

instinct™

Leading and inspiring all those who touch the enterprise
to understand, embrace and enhance the power of your brand.

When is a Porsche a truck?

Maybe never. Under increasing pressure to participate in the only category in new vehicle purchases experiencing growth, Porsche has recently launched their own SUV 'Cayenne'.



This new entrant joins a long list of Sport Utility Vehicles now available in North America, which at last count, topped 34 different brands and models.

Porsche, the legendary, coveted brand known for being the quintessential, German-engineered performance sports car – built on the shoulders of decades of race wins, innovation, revolutionary styling and the passionate, obsessive vision of their founder Dr. Ferdinand Porsche - is now trying to line-extend into an area that our current brand knowledge would say it knows little to nothing about.

Why would they choose to fight for sales in the middle of the biggest automotive battle and in a category where they have no equity? Ford, Chevrolet, GMC, Dodge – these are truck brands and an SUV buyer calls it 'my truck' – the bigger the better!

What would brand coach suggest?

Pick your fight. Mazda, Honda, Lexus, BMW, Nissan [2003 New Car Design of the Year] and even Cadillac have moved into [or back into] the sports car category!

These manufacturers know that the 'boomers' – the largest, most wealthy cohort ever – are entering their 'play' years and that the impulse for the fun sports car dream of their youth will kick-in now. Any one of these manufacturers would kill to have the Porsche brand to attract these buyers!

Stay where your brand is. Mind share – it is the toughest, most expensive business tool to acquire in the global economy. And when you have it, defend it. It's time for Porsche to be putting the pedal to the metal – win every race, get every sports car product placement, move the category's stakes higher with innovation that the want-to-be sports car manufacturers can't touch. Tell the story of Dr. Porsche better and more than ever before. Sponsor high profile rallies. Just lots more of what they've always done.

All this would take only half of the cost, and half of the energy at a fraction of the risk.

Established brands are like bouncing a child's balloon – once inflated, it takes only a timely, accurate poke to keep it the air. But turn your attention away and it drifts to the ground.