

CADILLAC CTS – CAR GOT YOUR TONGUE?

> CHALLENGE

Cadillac was introducing its new CTS model, aimed at a younger buyer market and knew traditional advertising approaches would not work. To build brand affinity with this new audience, Cadillac enlisted CRN to create an integrated marketing solution to help contemporize the Cadillac brand name.

> CRN SOLUTION

CRN created an exciting and cost-effective radio campaign that utilized on-air talk time to take advantage of the credibility and intimacy that stations have with their listeners. CRN researched and selected high profile, popular DJ's, put them in cars and generated on-air testimonials that appealed to the younger buyer. The multi-dimensional radio campaign bombarded consumers with messages outside of commercial clutter and supported both events and web initiatives.

> RESULTS

The campaign delivered a media value that was double the total investment of the campaign. It was also successful in giving Cadillac a younger, more hip image and attracting the attention of the younger target audience.

