

TELEVISION

Cadillac taps Laurence Fishburne as spokesman to drive brand in new direction

December 22, 2010



By ELIZABETH ZELESNY

Leading luxury auto brand Cadillac has named stage and screen actor Laurence Fishburne spokesman for the automaker's upcoming "Red-Blooded Luxury" campaign targeting affluent Americans.

[Sign up now](#)

[Luxury Daily](#)

Mr. Fishburne is best known for his role as Morpheus in the Matrix trilogy. He is a recognized actor and a noted screenwriter, director and producer.

"We selected Mr. Fishburne as a voice-over for the ads because he has the talent, personality and credibility to represent the Cadillac brand," said Robyn Henderson, spokeswoman for Cadillac, Detroit.

Advertising will launch during the Rose Bowl game telecast on Jan. 1.

Mr. Fishburne's television advertising is a component of the Red-Blooded Luxury campaign, which emphasizes that Cadillac is home-grown, unlike some of its competitors.

What makes a spokesman?

Cadillac has amassed numerous celebrity personalities in the past such as "Private Practice" star Kate Walsh and "CSI: New York's" Gary Sinise.

Ms. Walsh appeared in and narrated a previous campaign titled "Life, Liberty, and the Pursuit."

Kate Walsh promotes the 2008 Cadillac CTS

Several years earlier Mr. Sinise narrated a campaign called "Breakthrough" which featured music from Led Zeppelin.

Gary Sinise promotes Cadillac

Mr. Fishburne will be the voice for Cadillac in the ads, but will not necessarily appear in them like Ms. Walsh has.

“He’s known for being a bold and creative actor, director, playwright and producer,” said Ms. Henderson. “We think those traits match up well with our brand.”

Cadillac’s marketing strategy

Cadillac ads incorporate appealing spokeswomen and men, without drawing too much attention away from the vehicle.

“The Cadillacs will still be the stars,” Ms. Henderson said.

Cadillac’s marketing strategy is to appeal to the emotional aspects of the consumer.

For example, in Ms. Walsh’s 2008 commercial for the CTS sedan the actress seductively asks, “When you turn your car on, does it return the favor?”

What makes a luxury vehicle?

Cadillac is a division of **General Motors**, and has been a luxury auto brand since 1902. It is a leader in artful engineering, iconic design and advanced technology.

According to Cadillac, a luxury vehicle should embody the passion and ingenuity of its drivers. It should stand out against any other vehicle on the road.

Positive outlook

Cadillac has high hopes for a successful TV ad campaign with Mr. Fishburne. It believes Mr. Fishburne is the perfect fit to drive the brand in a new direction.

“We’re excited to have him as the voice behind the new Cadillac campaign,” Ms Henderson said.

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.