



CADILLAC

CELESTIQ REVAMP

Promoting the ultra-premium Cadillac CELESTIQ was a study in contrasts:

How do we tout the nearly limitless features of a hand-built, bespoke vehicle without overwhelming our audience?

How do we answer our client's thirst for a bold reimagine of our teaser content without new assets to tell the story?

How could we create a page that looked completely new and more luxe than anything else we'd done, while locked into a not-terribly-flexible design component system?

Our CELESTIQ page is the thoughtful conversation we'd want to have with each visitor: the history of Cadillac design and engineering advancement, represented by a single stunning vehicle.

A Mondrian-inspired grid showing exceptional craftsmanship. Gorgeous, full-bleed images giving visitors the space to pause and imagine themselves behind the wheel. A high-level guide of one's personal design journey with a private concierge, all driving visitors toward a path to ownership.

And all done using existing assets in surprising new ways—some unrecognizable to our clients. In the end, ordinary pieces came together to tell an extraordinary story that feels aspirational, educational and remarkably beautiful.

