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Cadillac Vehicle Display - Case Study

World Financial Center, New York

Objective

Cadillac sought to generate awareness of the style and features of their new 2010 CTS Sport Wagon amongst affluent business professionals in the New York City metro area.

The Event

WSJON & Cadillac produced a vehicle display & kiosk event within one of the highest-trafficked and most affluent buildings in NYC, the World Financial Center. **Cadillac** Brand Ambassadors demonstrated vehicle features, distributed collateral and captured qualified leads, electronically.

WSJON also provided **Cadillac** with several one-week promotional opportunities including an advertisement on WFC's plasma, overhead and elevator screens, as well as an email blast sent out to tenants prior to the event.



Results

Direct Interactions*	# Qualified Electronic Data Capture Leads**
380	140

*Consumer interactions with brand ambassadors of at least 2 minutes

**Brand Ambassadors pre-qualified tenants for data capture participation