



IT'S TIME TO LET GO

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# SITUATION ANALYSIS

As the world goes autonomous, automakers are at a crossroads. While plenty of consumers have gone all-in on self-driving vehicles, others, confronted by negative media, have drifted in the opposite direction. With competitors earning the bulk of the narrative, it was imperative for Cadillac to step up, shift the conversation and introduce its enhanced Super Cruise system as the ultimate in safe, hands-free driving.

Finally, a vaunted luxury car company like Cadillac was telling people it was OK to trust technology and take their hands off the wheel, feel confident about breaking the traditional rules of driving ... and have lots of fun doing it. It was time to "let go."

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# RESEARCH AND INSIGHTS

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Early metrics showed that 85% of people who have tried Super Cruise would prefer the technology in their next vehicle. But getting people to try it in the first place posed a psychological challenge. They had to unlearn a fundamental rule of the road — have faith in a technology they've never experienced and navigate the streets with no hands. That's asking them to do something, which they were taught in driver's ed was the last thing on earth they should ever do (take their hands off the wheel). To encourage trial and awareness, we were tasked to flip peoples' fears into fun and show them how amazing and life-enhancing Super Cruise could be.

With the right products (the All-New 2021 Escalade, CT4 and CT5) and the right accessibility (200,000 miles of compatible roads in the U.S. and Canada), the timing was right to leverage the Cadillac brand as not just a player in the journey to hands-free technology, but a true leader.



# IT'S TIME TO LET GO STRATEGY

To help bring our message to life and inspire others to let go of their inhibitions, we partnered with a group of people who have everything — well-known celebrities. We felt it would be an interesting dynamic to capture unscripted reactions of these famed faces relinquishing control and showing the world their vulnerability as they experienced hands-free technology for the first time – in the All-New 2021 Escalade.

The authenticity of showing some of America's favorite people embarking on this journey required the right mix of celebrities. We wanted a diverse group and where at least some members would have a natural connection (known Cadillac buyers or those with an expressed interest in the technology). Finally, given the state of pandemic, we wanted to pursue personalities willing to take this ride with a family member, which allowed for telegenic, maskless storytelling.

We started with beloved TV actress Sofia Vergara and her action star/Escalade superfan husband Joe Manganiello. From there, we secured American heartthrobs The Jonas Brothers, who spoke to our music demographic and individually expressed interest in the technology. Adding to our diversity, we signed popular Emmy/Grammy-winning comedian Tiffany Haddish, who brought her brother along for the ride. Finally, we recruited Stephan "tWitch" Boss, cohost of the Ellen DeGeneres Show (and established dancer) along with his wife, dancer Allison Holker. The couple also brought two of their children to sit in the backseat, which not only spoke to the family-friendly nature of these premium SUVs but quietly brought to life a profound trust in the technology.



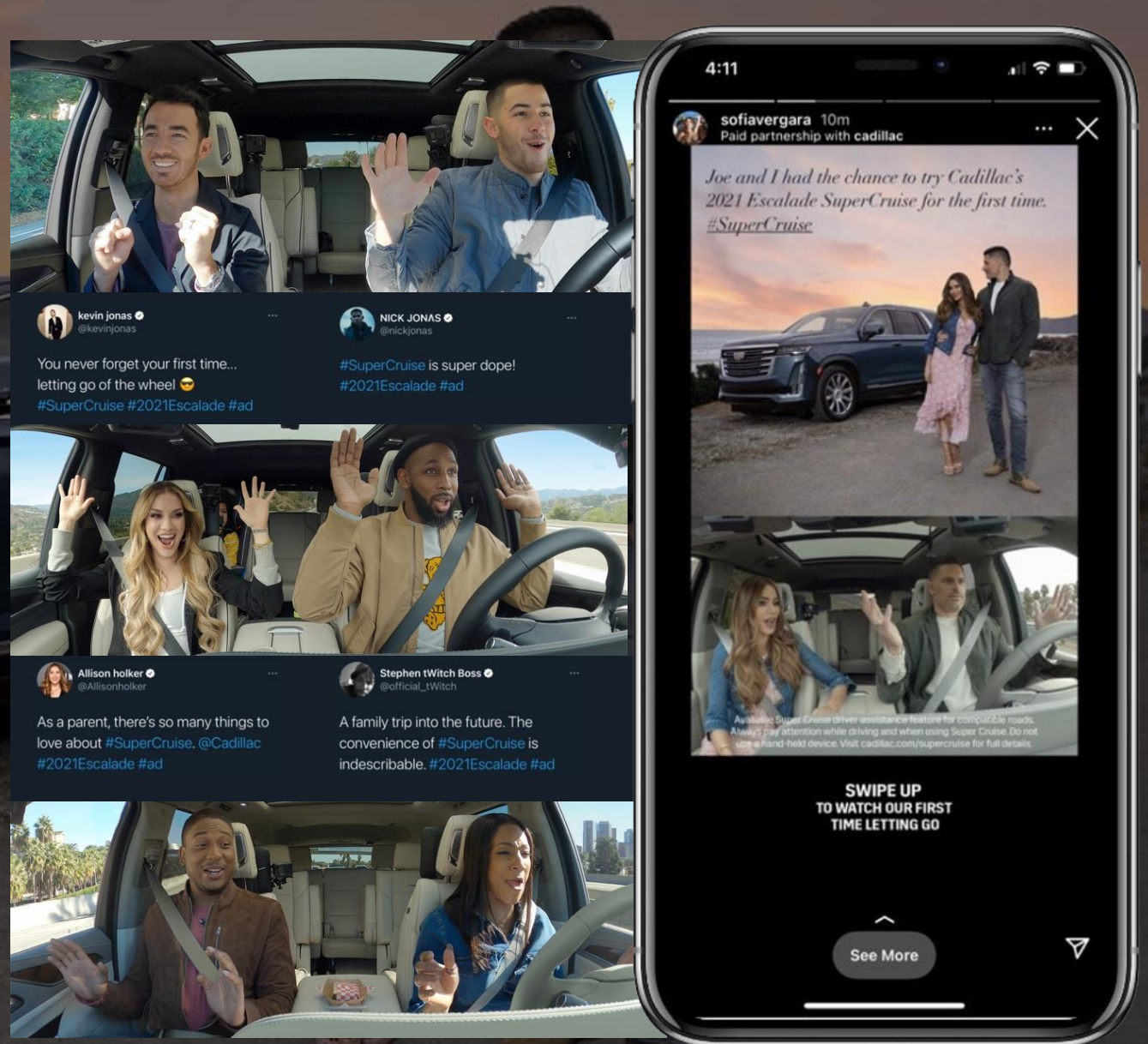
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# EXECUTION AND TACTICS

With the talent in place, we needed someone who could explain to the actors the technology they were about to interact with. Enter GM engineer Jeffrey Dinakar, our on-set voice on how to properly engage Super Cruise and what to expect on the road. Working with Jeffery ahead of the shoot, we prepared a streamlined explanation for a first-time Super Cruise user.

We then went full steam ahead and captured content in the Los Angeles area over the course of a few days. With cameras in the vehicles, we watched as our talent went through the journey of taking their hands off the wheel, each reacting with their own unique take.

While this part of the execution was underway, we were preparing our communications, social media, site, CRM and distribution plans. Anticipating a full gamut of reactions and emotions, we knew we'd have a lot of material to work with — the question was how to release it. While this was not intended to be a TV spot with a strict timeframe, we decided we wanted a single hero piece that told the Super Cruise story in 90 seconds, followed by unique celebrity cutdowns. From there, we created content specifically crafted for certain platforms and outlets, deployed it in a strategic cadence to maximize both paid and earned media and ensured everything looked and felt authentic and, of course, entertaining.



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## EFFECTIVENESS & RESULTS

Overall campaign videos tallied more than 62 million views on YouTube. Nearly 150 broadcast clips, generating an estimated viewership reach of 5.3M. More than 150 original online news stories, generating an estimated earned reach of 1.8M, more than the last two Oscars campaigns combined. Organic social reached an additional 1.8M, delivering 500K video views and 23K engagements. Influencer-specific videos garnered more than 13M YouTube views and their posts drove 2,400 unique comments. Video completion on the :90 hero film was 55%.

### AWARENESS OF SUPER CRUISE

- 101.5MM campaign impressions
- 159 Digital Earned Media Stories with 1.8MM EER
- 147 Broadcast clips with potential reach of 5.3MM
- 25X higher daily visits to Let Go Page vs Super Cruise usual Page

### CONFIDENCE IN SUPER CRUISE

Super Cruise had 94% favorable sentiment across social conversation +2% ppts from benchmark. (This may not seem that impressive, but social sentiment is actually really difficult to move with marketing efforts alone.) 90% positive sentiment on influencer social post comments

Most importantly, celebrity word of mouth flipped the script, generating immeasurable buzz, excitement and conversation about the campaign across entertainment outlets that rarely discuss state-of-the-art auto technology. Cadillac Super Cruise had entered the chat.

62 MILLION  
VIEWS ON YOUTUBE

INFLUENCER-SPECIFIC VIDEOS  
13 MILLION VIEWS

NEARLY 150 BROADCAST CLIPS  
REACH OF 5.3 MILLION

MORE THAN 150 ORIGINAL  
ONLINE NEWS STORIES  
REACH OF 1.8 MILLION

ORGANIC SOCIAL  
1.8 MILLION

THANK YOU

