

INTERNET

## Cadillac boosts lifestyle association via W magazine content sponsorship

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By TRICIA CARR

General Motors' Cadillac is pushing the all-new XTS and its in-car Cue technology hub through a sponsorship of celebrity video content from Condé Nast's W magazine.

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**Luxury Daily**

Cadillac is sponsoring one of W editor at large Lynn Hirschberg's "Screen Test" video features, which questions 25 celebrities on their cinematic crush. The automaker has a banner ad placement on the site that switches between a few ads that push the XTS or the Cue platform.

"We're looking at ways to align W magazine content with Cadillac to create more meaningful consumer connections," said Jordana Strosberg, communications manager at [Cadillac](#), Detroit. "Screen Tests is part of this broader Cadillac and W partnership.

"Screen Tests is interesting because it gives consumers a peek into the exclusive world of young Hollywood via authentic and smart content," she said.

### Celebrity status

The celebrities featured in the "W Asks: Who is Your Cinematic Crush?" online video series were also the subjects of W's February Best Performances issue on which actress Emma Stone is the cover model.

The issue showcases 33 actors including Ms. Stone in a celebrity portfolio shot by photographer Juergen Teller.

The photographer worked with Ms. Hirschberg to candidly capture the actors for the issue.

Ms. Hirschberg interviewed 25 of the actors on-set for the latest “W Asks” feature, which is also a part of her award-winning Screen Tests video series.

Actors featured in the videos include Amy Adams, Ben Affleck, Jack Black, Jessica Chastain, Bradley Cooper, Marion Cotillard, Carmen Ejogo, Elle Fanning, Richard Gere, John Hawkes, Dree Hemingway, Philip Seymour Hoffman, Matthew McConaughey, Scoot McNairy, Matthias Schoenaerts, Kristen Stewart, Emma Stone, Omar Sy, Dreama Walker, Denzel Washington, Kerry Washington, Naomi Watts, Rachel Weisz, Rebel Wilson and Mary E. Winstead.

For example, Ms. Stone tells viewers that her celebrity crushes are Steve Martin, Tom Hanks and Marion Cotillard.

The videos are housed on a microsite at <http://www.wmagazine.com/screentests>. Readers can navigate to the content through W’s Web site homepage and social media channels.

In fact, W mentioned Cadillac when it posted about the video feature on Facebook and Twitter.

Bradley Cooper, Ben Affleck, Kristen Stewart, and more than 20 other celebs reveal their cinematic crush, presented by Cadillac.

Watch all of the videos here:

<http://www.wmagazine.com/screentests/>



### *Facebook post*

“Cadillac and W both bring an elevated sense of luxury to the marketplace,” said Edward Romaine, associate publisher of marketing at W, New York. “Our editorial product, which is largely visual and anchored in a pristine attention to detail, is synergistic to the brand equity that Cadillac brings to its consumer through its line of vehicles.

“W brings its unique hybrid of art fashion and film and, more specifically, our Best Performances franchise – candid conversations with celebrities – that worked well against Cadillac’s objectives this year,” he said. “This influential conversation is one in which Cadillac elects to have a voice.

“They bring both a distinct perspective and a lifestyle space that the Cadillac consumer organically inhabits.”

### Driving clicks

Cadillac is featured on the Screen Tests microsite through an expandable banner ad at the top of the page and a “Presented by Cadillac” mention at the bottom of the page.

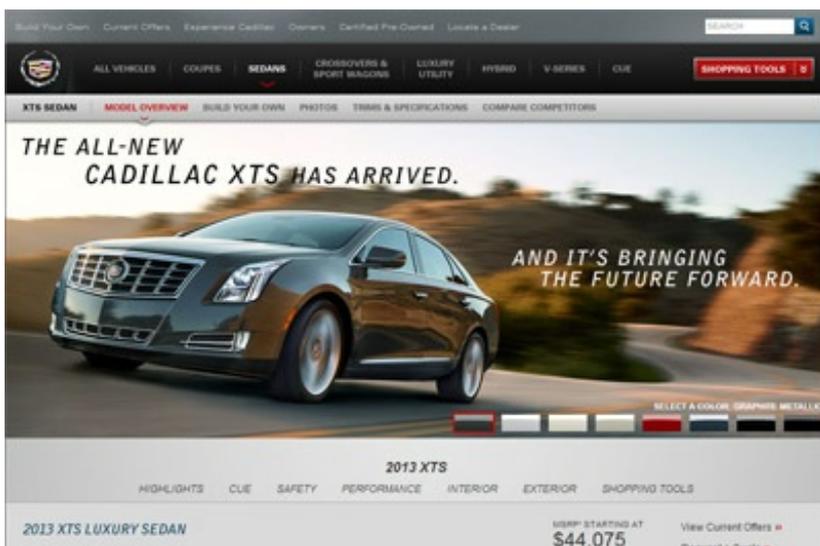
The animated banner ads either show the XTS model or the Cue in-car technology.



### *Banner ad*

Users can click to expand the ad and view video content or click the ad to build their own XTS vehicle or learn more.

The ads link to the XTS section of Cadillac’s Web site that also showcases the Cue technology available with the model.



### *Cadillac site*

Cadillac's customers are digitally connected, per Cadillac’s Ms. Strosberg.

Therefore, online sponsorships allow the automaker to connect with prospects in relevant environments.

“Cadillac consumers are incredibly connected to technology and culture,” Ms. Strosberg said. “This type of sponsorship enables us to bring both worlds together specifically addressing the Cadillac User Experience, or CUE, technology available in the all new XTS.

“We are always looking at how the Cadillac brand can work with partners to deliver unique and meaningful content while reinforcing our core brand values,” she said.

### *Final Take*

*Tricia Carr, editorial assistant on Luxury Daily, New York*

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