

CADILLAC BRAND IMMERSION

The goal was to create a New York based kick-off experience for all internal and external members of the Cadillac team including agencies, media partnerships and suppliers, that utilized product engagement as the focal point. A rich product experience was developed, in the heart of New York, that would leave a strong imprint on a group that was unfamiliar with Cadillac. We successfully created a “curriculum of learning” that included all the driving route planning and oversight, management and scheduling of vehicles, learning lab development and general event management. All Cadillac vehicles categorized as Performance, SUV/CUV and Sedan, were included in the activities. We handled all drive route development and destination management logistics for all participants.

2000

TEST DRIVES

