

CADILLAC V-SERIES PERFORMANCE LAB

Cadillac hosted two invite-only performance driving experiences to educate consumers on the craftsmanship and technology of the V-Series. With only 400 invitations to share, first impressions were critical for this once in a lifetime, closed-course test drive.

SERVICES

- Digital Project Management and Development
- Custom Registration Portal
- CRM Management and Reporting
- Custom email production and deployment

255

TEST DRIVES

