Brand Analysis: Porsche



"In the beginning I looked around and could not find a car I dreamed of. So I decided to build it myself."
Ferdinand (Ferry) Porsche

Anna Di Donato **Alissia Hagen** **Lukáš Holub** **Katharina Jansen**
Giulia Marangoni **Kristian Pauli** **Benjamin Nikula** **Stella Nölkenhöner**
Isabel Ortner **Adrian Andreas Theuerkauf**

Brand Core



Driven by Dreams -
Performance that excites generations



Brand Proposition / Core Message

Porsche embodies the perfect blend of passion, performance, and innovation, delivering the ultimate sports car experience.

Essence of the Brand

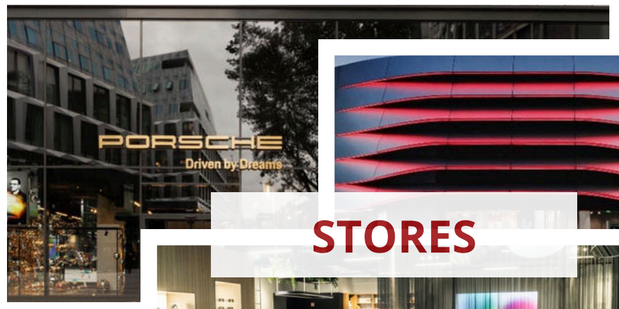
- **Motorsport DNA:** Racing heritage as the foundation of Porsche’s identity.
- **Performance & Precision:** Engineering excellence, speed, and control.
- **Timeless Design:** The 911 silhouette as a global icon.
- **Innovation & Future Focus:** From air-cooled engines to the electric Taycan.
- **Luxury & Exclusivity:** A lifestyle and status symbol, not just a car.
- **Sustainability:** “E-Performance” strategy aligns tradition with electrification.

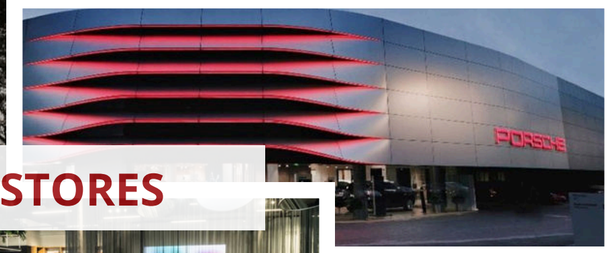
A timeless icon that unites racing performance, luxury, and innovation – now shaping the future of mobility

https://www.porsche.com/germany/accessoriesandservices/classic/models/911-f/
https://www.nn.de/ratgeber/mobilitaet/porsche-mission-x-vollelektrisches-hypercar-mit-rekord-ambitionen-1.13324096
https://newsroom.porsche.com/en_US/2021/company/porsche-marketing-attitude-campaign-dreamers-on-brand-purpose-25302.html?utm_source=chatgpt.com

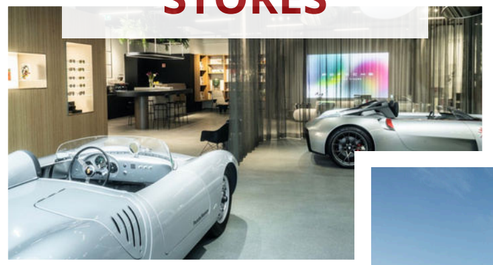
The Porsche Experience

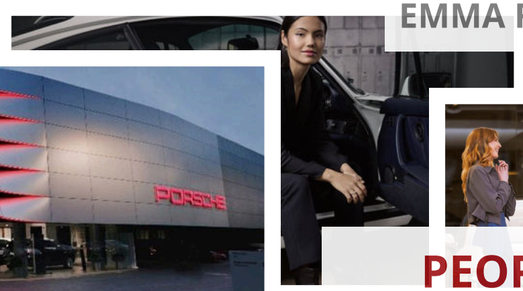
EMMA RADUCANU





STORES





PEOPLE





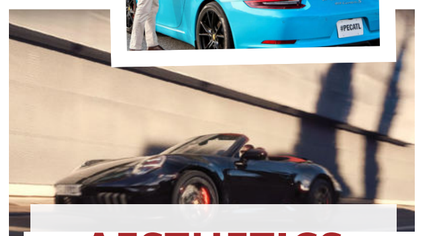
PACKAGING





SOUND





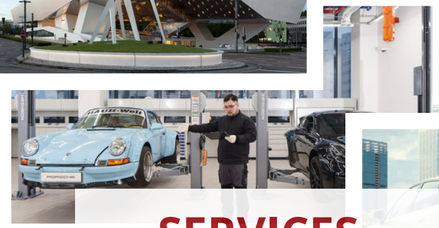
PORSCHE MUSEUM





ELECTRIC





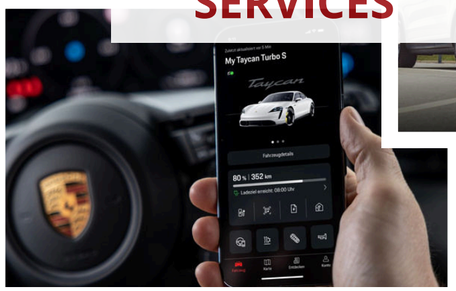
AESTHETICS



HYBRID



SERVICES





STYLE





GASOLINE



COLORS





Culture & Communication

Founded: 1931 in Stuttgart by Ferdinand Porsche, Anton Piëch and Adolf Rosenberger

Origins: from engineering office → sports car brand (first Porsche 356 in 1948)

Communication: blending tradition with innovation, signature sound and design, translating unique DNA in different contexts, timeless and strategic, across generations

Social context: premium sports car, symbol of performance, exclusivity & dreams



Who is Porsche as a person?

Porsche is a brand that combines ambition, tradition, and exclusivity, and fulfills dreams of driving a car with passion.

Communicating a lifelong dream

Porsche is not just for wealthy adults, it positions itself as a brand of aspiration from an early age. From family events like Christmas markets to youth culture touchpoints such as video games, and through more affordable lifestyle products, Porsche invites broader audiences to connect with the brand. This approach nurtures long-term relationships, strengthening emotional attachment and loyalty across generations.

https://www.proquest.com/docview/1430276725?pq-origsite=primo&sourcetype=Trade%20Journals
https://interbrand.com/thinking/porsche-brandevolution-article/

Kapferer Brand Identity Prism

Physique

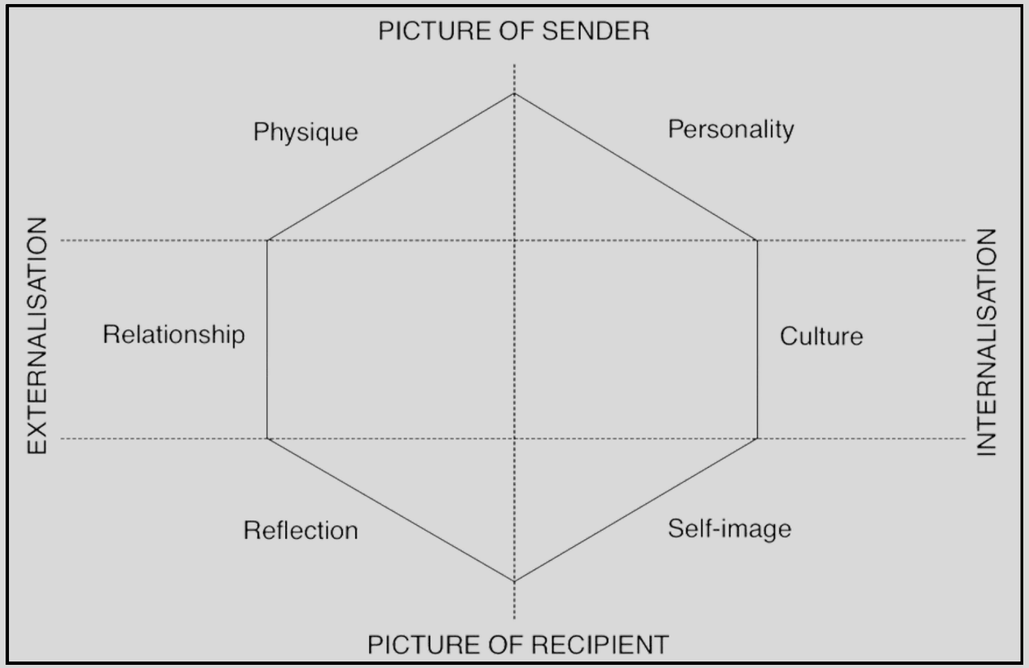
- Sporty, high-performance cars
- Iconic 911 silhouette
- Branding elements: Porsche Crest and distinctive headlights

Relationship

- Emotional and aspirational connections
- Motorsport, brand events, driver experiences
- Loyalty

Reflection

- Porsche drivers are associated with being successful
- Rich



Personality

- Self confident
- Ambitious
- Performance driven

Culture

- Strong heritage and tradition
- Innovation
- German
- Luxury

Self-Image

- I am successful
- I have good taste
- I am the elite
- For many, Porsche ownership validates achievement

Kapferer, J. (2008). The new strategic brand management: Creating and Sustaining Brand Equity Long Term. Kogan Page Publishers.

Interest Groups

Internal stakeholders:

- Management & Board
- Unions (Employers association, IG Metall)
- Employees
- Shareholders
- Suppliers
- VW Group

External stakeholders:

- Customers
- Dealers & Partners (Porsche centres)
- Suppliers & Contractors
- Regulators & Government authorities (EU, VDA, Kraftfahrtbundesamt, Chambers of commerce)
- NGOs & Activists
- Charities
- Fans (Porsche clubs)
- Drivers
- Universities (WU4YOU Stipendien)



https://newsroom.porsche.com/dam/jcr:cee794e2-3f0a-41f3-b5d5-da0b73dbeab0/Porsche%20AG%20-%20Annual%20and%20Sustaility%20Report%202017%20-%20Our%20stakeholders.pdf
https://www.wu.ac.at/wu-foundation/entdecken/stipendien-porsche
https://newsroom.porsche.com/en/2024/company/porsche-tackles-things-together-social-commitment-2024-38245.html

high

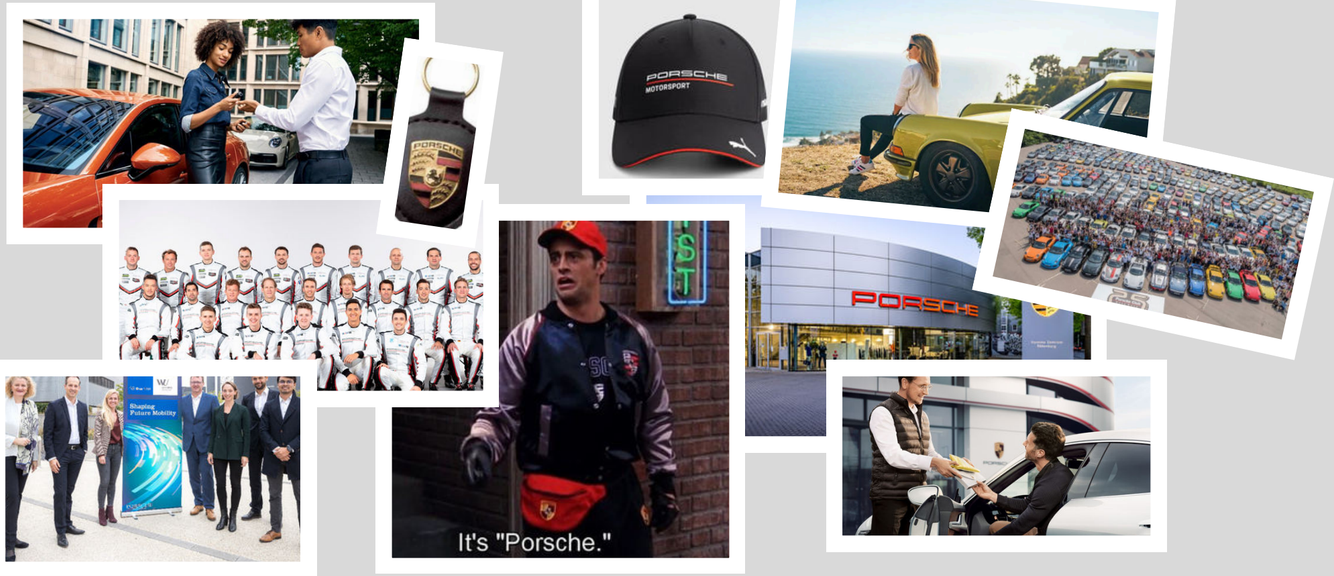
Power

low









Interest

high

Competitor Brands

Kotler's Four Levels of Competition:

1. Brand Competition - Luxury sports cars with similar performance and prestige. Ferrari, Lamborghini, McLaren, Aston Martin, Mercedes AMG series, BMW M series, Audi RS series

2. Product Category Competition - Other premium and luxury car manufacturers. BMW, Mercedes-Benz, Audi, Tesla, Lexus, Jaguar, Maserati

3. Generic Competition - High-end alternatives for luxury/performance-seeking consumers. High-performance electric vehicles, Luxury SUVs, Luxury sedans, GT cars



4. Budget Competition - Alternative status purchases. Luxury watches, private jets, yachts, real estate, and art as status symbols

Strengths: Diverse portfolio, status symbol, popular global brand, research & development, motorsport success and heritage
Weaknesses: Luxury market positioning, fuel efficiency concerns, financial planning, investment in new technologies
Opportunities: Opportunity for market expansion, strengthening the distribution network, portfolio expansion, **entry into the hybrid and electric vehicle market**
Threats: Customer expectation, custom policies, demand and supply dynamics, shortage of skills, market saturation

Strengths: Cost advantage, market leadership on a global stage, technological capabilities, massive manufacturing scale
Weaknesses: Brand image associated with the perception that Chinese quality is low, overdependence on the domestic market, dependence on the Chinese government subsidies
Opportunities: International market expansion, formation of strategic partnerships, increasing popularity of EV, technological advancements
Threats: Intensifying competition, trade conflicts, issues in sourcing key components

https://research-methodology.net/byd-swot-analysis/
https://www.marketing91.com/swot-ferrari/#google_vignette

PESTEL Analysis

Political:

- Chinese government supports electric vehicles (EV)
- National initiatives (“Made in China 2025”) may create competition
- Trade tariffs between EU and China may complicate expansion

Technological:

- China is one of top technology countries (e.g., chips & batteries)
- Local companies invest a lot into R&D
- Porsche must adapt to chinese standards (e.g., WeChat)

Economic:

- China is the world’s biggest car manufacturer
- Many local EVs (BYD, MG, Nio)
- Growing GDP and disposable income
- Currency fluctuations (CNY & EUR)

Environmental:

- Strict emission regulations
- Growing environmental awareness in society ➔ opportunity to launch Porsche’s EV
- Communicate Porsche’s sustainability pillars

Social:

- Foreign luxury good ➔ status symbol
- Trend of favoring local products may cause competition
- Increased environmental awareness ➔ EV boom

Legal:

- Risk of design imitation ➔ local brands have similar designs (Xiaomi SU7 & Porsche Taycan)
- Data collected in China needs to be stored in China
- Market entry regulations

https://www.umssocial.com/umsblog/2023/06/16/ev-boom-china-driving-towards-sustainability/
https://tradingeconomics.com/china/gdp https://www.reuters.com/business/autos-transportation/china-inside-how-chinese-ev-tech-is-reshaping-global-auto-design-2025-09-11/
https://resourcehub.bakermckenzie.com/en/resources/global-data-and-cyber-handbook/asia-pacific/china/topics/data-localization-and-regulation-of-non-personal-data
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