



Case Study: Porsche ?? Scripting to a famous song (T&F Insights)

Description



Brand

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Territory

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Germany

Awards

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## The case

Making a high-stakes music concept executable for a landmark launch

For the launch of the Taycan, Porsche's first all-electric sports car, agency Grabarz & Partner created a music-driven film: a warehouse of classic Porsche models jamming through their car stereos, used for the first trade show reveal and online. The brief for music supervision was clear but demanding: identify and secure a classic rock guitar riff as iconic as Porsche's own design language.

The track had to be famous, instantly recognisable and feel authentic to Porsche's heritage, while supporting a message about the brand stepping into electric performance. As Porsche's first pure electric model, the Taycan's launch film and its soundtrack carried real strategic weight.

## What the industry playbook suggested

Scripting to a famous song is popular and effective, but it comes with extra risk. Rights to legendary tracks usually take longer to negotiate and clear, and they are prone to denial. Added to that is the complexity of non-broadcast, web-only brand films, where media spend is relatively limited but rights holders still expect minimum fees based on scope, territory and term.

The standard approach would have been to either:

- try the "dream track" and accept that if it fails, the script and idea need to change; or
- reduce ambition and use a less iconic track or a cover.

In this case, licensing only the copyright and creating a cover was not an option: the film's message hinged on "vintage originals" and Porsche wanted the real thing.

## What our infrastructure unlocked

Tracks & Fields structured the process early to avoid lock-ins. While assembling an initial list of iconic riffs, they deliberately included tracks by artists who, in their experience, rarely or never approve commercial use. For a "normal" request, these would be considered "unclearable" but given the uniqueness of the film concept and the importance of the launch, they used their infrastructure to enter advanced conversations around several of those songs.

Core elements:

**Early viability assessment:** Before production, a rights matrix was built and multiple tracks were evaluated for clearance potential, artist stance on commercials and fit with Porsche's message. Six tracks that fully worked against picture were chosen and internally ranked with the client, giving agreed-on alternatives rather than a single point of failure.

**Multiple buyout packages:** Tracks & Fields designed four alternative buyout structures based on experience and practicality, ensuring Porsche would only pay for what was needed and making the project more viable in negotiations.

**Artist approval before shoot:** Artist and rightsâ??holder approvals for the shortlisted tracks were sought prior to the shoot. That way, the team knew exactly which options were truly available and could proceed with confidence that the core idea, an iconic riff driving the warehouse jam, would not need to be compromised at the last minute.

Eventually, Porsche chose â??You Really Got Meâ?• by The Kinks; a track whose gripping opening riff and rumbling guitars perfectly matched the filmâ??s energy and heritage feel.

Final film:

## The result

Tracks & Fields's process gave the Taycan launch film could use a genuinely iconic rock riff with full confidence in rights and budget.

Fuelled by its launch campaign, the Taycan itself outsold the 911 globally in 2021 and became Porsche's best-selling model in Europe in key months; a strong validation of both the product and the brand's move into electric performance.

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**Ambitious music ideas fail without the right infrastructure. Tracks & Fields owns that process: from early viability checks to smart buyout structures and real backup options that keep bold concepts executable.**