

Samples of Marketing Writing by Alan McNairn

Excerpt of *Exhibiting Brand Supremacy*, Astound, 2012



# Exhibiting Brand Supremacy UNTIL THE END OF TIME

PAYING HOMAGE TO PORSCHE AND THE LAUNCH OF THE 2012 911

To owners of their cars and racing enthusiasts around the world, the Porsche brand stands for excellence of design and precision engineering. It ranks as one of the finest automotive brands of all time, and its innovation in both aesthetic design and driving performance continue to lead the world. Based on its most recent offering, the 2012 Porsche 911, its brand supremacy seems secure until at least the end of time.

Porsche traces its history back to the founding of the company by Ferdinand Porsche in 1931. Its initial challenge was to create "a car for the people" which resulted in the fabled Volkswagen Beetle. The engineering of this enduring family car was used as a basis for the company's first Porsche 64 produced in 1939. In 1948 Porsche unveiled its first sports car, the Type 356. Ever since, Porsche has had a distinguished history of innovation in automotive engineering and design, regularly receiving the chequered flag at the racetrack and winning design and engineering awards for its distinctive vehicles.

The brilliant history of Porsche, the world's most profitable automaker, is celebrated in the fabulous Porsche Museum located in Zuffenhausen, a suburb of Stuttgart, Germany. Opened in 2009, the museum is a gem among the many recent new exhibition spaces, galleries and museums around the world, and a testament to Porsche's continuing brand excellence.

The Porsche Museum designed by Delugan Meissl Associated Architects of Vienna stands like a giant sculpture on Porscheplatz. From the beautiful glass entrance on the square, visitors move up to the interior of the museum housed in an elevated polyhedron. The architects have ingeniously directed the visitor's experience so that they can look into a workshop and watch Porsche mechanics work on the maintenance and restoration of classic models. Their work involves preparing cars for display and for participation in classic car races around the world. The museum services were created by the architects with special attention to the visitor's physical and aesthetic experience based on clearly defined, geometrical forms.

The restaurant looks out on the exhibition space on one side and gives a panoramic view of the Porsche factory on the other. Similarly a bar and cafe and museum store with Porsche memorabilia and specially commissioned models, are ingeniously integrated with the exhibition space. Also cleverly included in the museum structure is the historical archive of Porsche AG and its subsidiaries, where journalists and historians can consult the records of the evolution of the company.

The exhibition of Porsche automobiles is, of course, the focus of the museum. A changing display includes about 80 Porsches stretching from the earliest cars to the latest 911. There are also informative displays showing the history of the company's

Excerpt from two commissioned press releases for FreshAir Fine Arts Festival, Singapore

## FreshAir Fine Arts Festival Free Concerts

November 17 to November 23



The highlight of the November 17 opening of the first [FreshAir Fine Arts Festival Singapore 2013](#) at the [Luxe Art Museum](#) will be a concert at 5.00 pm by violinist Siew Yi Li and cellist Lin Juan, both of whom are extraordinarily talented Singaporean musicians. The performance is the first in a series of free concerts to be held in the pleasant ambience of the Luxe Art Museum located in Singapore's arts and heritage district.

Siew Yi Li, a graduate of the Conservatoire de Lausanne, Switzerland and Lin Juan, a graduate of the Royal Northern College of Music, Manchester, UK, have a wealth of experience in public performance and have received accolades for their artistic excellence. Siew Yi Li is a distinguished solo violinist who has toured with several ensembles in Switzerland. In Singapore [Siew Yi Li](#) has performed as soloist with The Bradell Heights Symphony Orchestra. Lin Juan is the respected principal cellist with both the Singapore Lyric Opera Orchestra and The Philharmonic Orchestra.



**Siew Yi Li**



**Lin Juan**



**Beatrice Lin**

The contribution of young musicians to the cultural life of Singapore will be celebrated with the presentation of “Young Talents” concerts on November 18th and 19th beginning at 6.00 pm. Through the performances of locally trained youthful musicians the FreshAir Fine Arts Festival calls attention to the importance of culture in enhancing the quality of life and creating a better world. The young artists will be accompanied by Beatrice Lin who is forging a career as a leader in music education and performer.

Something completely different is offered in a concert of waltzes and tangoes by the renowned guitarists Alfie Gonzales and Melvic Atienza, both trained at the Santo Tomas Conservatory of Music in Manilla. Performances by these two musicians will be presented at 6 pm and 8 pm on November 20th. Baritone Andrew Xiai Chun Yuan will sing at 7 pm. His program includes songs by Vaughan Williams, Schumann, some Singaporean art songs and arias from Mozart operas.

On Thursday evening November 21, [Quintet EDQ](#), composed of Singaporean woodwind players will present a chamber music concert. The youthful enthusiasm of Quintet EDQ comes through clearly in their music.

The presentation in the evening of November 22 is a concert celebrating the centennial of the birthday of the great British composer Benjamin Britten. Beatrice Lin will be performing with a number of other musicians. Beatrice graduated from the Yong Sieu Toh Conservatory and then studied at the prestigious Royal Academy of Music, London. She earned her master's degree winning the Adolph Neuman Prize, at the Conservatoire de Genève. After performing in Switzerland, Beatrice Lin returned to Singapore where she has worked with the Singapore Lyric Opera Orchestra and the Philharmonic Orchestra and is the pianist in the [Incursion Trio](#). She performs as a chamber musician in various ensembles, as an accompanist to singers and violinists, and teaches young musicians at the School of The Arts, SOTA.