

## Cadillac

### AdverTickets helps Cadillac hit a hole-in-one with high-tech golf cart advertising

#### SITUATION

Cadillac—a brand widely known for generations for its high quality, and more recently, its appeal to consumers with contemporary, affluent lifestyles—wanted to find a way to directly reach its customers with the launch of the Cadillac DTS sedan.

Cadillac and its advertising agency of record, Starcom MediaVest Group, sought help from Dallas-based AdverTickets to create an ad campaign that would effectively directly market the upscale brand to high-income, professional males.

#### STRATEGY

AdverTickets designed a high-tech ad campaign specifically targeting golfers via GPS-enabled, golf cart-mounted displays.

Since Cadillac drivers are golfers, AdverTickets was confident that advertising directly to them in a way that actually enhances their golf experience would be successful for the brand. AdverTickets strongly recommended “owning” the category with a national advertising buy.

#### EXECUTION

AdverTickets and Cadillac decided to reach the car company’s target audience literally where they play—the golf course. AdverTickets created digital ads for the Cadillac DTS that appeared on thousands of golf carts at 105 higher-end public and private courses across the country for three months. The GPS systems displayed to players in real-time course information such as layout, hazards, pro tips and distance to the hole.

The Cadillac ads appeared alongside the golf statistics and tips on the GPS systems to ensure Cadillac’s message would be seen. The campaign—the first of its magnitude to marry a high-end brand with an affluent, captive audience using GPS technology—showcased the Cadillac DTS to more than 780,000 golfers during the three-month period.

#### RESULTS

AdverTickets commissioned Edison Media Research to conduct a study that would help gauge the effectiveness of the campaign. The results proved successful for Cadillac. It showed that:

- Advertising to golfers via GPS-enabled, golf-cart-mounted displays is an effective way for upscale brands to market to high-income, professional males.
- Nearly 9 out of 10 golfers felt that the GPS system added to their golf experience because of the added benefits if offered—real-time course information and pro tips.
- A 70% recall rate was noted among all golfers using the GPS system with nearly a 90% recall rate among younger golfers.
- Respondents who recalled the ads ranked Cadillac highly—third behind Lexus and BMW. Cadillac tied with BMW, Chevrolet and Lexus for having the most appeal among golfers considering buying or leasing a new car in the next year.

As traditional methods of advertising are becoming increasingly less effective in reaching key target audiences, companies are turning to alternative mediums to efficiently and successfully reach their core customer bases. The results for Cadillac are a testament to the increasing interest in and effectiveness of nontraditional, out-of-home advertising. Clients can now reach highly targeted customer groups in new and surprising ways where they live, work, play and travel.

