

FOR RELEASE: January 22, 2003

Cadillac Returns To Super Bowl With Another Round Of 'Break Through' Advertising

Cadillac Returns To Super Bowl With Another Round Of 'Break Through' Advertising

DETROIT - Cadillac returns to the Super Bowl with bold new executions of its "Break Through" advertising that deliver further evidence of the brand's rebirth. The advertising will kick off a year with three product launches and be part of an integrated marketing effort built around Cadillac's product renaissance.

In addition to being the Official Vehicle of Super Bowl XXXVII, during the game Cadillac will air a 90-second spot - the first 90-second spot for an automotive company in over a decade - that expresses the enduring essence of the brand. The commercial, "17th Street," connects great Cadillacs of the 1950s era with four compelling vehicles that are part of Cadillac's modern product renaissance: the CTS luxury sport sedan, the Escalade SUV, the 2004 luxury utility SRX and the 2004 XLR luxury roadster. Immediately following the game, Cadillac will showcase a 30-second spot. Television spots continue to feature Led Zeppelin's high-energy song, "Rock and Roll," as a brand anthem. [...]

As the "Break Through" campaign evolves, Cadillac advertising will remain focused on the head-turning design and innovative technology of its products, according to Cadillac General Manager Mark LaNeve. An infusion of dynamic new products has enabled Cadillac to build positive momentum, with a 16 percent growth in sales in 2002 compared to the previous year, LaNeve said.

Launched on the 2002 Super Bowl, the "Break Through" campaign has helped increase awareness and opinion of Cadillac products, according to Kim Kosak, Cadillac director of advertising and promotions. From an automotive perspective, Cadillac will own the event - from highly impactful pre-game advertising, to the 90-second in-game spot; from being awarded to the game's MVP, to owning the post-game show, Cadillac will be hard to miss, Kosak said.

Shot in London, the "17th Street" commercial follows a businessman dressed in mid-1950s style through a '50s subway train station, past a giant poster of a Cadillac Eldorado convertible of that era. Then, as the train moves through the subway, the man sees the '50s era Cadillac come to life, followed by moving images of modern Cadillac products - the CTS, Escalade, SRX and XLR. At the end of the spot, the man is dressed in contemporary clothing, and he has arrived in a modern train station that features a poster of the XLR. "You could have seen it coming," says voiceover (actor Gary Sinise).

The "17th Street" commercial connects today's Cadillac brand with its unsurpassed heritage of boldly styled, technologically advanced products, said Gary Topolewski, chief creative officer at the Detroit office of D'Arcy Advertising, which created the campaign. The commercial affirms that this breakthrough style and technology is part of the bloodline and is the basis for Cadillac's resurgence, Topolewski said.[...]

Cadillac also will reach out to its target audience in innovative ways. Echoing the "17th Street" commercial, riders on subway trains in Atlanta, Philadelphia and New York will see movie-like images of the XLR on the subway walls as they move between stations. Created by Submedia, Cadillac will be the first automotive company to use the technology. The effect is created by the movement of the passengers past a series of large stationary photos.