



Mad Revival's stomping blues anthem foregrounds the blood, sweat and tears of Porsche driver boot camp

Description



Continuing our series of film projects with auto motorsports giant **Porsche**, a brand new campaign film takes another in depth look at the unsung elements of **Porsche Racing**’s winning formula.

While intercut with scenes of Porsche Racing on the race track and in the pit, this new campaign ‘**Porsche Works drivers: Drive hard. Train harder.**’ shows the team’s drivers being put through their paces at their 2018 team driver boot camp. Blowing up perceptions that a driver is only as fast as

their race car, the video shows the hard physical preparation required of a team victory.

With the film highlighting endurance, determination, strength as the qualities which led to the team's 1st and 3rd place spots at the **12 Hours of Sebring** endurance race, we were charged with sourcing a song to both reflect and enhance this message. We needed look no further than **L.A.**-based blues rockers **Mad Revival**; their song "Hard Working Man" fits the bill in its lyrics and gritty stomping, clapping rhythm.

The complete ***Porsche Works drivers: Drive hard. Train harder.*** film featuring "Hard Working Man" can be seen and heard below.