

Case Study Porsche 918 Spyder Roadside Care

Design/Activation/Sampling/Production/Logistics



The Challenge

Whether you are taking your seat on a first class flight or entering your suite in a 5-star hotel, the feeling of receiving a care package should be special.

You should feel like a dear friend has given you a gift. At that moment you know exactly how much that person cares for you and how special you are to them.

Porsche China wanted to develop a VIP Roadside Care package for owners of their new Hybrid Supercar the 918 Spyder. Their aim was that “When opening the package the customer should know they are cared for and receive a welcoming surprise”.



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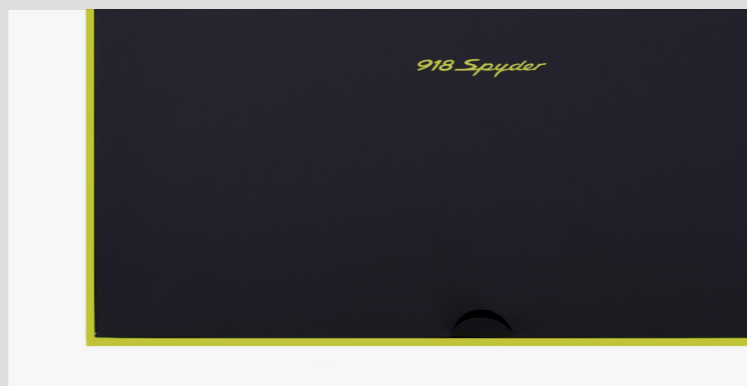
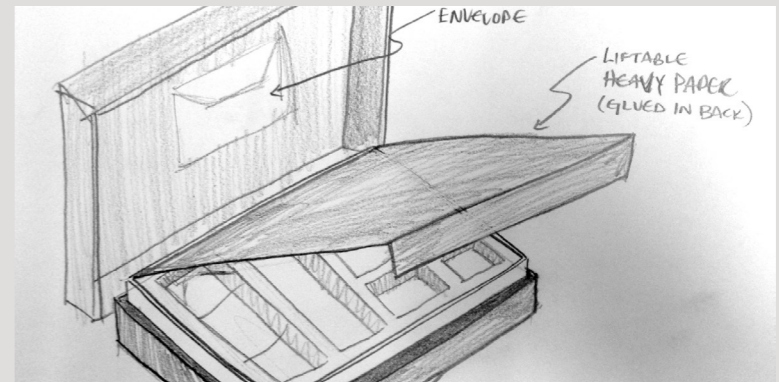
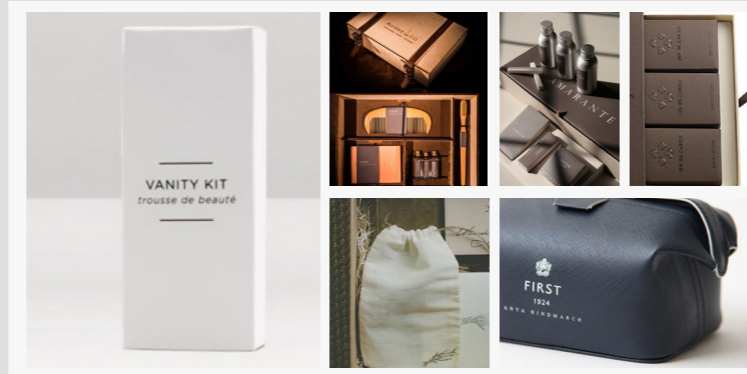
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The Process

Taking cues from Grooming, Airlines, Spas, Hotels, Resorts and Luxury Department stores our design team aimed to define the type of experience Porsche's customers would enjoy and expect from a care package.

Next the team focused on luxury packaging cues; Interaction, Sound, Accessibility, Feel, Closure, Heritage, Anticipation, Finishing and Quality. All of these cues were then translated into Material, Finishing, Structural and Graphic Design Concepts.



The Result

Our limited edition, handmade paper bag and rigid gift box set coincided with the launch of Porsche's limited edition Hybrid Supercar, the 918 Spyder.

One 4.6 liter V8 engine, two electric motors, 887 horsepower, 210 mph and only 918 produced. A truly special vehicle and now when their owner receives a limited edition, VIP Roadside Care package they will feel just as special as their new 918 Spyder.



“When we were looking for the gift package solution for the roadside assistance program, two things were quite critical for us about the design. Firstly, customers are usually not in a good mood when their cars are broken down. So how to light them up at the first sight of the package? Secondly, we are targeting the 918 Spyder owners, a special group who own the most unique and most high-end model of Porsche. Their expectations are pretty high towards the brand. How to make them perceive the Porsche customer care which is as special and unique as their cars?”

Swedbrand succeeded well in creating a premium and unique gift package which perfectly fit into the brand image and exceed our expectation.”

Jing Zhou
Porsche, Supervisor
After Sales Marketing