



INTRODUCING

# CELESTIQ TEASER EXPERIENCE DIGITAL WEBSITE

CELESTIQ is Cadillac's first foray into all-electric ultra luxury; it will compete on the world stage for the attention of a select group of affluent individuals, but of course the Cadillac enthusiasts will also be curious. Which is why when delivering the first course of CELESTIQ information, we had to craft two sister pages serving both our public and VIP, invite-only audiences. Each page was designed to take the brand's digital presence to a new, bolder plane - pushing the boundaries of our development platform and brand language.

What resulted were pages that felt crafted instead of merely coded. And where the Public teaser experience provided just enough information to whet the palate, the exclusive and unique VIP included a breadth of additional info including the feature modals that dove into the specifics of what CELESTIQ had to offer. Both audiences could further explore the vehicle personas that would drive imagination and creativity for those lucky enough to build their own custom creation. If the brand's goal was to set the "New World Standard" then our teaser experience would lay the foundation for that.

