

AUTOMOTIVE

Branded content series from Cadillac spotlights all-electric Escalade

August 16, 2023



Honoring hip-hop's 50th anniversary, the automaker highlights Escalade's connection to the culture in a digital series hosted by DJ Jazzy Jeff. Image credit: Cadillac

By LUXURY DAILY NEWS SERVICE

U.S. automaker Cadillac is uplifting an iterative car model with ties to the community as hip-hop turns 50.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The automaker is honoring the anniversary of a treasured musical genre, partnering with Los Angeles-based entertainment and media company Westbrook Media on a visual undertaking. The newly-released, all-electric Escalade IQ SUV is seen aside renowned American lyricists and rappers Big Boi and MC Lyte in "Backstage," a two-episode branded content series highlighting Cadillac's connection to the culture.

"Through this creative alliance, we not only honor hip-hop's essence but elevate it to new heights, celebrating its indelible imprint on our society and the Escalade, an emblem of distinction," said Juanita Slappy, head of multicultural marketing at [Cadillac](#), in a statement.

"It's a true privilege to collaborate with Westbrook Media and the creative genius of Spike DDB to produce a special ode to 'IQ' featuring the legendary Big Boi, whose electric and vibrant spirit reverberated through every facet of both creative pieces," Ms. Slappy said. "As we stand at the crossroads of hip-hop's 50th milestone, this series bears testament to its profound cultural significance."

Cadillac connects

Hosted by Grammy-award-winning artist DJ Jazzy Jeff, Cadillac's latest endeavor offers hip-hop enthusiasts and history buffs alike the opportunity to dive deep into the world of rap.

The series interweaves the essence of luxury and the enduring influence of music, uplifting important narratives as the videos' central characters sit in an Escalade IQ. The first two episodes of the series are available via digital media company Genius' [YouTube channel](#).

Rapper MC Lyte joins DJ Jazzy Jeff for the second episode of "Backstage"

Debuted Aug. 9, the first-ever all-electric version of Cadillac's luxury SUV ([see story](#)) features 450 miles of range, a curved pillar-to-pillar 55-inch diagonal LED display and a new "Executive 2nd Row," with retail prices starting at

\$130,000.

"Throughout its history, Cadillac has been at the cutting edge of culture and innovation," said Brad Haugen, president of Westbrook Media, in a statement.

"Honoring a half-a-century of hip-hop and the launch of Cadillac's first-ever all-electric Escalade IQ presented our teams with a unique opportunity to creatively explore Cadillac's connection to the genre and its listeners," Mr. Haugen said. "This collaboration enabled us to celebrate the visionaries who have made hip-hop into a tremendous global genre, and the brand and collaborators who've played an important role in its history, and continued cultural resonance."

© 2023 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.