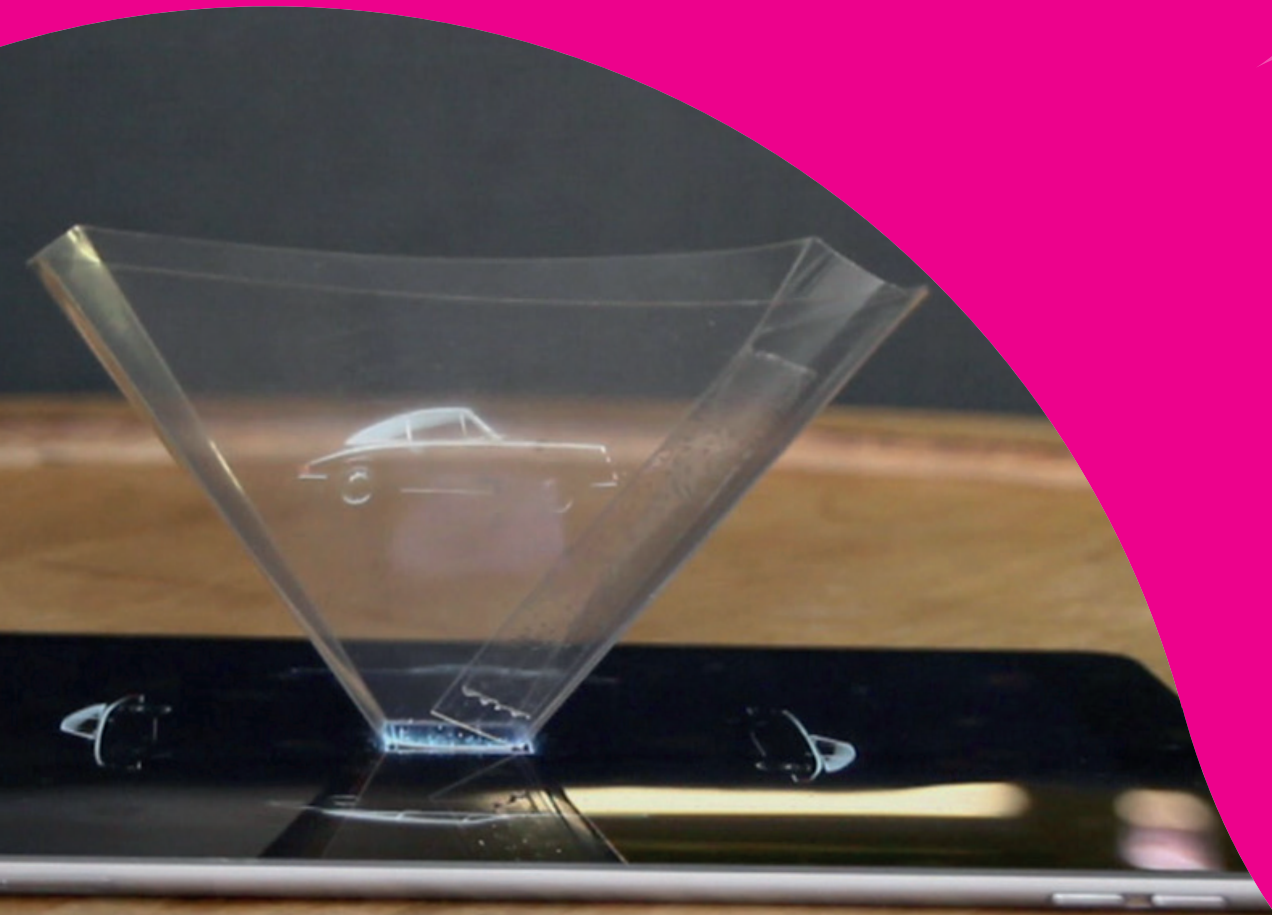


PORSCHE 911

Porsche created ads that married digital technology with press advertisements for an interactive experience



- **FAST COMPANY MAGAZINE**
Readers found a prism and placed it on top of a tablet that was running a video where 3-D footage of the Porsche 911 came to life, creating an interactive hologram print ad.
- **INC. MAGAZINE**
Utilising LED technology, readers could press buttons on the pages and see “inside” the car as images and information about the car’s features were magically revealed.

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