

DRIVING RELEVANCE THROUGH DIGITAL DISRUPTION

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Cadillac

THE CHALLENGE

HOW DO WE LEVERAGE TECHNOLOGY TO CREATE CULTURAL RELEVANCE IN AN EVER-EVOLVING MEDIA LANDSCAPE?



TECHNOLOGY IS EXTENDING TIME SPENT WITH MEDIA



- **> 12 hours/day** in 2014
 - Increase in over an hour from 2011
- Digital represents nearly **50%** of daily consumer media consumption
 - Shift is driven mainly by **mobile and tablet**
- Mobile now represents **over 60%** of the total time people spend with TV
- **Media convergence** is happening while we speak

BROADCAST STILL DOMINATED BY LIVE CONSUMPTION

FRAGMENTATION

The devices / methods used to consume TV are radiating out from traditional live TV providers giving the consumer a multitude of screens to consume TV / video.

SECOND SCREEN ENGAGEMENT

What was once a single screen within the household has now turned into a simultaneous technology and device driven landscape

ADVANCED TV LANDSCAPE

New and innovative Advanced TV executions are giving advertisers new ways to reach consumers on TV – with a highly targeted in-market shopper – ultimately removing broadcast waste...



A close-up, vertical shot of a car's headlight, showing the intricate details of the lens and the glowing orange turn signal. The car's body is dark and sleek.

CONVERGENCE: DRIVING MARKETPLACE EVOLUTION

TV IS NOW **VIDEO**, TIME-SHIFTING AND MULTIPLE SCREEN VIEWING IS THE NORM

- 288MM people are watching traditional TV
- 143MM are watching video online and 111 MM time shifting
- 9%MM are watching TV/Video content thru their gaming device each week

DIGITAL HAS BECOME MUCH MORE SOPHISTICATED AND MULTI-PURPOSE

- Auto-sales search is up
- Targeting improvements
- Multi-touch attribution and closed loop measurement now possible
- Digital displacing traditional media as a primary resource for in-market shoppers

PRINT IS MIGRATING TO TABLET AND DIGITAL PUBLISHING

- Magazine revenue is now driven by Beauty & Fashion, as Automotive and Food have dramatically reduced spend in recent years
- Consumers are spending less than 1.2 min per day with newspaper

BEHAVIOR DRIVING CONVERGENCE

TABLETS HAVE FUNDAMENTALLY CHANGED THE LIVING ROOM

- There are no longer home offices
- Family's are together again in the living room, BUT all doing different things on different devices
 - But, traditional print titles have been slow to adopt the tablet experiences
- Huge opportunity for Converging media

CONNECTED TVs ARE HERE TO STAY– STILL LEARNING HOW TO ACTIVATE, THOUGH

- 60% of the population are expected to have a connected TV by 2018

NEW CONTENT PUBLISHERS ARE DISRUPTING THE TRADITIONAL/ CABLE NETWORKS

- Binge viewing is changing the face of content distribution
- Netflix subscriber revenue exceeded that of HBO in 2014.
- HBO is still more profitable, but Netflix wants to become HBO, before HBO can become Netflix
- New opportunities are becoming available with these new disruptors

OUTDOOR CONVERGENCE OFFERS NEW, EXCITING KEY METROPOLITAN OPPORTUNITIES



WE NO LONGER LIVE IN TV HOMES – WE NOW LIVE IN TECHNOLOGY HOMES

%TV Homes who own device	2009	2011	2013
HDTV	41%	67%	83%
DVD Player	89%	86%	83%
PC w/ Internet	75%	79%	80%
Smartphone	19%	44%	65%
Digital cable	44%	51%	54%
DVR	33%	42%	49%
Game console	42%	45%	46%
Satellite	29%	31%	31%
Tablet	-	5%	29%
Internet enabled TV	-	-	16%

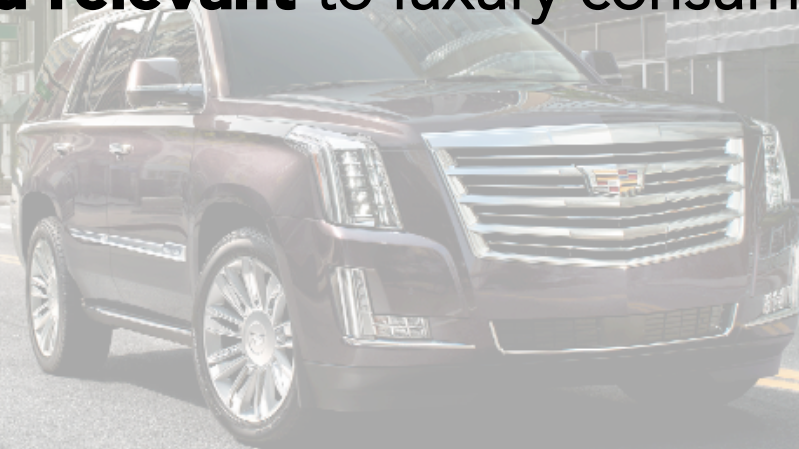
THE VISION

CREATE BRAND RELEVANCE AND IMPROVE OPINION AND
CONSIDERATION IN A CLUTTERED MEDIA LANDSCAPE



HOW DO WE ACCOMPLISH THIS?

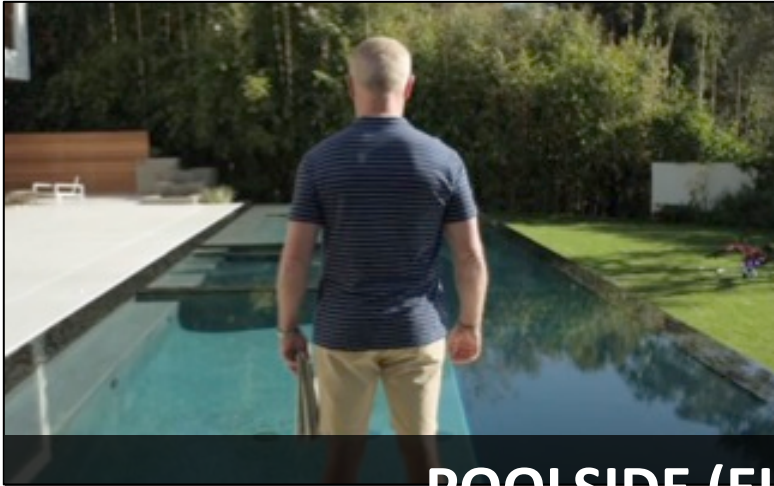
- Increase **visibility** beyond advertising
- Strong **brand identity**—that's both credible and differentiated
- **Breakthrough** creative
- Seamless **integration** across all touch points
- Must be **appealing and relevant** to luxury consumers



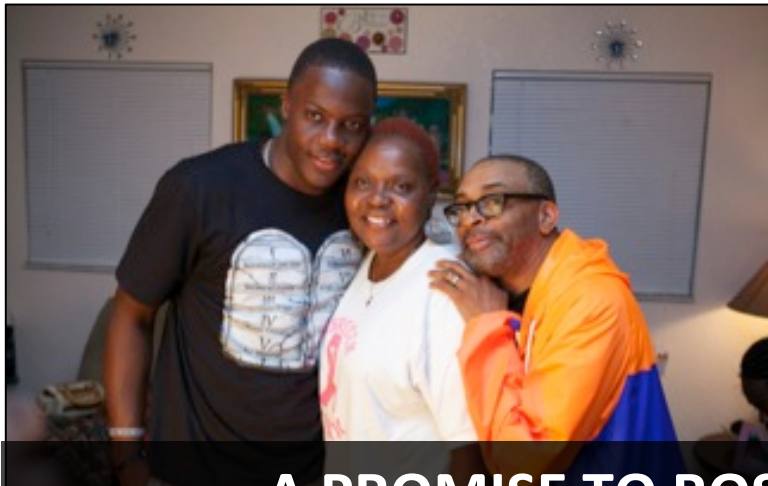
STRATEGY

- **DEVELOP CREATIVE THAT BREAKS THROUGH THE CLUTTER**
 - Luxury lifestyle with a provocative and own-able point of view
 - Sets the brand apart from the competition
- **CREATE CONTENT CONSUMERS WANT TO ENGAGE WITH**
 - Associate the brand with meaningful and inspiring stories
 - Develop significant and relevant digital content that consumers want to be associated with
- **LEVERAGE TECHNOLOGY TO DELIVER THE STORIES**
 - Captivate the right audience
 - Reach people on the right device
 - Engage with them at the right time

EXAMPLES OF HOW WE EXECUTED THE VISION



POOLSIDE (ELR LAUNCH TV)



A PROMISE TO ROSE (CONTENT SERIES)

THE STRATEGY OF “POOLSIDE”

CREATING CONVERSATION AND LEVERAGING TECHNOLOGY/
DIGITAL PLATFORMS TO AMPLIFY THE CHATTER



POOLSIDE



- YouTube Viewership
 - **22,611** views on day one of the commercials air
 - **400,000** views during the two-week Olympic broadcast
 - **2.2 Million** views to-date

To watch the spot, click here: <https://www.youtube.com/watch?v=qGJSI48gkFc>

"IMITATION IS THE SINCEREST FORM OF FLATTERY"



Parodies from Ford and other online YouTube creators proved to quickly amplify our efforts in the social space by continuing the conversation and buzz.

MEDIA CONVERSATION

- Press that responded favorably to *Poolside*, saw the content as **celebrating the work ethic of Americans and the resultant reward for that hard work.**
- Negative press centered on the **attitude reflected in the ad**, with writers seeing it as pompous and reinforcing stereotypes of Americans.

Bloomberg Businessweek **Companies & Industries**

“The subtext is clear: While all the BMW engineers were drinking August away on Lake Como, ours were perfecting these awesome Cadillacs. Fair enough.”

The Washington Post

“The image that stands out most in my mind during the broadcast of the 2014 Winter Olympics? The Cadillac commercial.”

USA TODAY

“[Poolside] may be the best TV ad – not just car ad – of the year...and probably just as Cadillac hoped, it’s causing controversy.”

ADWEEK

“Is Cadillac’s New Ad Totally Inspiring or Completely Repulsive?”

THE HUFFINGTON POST

“Cadillac Made A Commercial About The American Dream, And It’s A Nightmare.”

AdAge

“Fox Business News contributor Jonathan Hoenig, “...here’s a wonderful ad [Poolside] that actually celebrates America.”

brandchannel

“Cadillac’s New Campaign for ELR is an Ode to American Innovation.”

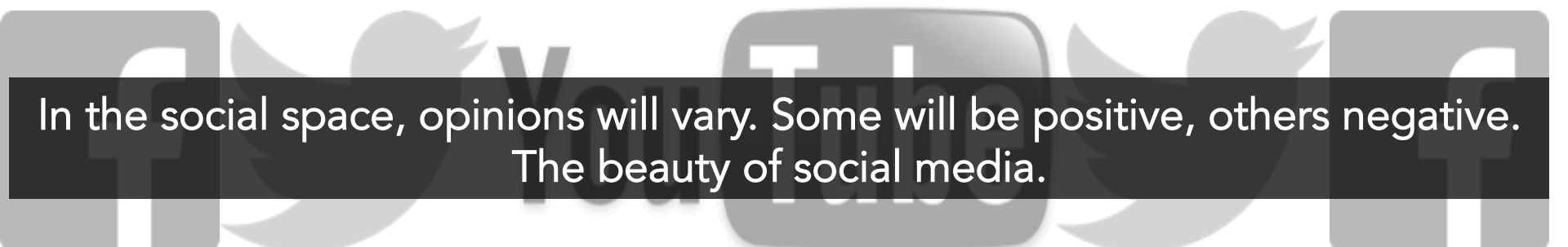
MOTOR TREND

“Instead of focusing on the ELR, some viewers have concentrated more on the dialogue.”

JALOPNIK

“It’s all so smug-feeling. Smug in a way that makes you feel gross after watching the whole 60-second [Poolside] spot.”
“This Cadillac ELR Ad Will Make You Hate Electric Car Buyers.”

BEING A PART OF THE CONVERSATION



In the social space, opinions will vary. Some will be positive, others negative.
The beauty of social media.

“The Cadillac ad is outstanding.

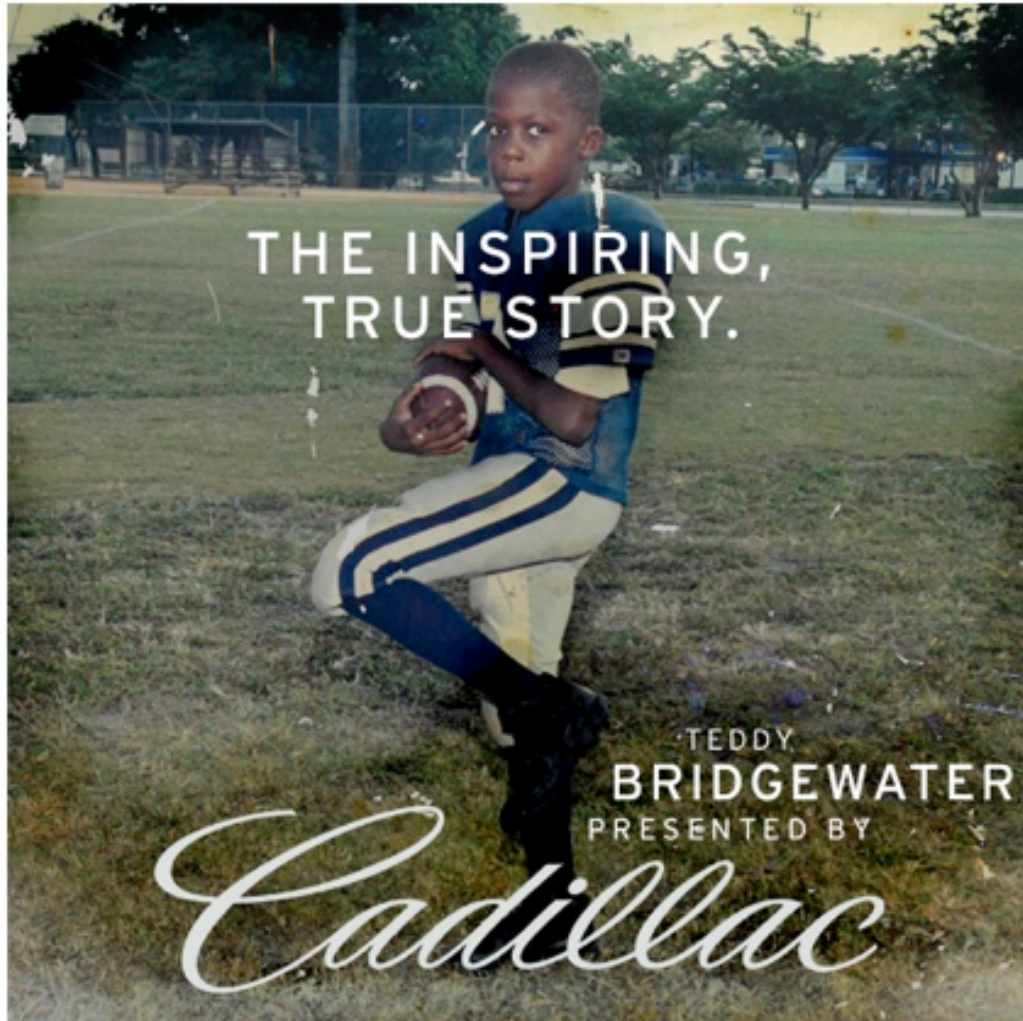
*It talks about universal things
Americans believe in, talks big
picture, launches a product and
is funny.”*

“And GM scores another 10,000 views

*on their ad. Sometimes it's okay to
make an ad that creates controversy,
because that's how you spread the
word....”*

*“There's **nothing joyful or optimistic**
about a life centered around material
things, like a Caddy. Are you really
going to smile on your deathbed
thinking about the fact that you
accomplished “owning” one?”*

TEDDY BRIDGEWATER AND THE PROMISE TO ROSE



Background:

- Helped NFL hopeful Teddy Bridgewater fulfill his boyhood promise to his mother, Rose, of a pink Escalade
- The stars aligned: Rose's birthday, Mother's Day, the NFL Draft, AND the launch of Escalade - all in the same week
- Leverage social media to do the "heavy lifting"
- Inspiring an emotional brand connection

THE RESULTS

- In its first day, #Promise2Rose, saw a significant amount of video engagement
 - **127,019 views; 1374 likes, 30 dislikes, 94 comments**
- With continued support and outreach, #Promise2Rose has reached over **a million views to date**
- And the **media coverage** has exposed Cadillac to millions of consumers through the unanticipated coverage on the NFL Draft with Deion Sanders and Teddy, Inside Edition, and other media outlets.

To view the story, click here:

<https://www.youtube.com/watch?v=owVvjwjW7g&list=PLONsyQ0cLqNEz4ZZX7PcVYtjuEmIDXTnz>



CAMPUS
INSIDERS.COM

The Washington Post

COMPLEX

UNIVERSITY HERALD

DAILY NEWS
AMERICA

YAHOO!
SPORTS

abc NEWS

b/r
bleacher
report

Miami Herald

CBSSPORTS.COM

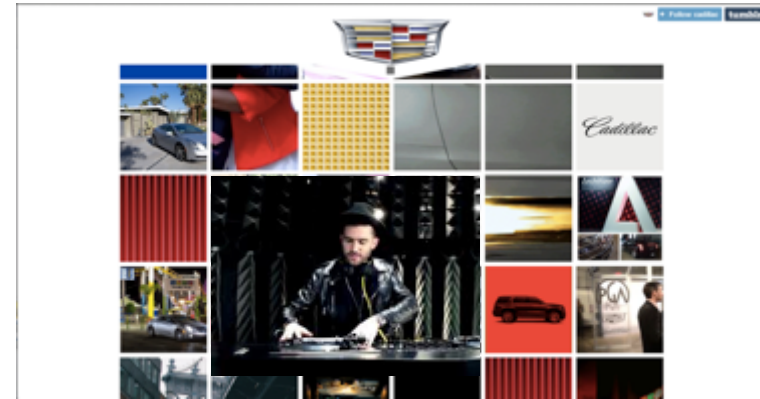
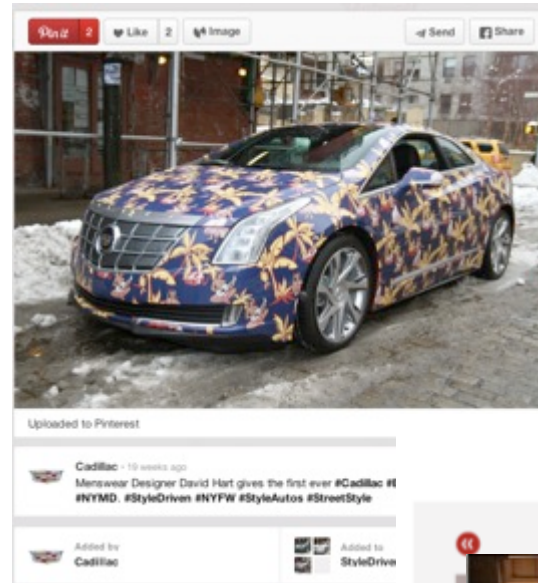
ESPN

CONTINUING TO BE PART OF THE CONVERSATION

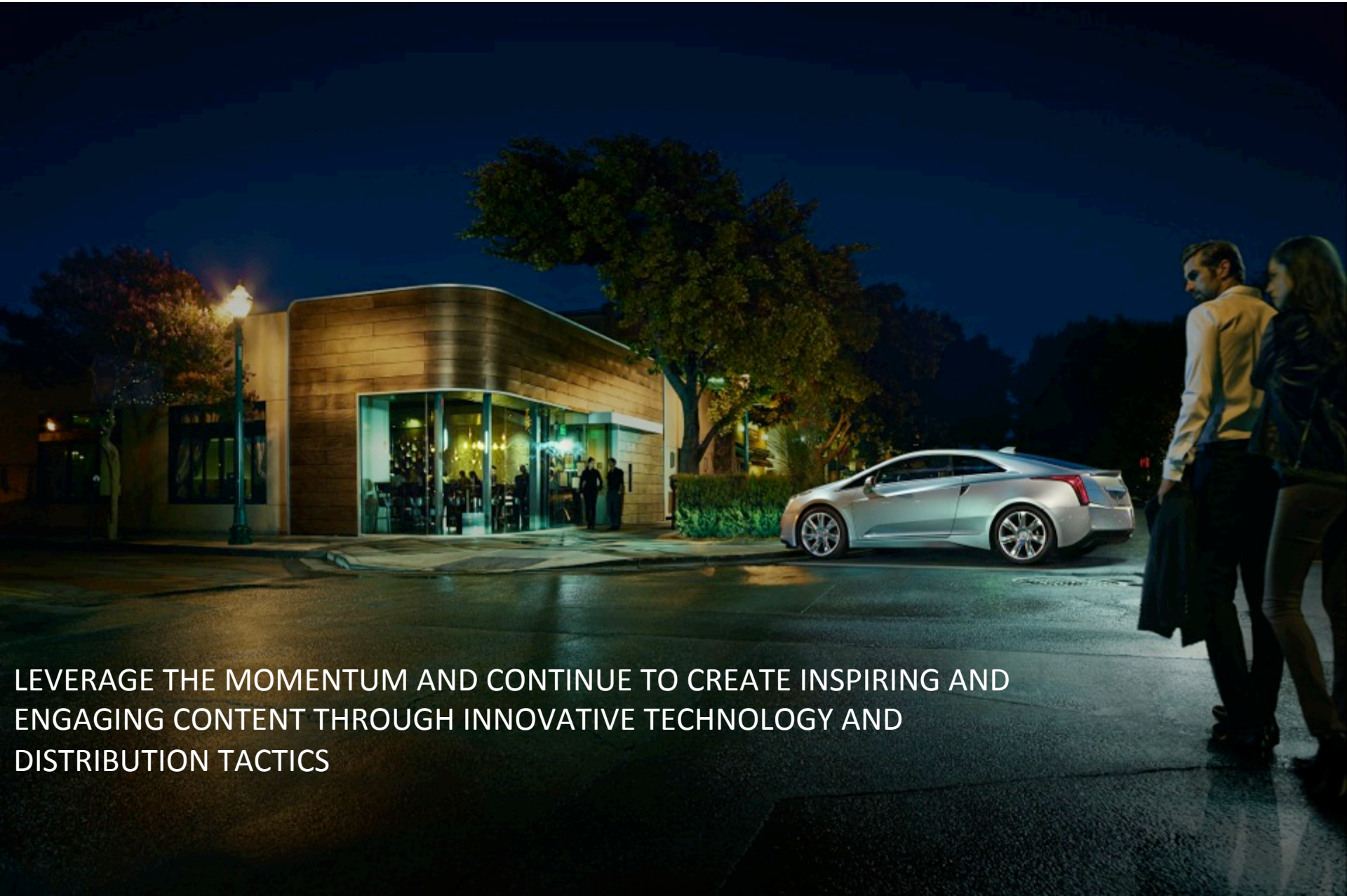


4.5 million followers across the leading social platforms, growing twice as rapidly as the automotive average

Among the **top 10 Twitter trends** during the Oscars broadcast in March and again leading up to the NFL Draft in May



WHAT'S NEXT



LEVERAGE THE MOMENTUM AND CONTINUE TO CREATE INSPIRING AND
ENGAGING CONTENT THROUGH INNOVATIVE TECHNOLOGY AND
DISTRIBUTION TACTICS



Cadillac