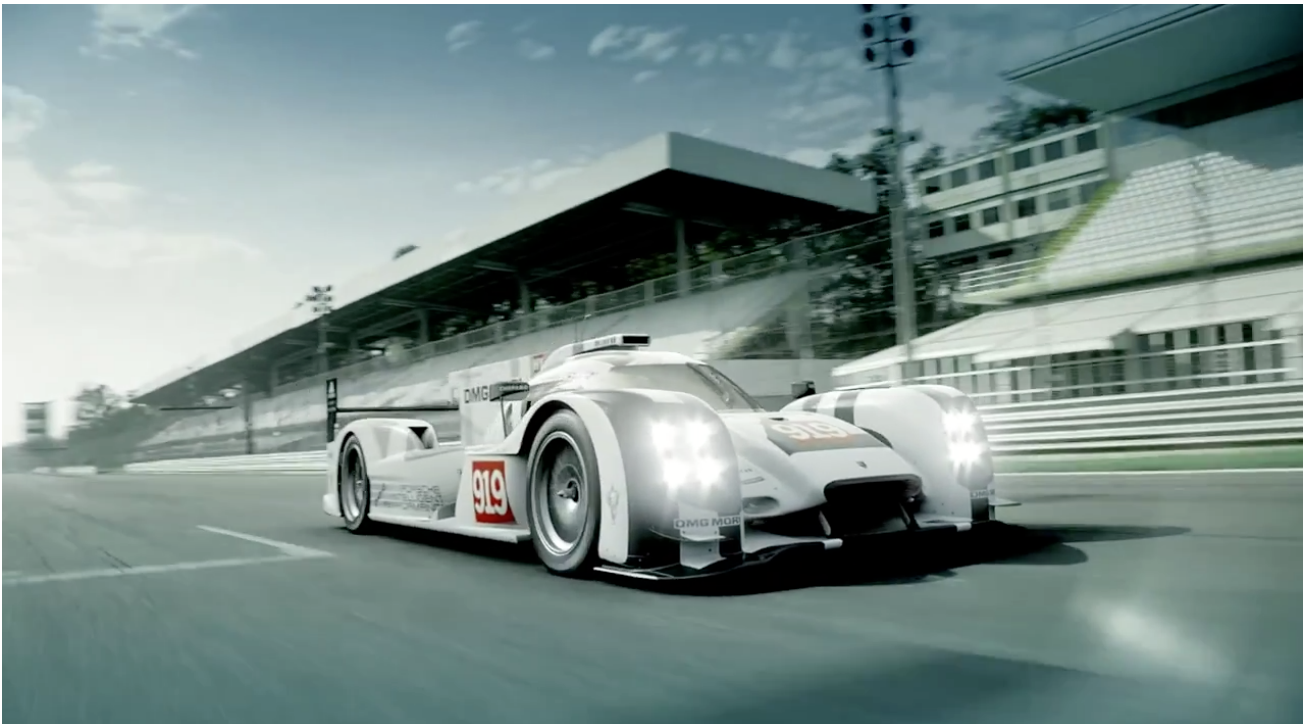




Porsche power on

Description



We're particularly proud of the work we've done over the years with German juggernaut Porsche, legendary on the road and on the racetrack. We've helped to deck out their always-stylish spots in musical finery adding that last touch of tension, grandeur or jubilation. After Porsche played host to this year's blistering Mobil 1 Supercup over the weekend, we thought this TV production – the first spot from Porsche's racing branch to appear on the small screen – deserved a little limelight.

This celebration of Porsche's passionate engineering pedigree, embodied in their freshly unveiled 919 Hybrid, needed a hint of finesse to match the vehicular elegance on show, as well as plenty of build to subtly stir excitement for the summer racing season. Slickly-named, London-based composer Deadly Avenger provided the perfect cinematic swell with his track – Outpost –, resulting in a well-oiled

machine of an ad.