but weaker in digital integration, CRM, and social engagement compared to Tesla's ecosystem, Audi's immersive storytelling, BMW's CRM, and Mercedes' digital-first luxury campaigns.

3. Which tools and platforms are most relevant?

CRM systems, predictive analytics, AR/VR configurators, mobile-first platforms, and influencer-driven social campaigns are essential for Porsche's transformation.

4. How can Porsche use heritage in digital marketing?

By reframing heritage through immersive and sustainability-focused storytelling, Porsche can connect tradition with innovation, appealing to both long-standing prestige seekers and younger eco-conscious buyers.

10.3 Contributions of the Study

- **Theoretical:** Shows how heritage-driven luxury brands can adopt digital-first strategies without diluting exclusivity. Integrates frameworks (PEST, SWOT, CRM theory) into a practical digital transformation model.
- **Practical:** Provides Porsche with a phased plan, KPIs, and budget allocations, offering immediate tools for decision-making in the EV market.

10.4 Limitations

- Reliance on secondary data; limited access to Porsche's internal systems.
- Primary data collection (surveys, interviews) was not included.
- Recommendations may be time-sensitive due to fast-evolving digital technologies.
- Regional variations, especially in Asia, require deeper localized study.

10.5 Future Research

- Conduct primary research with Porsche EV buyers to validate personas.
- Longitudinal studies of Porsche's digital evolution over 5–10 years.
- Comparative studies with EV-only luxury brands (e.g., NIO, Lucid).
- Exploration of emerging tools (e.g., blockchain for supply chain transparency, AI content creation).

10.6 Final Remarks

Porsche stands at a pivotal moment in its brand journey. The Taycan embodies both heritage and innovation, but sustained leadership requires a digital-first transformation. By executing the plan outlined in this thesis, Porsche can transition from fragmented digital

efforts to an integrated, consumer-centric ecosystem. This approach not only safeguards Porsche's legacy but also secures its future as a leader in luxury EV marketing.

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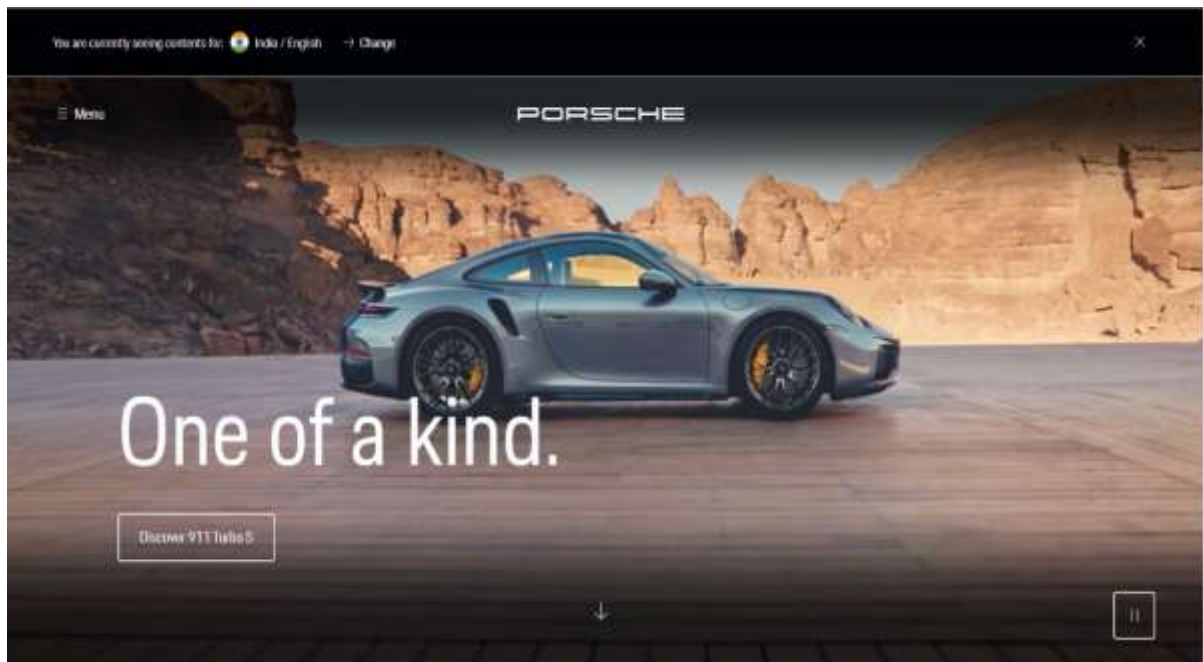
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Appendix A

Porsche Website Screenshots

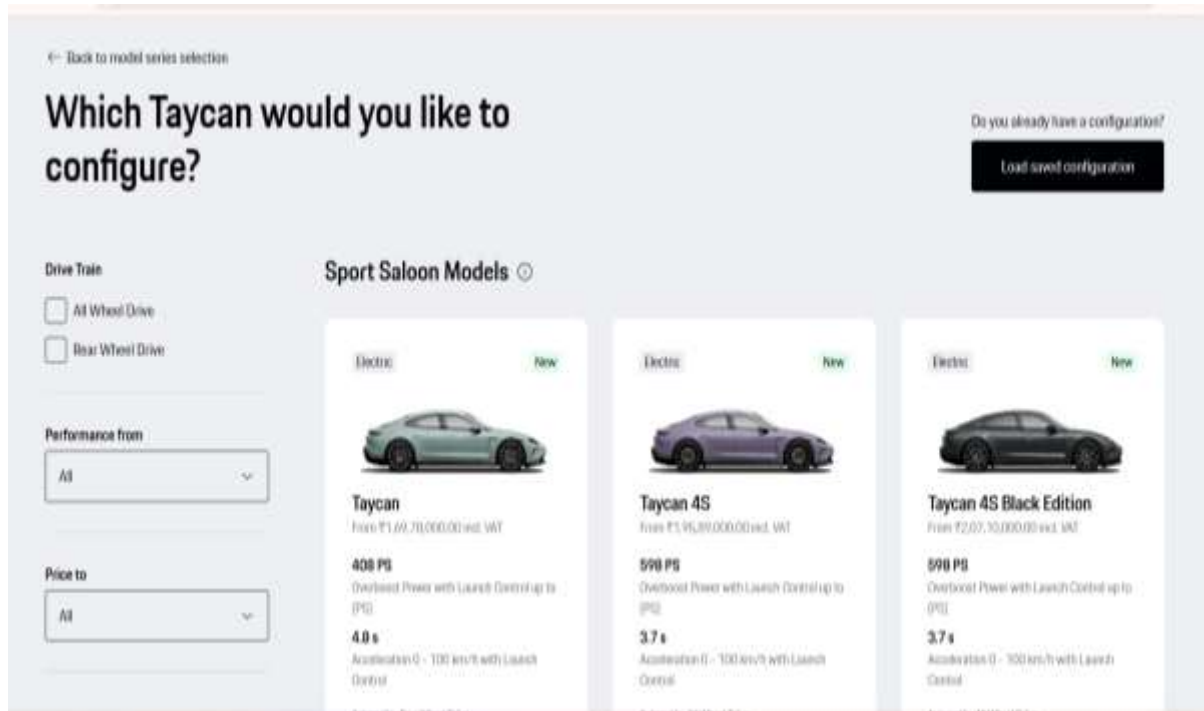
A1. Porsche Homepage (Brand Positioning)

Screenshot showing Porsche's official homepage with the 911 Turbo S banner, highlighting heritage and exclusivity.



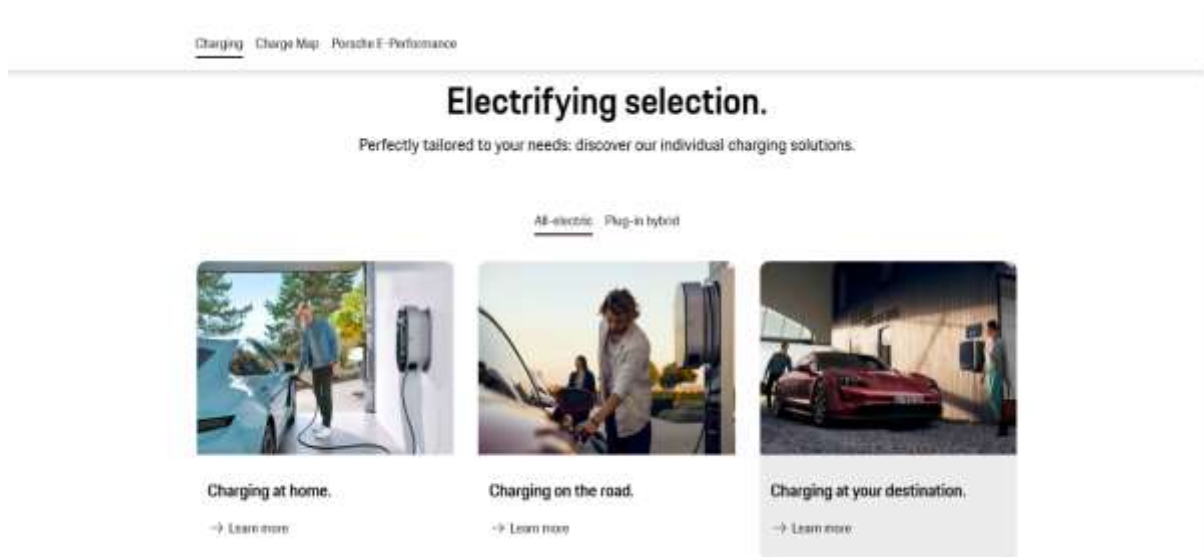
A2. Porsche Taycan Configurator (Customer Journey)

Screenshot of Porsche's online Taycan configurator, demonstrating personalization and digital-first engagement.



A3. Porsche Charging Solutions (Digital Ecosystem)


Screenshot of Porsche's EV charging section, showcasing home, road, and destination charging options.




Appendix B

Visual persona screenshots.

Persona 1: Tech-Savvy Millennial





DEMOGRAPHIC INFORMATION

Age 30, Berlin, Consultant, High-income professional

ABOUT THE USER

Loves innovation, seeks cutting-edge EV technology and seamless digital tools. Heavy social media user.

PROBLEMS

Finds Porsche's current app/configurator outdated, expects better personalization.

CHALLENGES

Wants luxury + convenience, expects digital-first buying journey.

GOALS AND NEEDS

Frictionless app/website, AR/VR configurator, exclusivity with digital innovation.

ALEX MÜLLER

Persona 2: Eco-Luxury Entrepreneur



SOPHIA LI

Age 40, London, Business Owner, Upper-income bracket

About the User

Sustainability-driven, values luxury that aligns with ethical choices.

Challenges

Balancing luxury image with eco-conscious values.

Problems

Dislikes "greenwashing," wants transparency in Porsche's sustainability.

GOALS

To secure brand partnerships To present creative decks to clients


Goals and Needs

Digital sustainability reports, authentic CSR campaigns, and strong brand values.

- +44 20 1234 5678
- hello@realitygreentech.com
- realitygreentech.com
- 123 Anywhere St., Any City, ST 12345

Persona 3: Prestige Seeker

DAVID ANDERSON



Age: 50
Location: Wealthy suburban/urban neighborhoods
Occupation: Senior executive, investor
Income: \$500,000+

About the User

Luxury enthusiast who values heritage, craftsmanship, and social status. Less interested in technology for its own sake but expects premium experiences.

Challenges

- Less adaptable to disruptive digital tools
- Prefers curated, high-touch experiences over mass engagement

Goals & Needs

- Maintain exclusivity and social prestige
- Pass on heritage brands to the next generation
- Receive premium, white-glove service online and offline

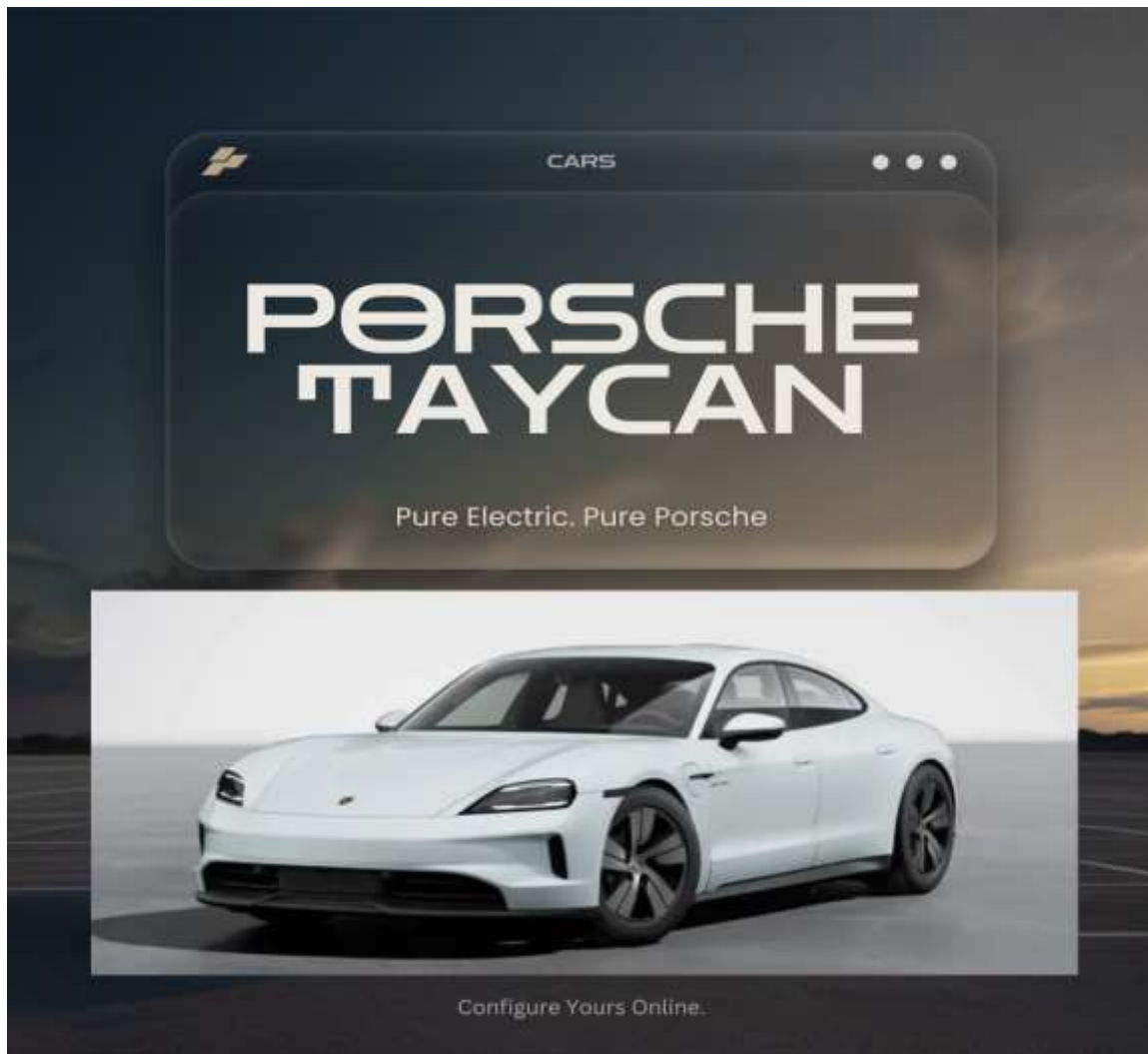
Digital Behaviors

- Prefers polished websites, exclusive email campaigns
- Uses VR showrooms and private configurators
- Responds well to personalized CRM messages and exclusive invitations

Appendix C

Campaign Visuals

C1. Instagram Ad – Performance & Lifestyle



C2. LinkedIn / Corporate Campaign – Sustainability

LUXURY WITH RESPONSIBILITY - THE FUTURE OF DRIVING.



DISCOVER PORSCHE CHARGING SOLUTIONS

