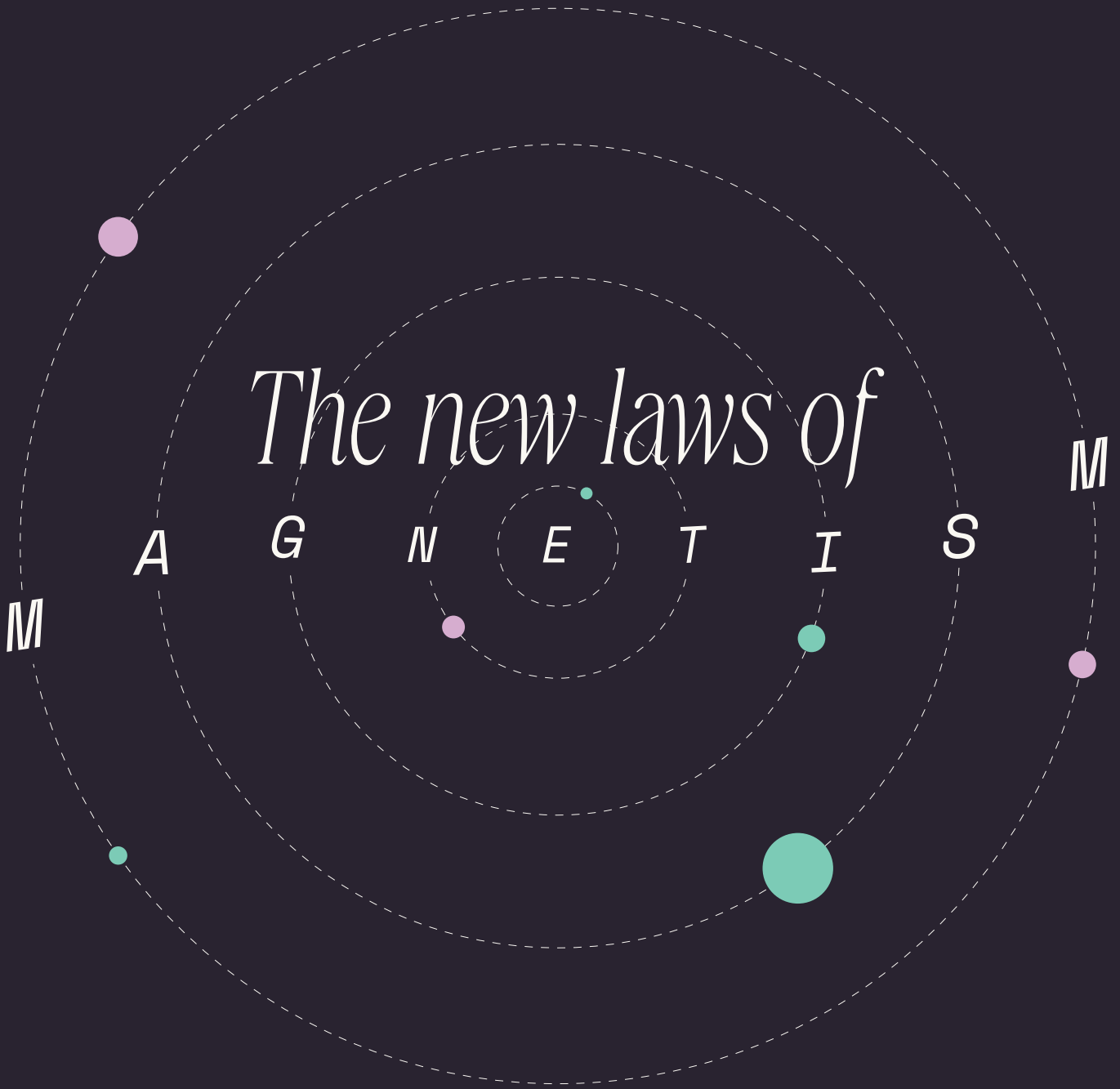


Poppins



The new laws of

M A G N E T I S M

Automotive edition

The New Laws of Magnetism

At Poppins, we're in constant conversation with automotive leaders. In a time defined by new EV entrants, shifting consumer habits, and volatile supply chains, brands are turning to us not just for ideas—but for entirely new ways of thinking. The same challenges keep coming up: breaking heritage cycles, lacking creative distinction, and most importantly, attracting new audiences.

81% of luxury automotive communities
aren't owners, they're fans.

When the brief is to increase revenue, we don't immediately consider how we can sell more cars. We don't start with the product or the customer; we start with fans. Because today, fans are driving brands forward, not customers.

Leading brands like Porsche, Bentley and Mercedes are already investing in creative campaigns designed to build brand love that goes beyond drivers. They know that to grow, they need to focus not on who's buying now, but those who can influence purchases now and in the future.



When Porsche meets pasta.



Now this is a work of art.



If Mercedes were veggies.

Why the shift from cars on the road, to pasta, rug tufting and gardening?

They understand that media has changed, that customers expect brands to appeal to their interests (however niche) and that brands need to learn a new set of rules to get ahead. We call them...

The New Laws of Magnetism.

Law One: Creativity Is Not a Choice

In an industry driven by engineering precision, creativity becomes the true differentiator. It means making connections others don't see—finding opposites that attract. That's how you stand out.

At Poppins, we intentionally pair automotive clients with creative problem solvers who don't solely work within the category. It's how we generate fresh thinking, challenge conventions, and build ideas that truly cut through.

Whether it's a campaign platform or a design principle, lateral thinking and lateral creativity powers it. Our Design Director Alix often talks about this approach: pulling from unexpected places to create work that people remember and love.



“Most of my designers aren't in that world, but they have worked on so many automotive projects... That's when you start to get brands that start to feel like they have ownership over what they're trying to do and they don't look like anyone else.”

Alix Wolfe, Poppins Design Director
[\[Watch the video\]](#)

Your opportunity

Take creative references from outside of the industry for a fresh perspective. If ideas make you feel a little uncomfortable, you're moving in the right direction.

Law 2: Opportunity Lives Outside Your Orbit

Many brands rely on loyalists. Yet we estimate only 27% of brand owners will consider the same badge when making their next purchase (GWI). That leaves a majority of new audiences ready to be engaged. And beyond that, a sea of people who will never drive your car, but might still fall in love with it.

Finding new orbits.

Our recent research paper looked at the far-reaching potential audiences that automotive brands aren't currently targeting, but should be. Obvious communities such as F1 fans are, of course, likely to be interested in the auto brands we studied, over-indexing by 14x. We know F1 is a rich community, but a competitive one. So we looked further.

Gaming indexed highly, with communities ranking 6x more likely than average to follow automotive brands. Sim racing stood out at 14x, and we went on to uncover that house, trance, and techno music lovers over-indexed as well. We spotted the link between sim racing and electronic music, rooted in the early Gran Turismo and F1 games of the late '90s and early 2000s. Their original soundtracks—heavily influenced by breakbeat and house—sparked a lasting connection between automotive culture and these music genres. Today, vibrant new communities are emerging from this legacy, like the Rally House playlists on YouTube, which have amassed millions of views.

If your brand featured in Gran Turismo (or similar), there's a strong chance you already have a passionate fanbase patiently waiting to be reactivated. And that's just one example.

Your opportunity

Develop your tool stack to allow you to seek out less obvious communities with strong links into automotive. Practice social listening and trend watching to monitor the emerging cultures relevant to your brand.

Law 3: Language Is Evolution

To build meaningful connections, brands must evolve how they speak—starting with understanding.

Too many brands stay locked in echo chambers, rigid in tone and identity. Guidelines are useful, but they must flex to meet new communities with authenticity.

That means knowing their language, yes, but also their mindset, values and cultural context. Our research tools help brands map these behaviors and adapt their voice without losing their identity, in fact unlocking more of it. Our VP, Creative & Innovation, Dan, puts it into an audience perspective:



“People make these decisions and have these loyalties because they believe that the brand is speaking to them. It’s marketing 101, but I think it’s easily forgettable because if you’re not doing that, you’re just part of the noise.”

Dan Sherrat, Poppins VP Creative & Innovation
[\[Watch the video\]](#)

Your opportunity

Study and speak with your audience, face to face if you can. Learn their needs, behaviours and lexicon; study the brands they trust and love.

Law 4: Movement Takes Change

Growth doesn't come from staying still. To reach new audiences and unlock new creative territory...

Brands must embrace transformation.

At Poppins, we partner closely with our clients to guide them through change. Every brand is different, even if the challenges feel similar. This is why our approach is bespoke, hands-on, and honest.

Take our work with Tuthill for example: once a quiet Porsche specialist, now a thriving online and offline presence that's making plenty of noise across the globe. The secret? Getting close, building trust and being unafraid to challenge when needed.

We recently spoke to founder, owner and driver, Richard Tuthill, to get his take on everything we've built together.



“I think what you did for us was pretty transformational. What you fairly effortlessly do is guide us through what can be a pretty daunting process, and you're clever at that.”

Richard Tuthill, CEO & Founder of Tuthill
[\[Watch the video\]](#)

Your opportunity

Accept that change is hard and collaborate with those who have already trodden the path. Test first, then invest. You'll get there faster than you think.

Final Thoughts

If fans aren't already part of your growth strategy, we think it's time that they were. At Poppins, we help automotive brands move from strategically stalled to creatively magnetic. We look beyond your current customers to unlock fame, demand, and long term growth opportunities.

If you're interested in what this could look like for your brand please drop us a line, or better yet pop into The House of Poppins in Marylebone. We'd love to talk.

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