

YOUR XT4 ERA

The 2024 XT4 received a major upgrade from the inside out. The challenge wasn't going to be getting people excited, but driving interest from two very different audiences: a new-to-the-brand UPBEAT audience and a brand-loyal BOLD audience. Each received their own journey consisting of 4 emails, 4 corresponding landing pages and 4 hype videos, creating personalized and immersive storytelling around life with XT4. A vehicle so nice, we decided to sell it twice.

To launch our CRM campaign, we championed the connection between vehicle and persona through a manifestation trend, "YOUR ____ ERA," filling the blank with highly selective lifestyle words that spoke to vehicle features and benefits. We developed a new benefit-driven tone for our UPBEAT audience with language that pushed Cadillac boundaries, leaned into culture and popular phrases and felt more personal. Our BOLD audience received a traditional, aspirational tone that leaned into the pillars that make this vehicle the right tool for manifesting their dreams. We even gave each audience their own on-camera talent and music track.

CREATIVE LINK


Per client request, this work is password protected.

<https://www.cadillaccreative.work/xt4>

PASSWORD: cad2024

UPBEAT

Get excited to explore new features in the 2024 XT4. [View all features.](#)



YOUR XT4 ERA

Preproduction model shown throughout. Actual production model will vary. Available summer 2023.

[NAME],

PULL UP TO YOUR XT4 ERA

Let the new 2024 Cadillac XT4 amplify your uniqueness. Champion all the different facets that make you the driver you are today and the person you strive to be tomorrow. The XT4 will excite your senses with a newly designed exterior and reimagined interiors, while its performance and handling will remind you what "fun to drive" means.

[VISIT YOUR XT4 ERA](#)

HEADS

with the all-new alloy wheel lineup, in the 18" or available 20" wheel sizes.

EXPLORE YOUR XT4 ERA

Cadillac

1.800.333.4CAD | CHAT

Find tire and wheel combinations. See [cadillac.com/accessories](#) for important information, or see your dealer. This email advertisement because you expressed interest in Cadillac. | [Cadillac](#) | [Corvette](#) | [Traverse](#) | [GM Buick](#) | [Statement](#) | [Service Center](#) | 482A00MMR | Detroit, MI 48205 | 1.800.333.4CAD | General Motors, its divisions, slogans, emblems, vehicle model names, vehicle body styles appearing in this document are the trademarks and/or service marks of General Motors, its divisions, affiliates or licensors. © 2023 GM LLC.



FEELING FRESH



LIGHT UP YOUR WORLD

The step up in life you've been looking for—the curved 33" diagonal advanced LED display can exhibit more than 1 billion different colors and has a 9K resolution.

COLLECT STARES

Show off your aesthetic with the new grille design on the Premium Luxury and Luxury models—designed to honor the classic Cadillac chevron with bright finishes and accents. If you prefer something edgier, the Sport model (shown) will capture your attention with dark accents and a black gloss mesh grille.



SHINE BRIGHT

Let the world see you shine. Show up and show off with the Cadillac signature vertical LED headlamps, standard on all models.



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BOLD

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[NAME],

WELCOME TO YOUR XT4 ERA

Let the new 2024 Cadillac XT4 inspire and embody your individuality. The XT4 will mold perfectly with your lifestyle with a newly designed exterior and reimagined interiors. Meanwhile, its performance and handling will remind you what enjoying your drive should feel like.

[VISIT YOUR XT4 ERA](#)

E A SPIN

with the all-new alloy wheel lineup, in the 18" or available 20" wheel sizes.

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A FRESH TAKE



COLORFUL LUXURY

Stare in awe at the curved 33" diagonal advanced LED display that can exhibit more than 1 billion different colors and 9K resolution.



SECOND GLANCES

Marvel at the new grille design on the Premium Luxury and Luxury models—designed to honor the classic Cadillac chevron with bright finishes and accents. If you prefer something edgier, the Sport model (shown) will capture your attention with dark accents and a black gloss mesh grille.



PURE BRILLIANCE

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