



2025 US OPEN
SHOWROOM ACTIVATION
CREATIVE APPROACH

04.24.25

CADILLAC

US OPEN

BILLIE JEAN KING TENNIS CENTER - QUEENS, NY

August 18 - September 7, 2024

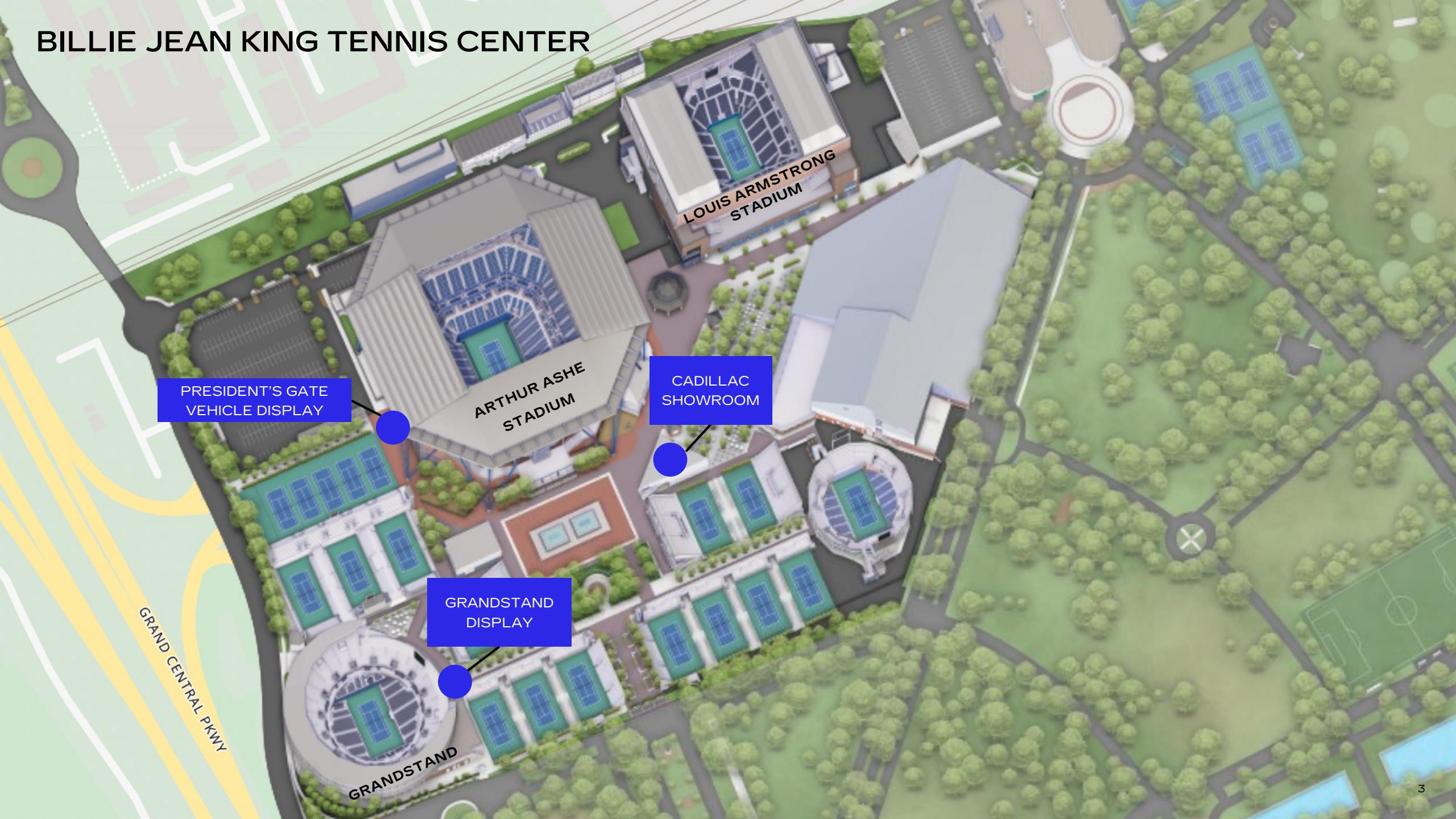
One of just 4 major tennis tournaments, the US Open draws over 1 million fans throughout the 21-day tournament.

2025 marks our 4th year as the Official Automotive Partner of the US Open. Cadillac will continue to leverage this hallmark property to support its EV products and reinforce its reputation as a storied American Luxury automotive brand that is plotting a new course to go all-electric.

While the brand has always had cultural relevance, the call to set the brand apart in a highly competitive EV market - highlighting its bold design and innovative technologies, continues to be top of mind.



BILLIE JEAN KING TENNIS CENTER



PRESIDENT'S GATE
VEHICLE DISPLAY

CADILLAC
SHOWROOM

GRANDSTAND
DISPLAY

GRAND CENTRAL PKWY

GRANDSTAND

US OPEN TIMELINE

MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR
AUG 18	AUG 19	AUG 20	AUG 21	AUG 22	AUG 23	AUG 24	AUG 25	AUG 26	AUG 27	AUG 28

US Open Event

FAN WEEK / QUALIFYING ROUNDS

MIXED DOUBLES

MAIN DRAW

Cadillac Activation

SHOWROOM & ANCILLARY DISPLAYS

CADILLAC SUITE

NET (COURT) SIGNAGE / BROADCAST EXPOSURE

MON	TUES	WED	THURS	FRI	SAT	SUN
SEPT 1	SEPT 2	SEPT 3	SEPT 4	SEPT 5	SEPT 6	SEPT 7
LABOR DAY						

US Open Event

MAIN DRAW

MEN'S & WOMEN'S FINAL

OWNED SESSION

SHOWROOM & ANCILLARY DISPLAYS

CADILLAC SUITE

NET (COURT) SIGNAGE / BROADCAST EXPOSURE



CREATIVE
APPROACH

SHARE THE LOVE AT THE US OPEN

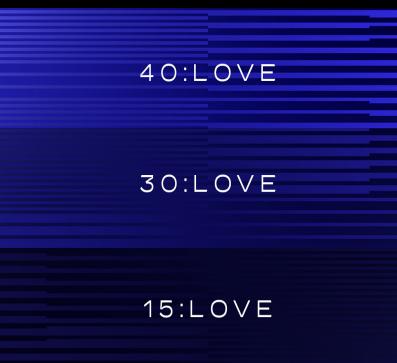
THE IDEA

US Open guests experience a series of stylized content creation stations in the showroom inspired by the Cadillac LOVE lineup: LYRIQ, OPTIQ, VISTIQ and Escalade IQ. Pending final spatial plan and technology requirements, the stations and surrounding scenic could draw from design and tech cues of the vehicles including materials, finishes, lighting choreography, and Dolby ATMOS integrations.

SENDING LOVE FROM THE US OPEN

Guests can star in their own shareable by selecting their preferred content environments - potentially customizing them using AI and motion graphics. Environments could align with vehicle inspiration or place fans in iconic US Open moments or theme art.

Once complete, their Cadillac-branded content or image can be immediately shared on social. A variety of content options would encourage repeat visitors over the 21-day run.



EV:LOVE



SHARE THE LOVE AT THE US OPEN

AN EVOLVING DISPLAY

All user generated content could be prominently displayed across the front of the showroom as a mosaic on a series of LED screens.

Passersby could see themselves as the content refreshes throughout the day. The screens will also act as a canvas for sweeps and LOVE thematic messaging, EV running footage, and more.

VEHICLES FRONT & CENTER

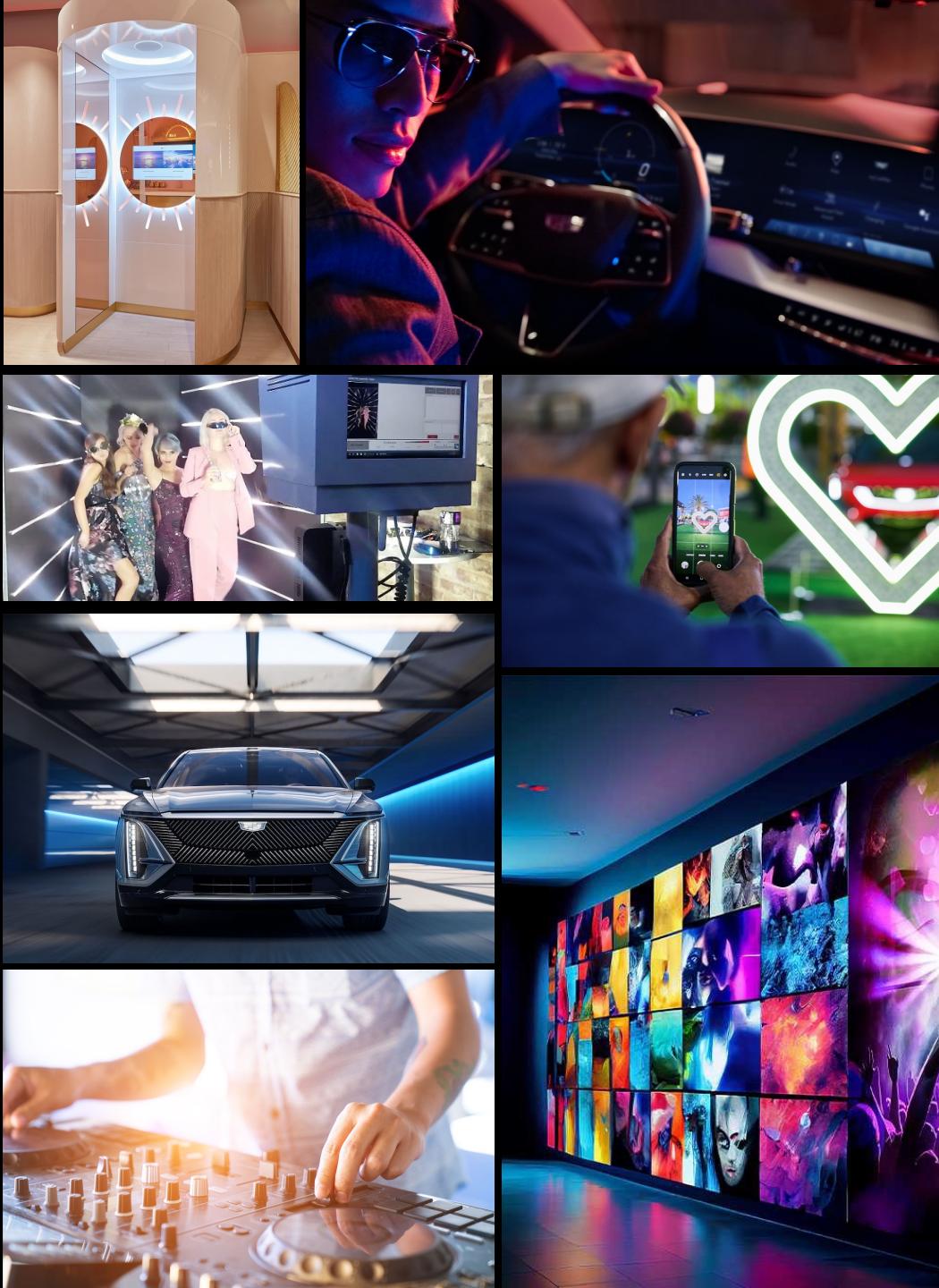
We'll give US Open fans more reasons to return to the showroom by featuring a rotation of Cadillac EVs over the 3-week tournament run. With each new EV, showroom LED walls will update vehicle messaging, content and LOVE thematic focus.

LEAD-GEN: FEEL THE WHEEL...FOR REAL

Attendees will receive a US Open gift card to register in a sweepstakes they'll LOVE: the opportunity to win a Cadillac EV or a LOVE-themed experience leveraging our partners and sponsors. We'll explore additional opportunities for lead-gen and measurement as guests create and share their Cadillac content on social.

LOVE THE VIBE

We'll inject additional energy into the space with DJ curated "love-themed" playlists as fans interact with the vehicles and content stations.



EXTENDING THE LOVE...

- Utilize our ancillary vehicle displays to support the LOVE thematic and drive traffic to the showroom
- Potential (and interest) to collaborate with the USTA on LOVE-themed extensions during Fan Week and the new Mixed Doubles Championship spotlight - *details pending from USTA team*
- Big Foe support: Each social share could trigger a donation by Cadillac to the USTA Foundation's Frances Tiafoe Fund
- Show LOVE to Cadillac owners with free parking and an exclusive premium or opportunity for additional on-site access
- Re-imagine our Cadillac day and night sessions with LOVE-inspired premiums, LED takeovers and courtside upgrade moments with seats fans will LOVE.



SHAREABLE CONCEPTS

WIP



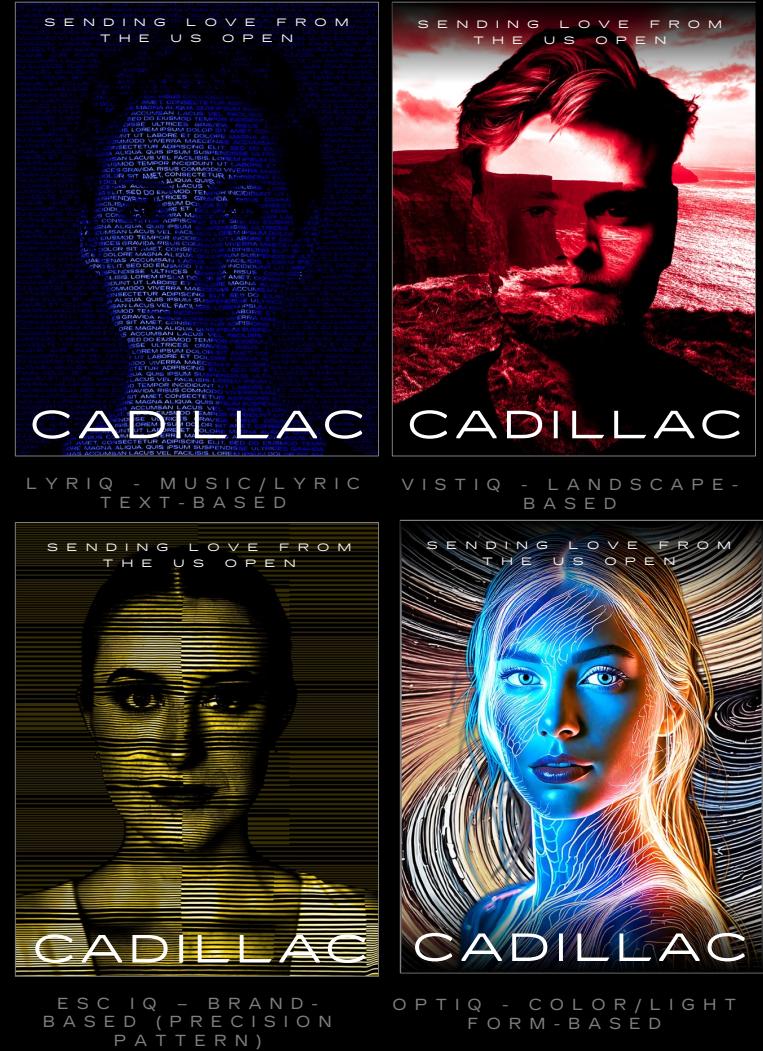
CONCEPT 1 - L.O.V.E. INSPIRED ARTWORK

Picture yourself in love with a shareable representing the four L.O.V.E. EVs and the inspiration Cadillac Design used to create their unique names and personalities:

- LYRIQ - Music/Lyric Text-based
- OPTIQ - Color/Light/Form-based
- VISTIQ - Landscape-based
- ESC IQ - Brand-based (precision pattern)

HOW IT WORKS

- Guests enter the showroom content booth, select their style from 1 of 4 L.O.V.E. thumbnails, and pose for their headshot.
- The technology will then combine the guest photo with the stylized art to create a unique shareable.
- *Note: we are currently exploring audio soundscapes and motion overlays for each of the 4 content outputs - TBD*
- The final shareable will feature Cadillac branding and a personal output message such as: "Sending LOVE from the US Open."
- All guest content will be immediately shareable on social channels and integrated into a large-format showroom LED (mosaic) wall.

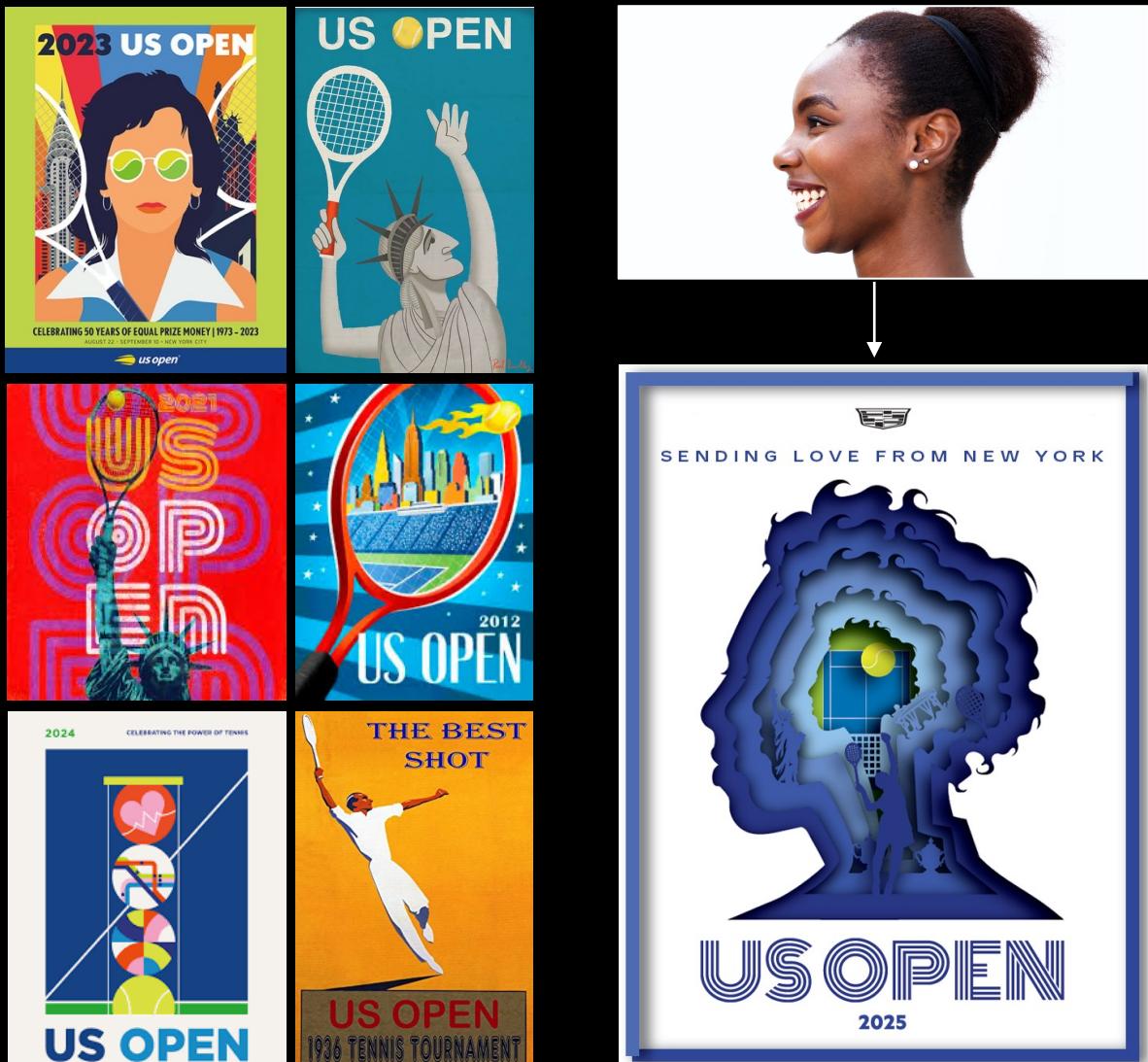


CONCEPT 2 – BECOME A US OPEN ICON

For the first time ever, tennis fans will be able to place themselves directly into the iconic US Open theme art in the form of a shareable poster.

HOW IT WORKS

- Guests enter the showroom content booth, select their US Open art colorway, and pose in profile.
- The technology will then capture the guest silhouette and adapt into the layered paper poster art to create a unique shareable.
- *Note: we are currently exploring audio soundscapes and motion overlays for each of the outputs - TBD*
- The final shareable will feature Cadillac and US Open branding, and a personal output message such as: “Sending LOVE from New York.”
- All guest content will be immediately shareable on social channels and integrated into the large-format showroom LED (mosaic) wall.



CONCEPT 3 – SENDING LOVE FROM CENTER COURT

Cadillac allows US Open fans to share their love of the game with a unique Center Court moment in Arthur Ashe.

TBD

HOW IT WORKS

- Guests enter the showroom content booth, select their center court layout option and pose for a partial body shot or headshot (selfie) photo.
- The technology will capture the guest image and place them on center court with Cadillac net signage and/or Cadillac LED takeover branding in the background to create a unique shareable.
- *Note: we are currently exploring audio soundscapes and motion overlays for each of the outputs - TBD*
- The final shareable will feature Cadillac and US Open branding, and a personal message such as: “Sending LOVE from Center Court.”
- All guest content will be immediately shareable on social channels and integrated into the large-format showroom LED (mosaic) wall.



CLICK TO VIEW



MOTION INTEGRATION

We are currently exploring the inclusion of dynamic motion in each shareable to enhance final output and encourage additional sharing. Some examples:

L.O.V.E. INSPIRED ART - here we'll explore movement of the LYRIQ headshot text, OPTIQ based light shifts, cloud-shifting VISTIQ landscapes and Mondrian movement in the ESC IQ precision patterns.

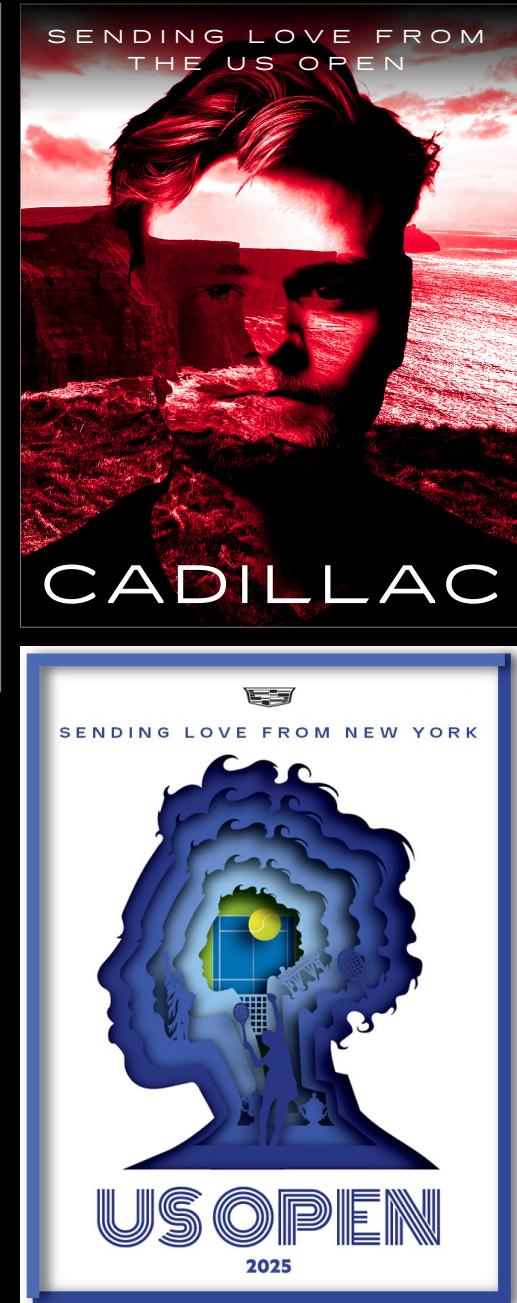
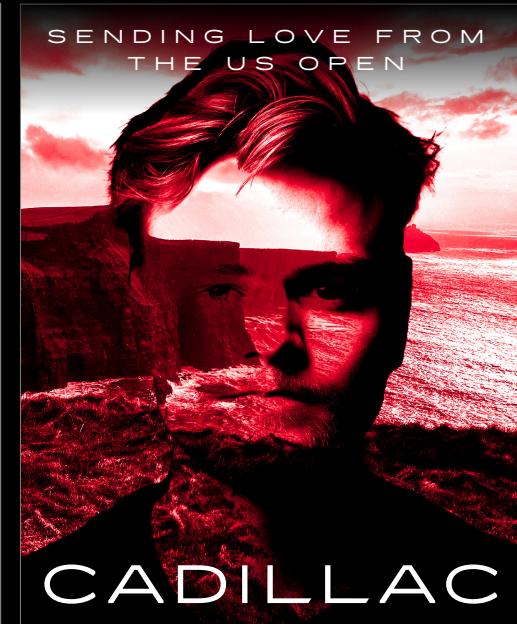
US OPEN ART - we'll bring the poster to life with a build of the layered paper, motion of the ball on center court, or twinkling lights in the Statue of Liberty.

CENTER COURT SELFIE - this shareable could mimic the movement of Cadillac's LED takeover moments with a nod to the LOVE theme and EV halo vehicles

HEART SWARM - to reinforce the LOVE theme, an animation swarm of hearts could bookend the final shareable or be integrated into the actual build.

TENNIS BALL SWARM - this animation could bookend the shareable and provide a direct connection to the tournament with tennis fans.

Final design and elements TBD based on tech partner exploration, budget, and USTA permissions.

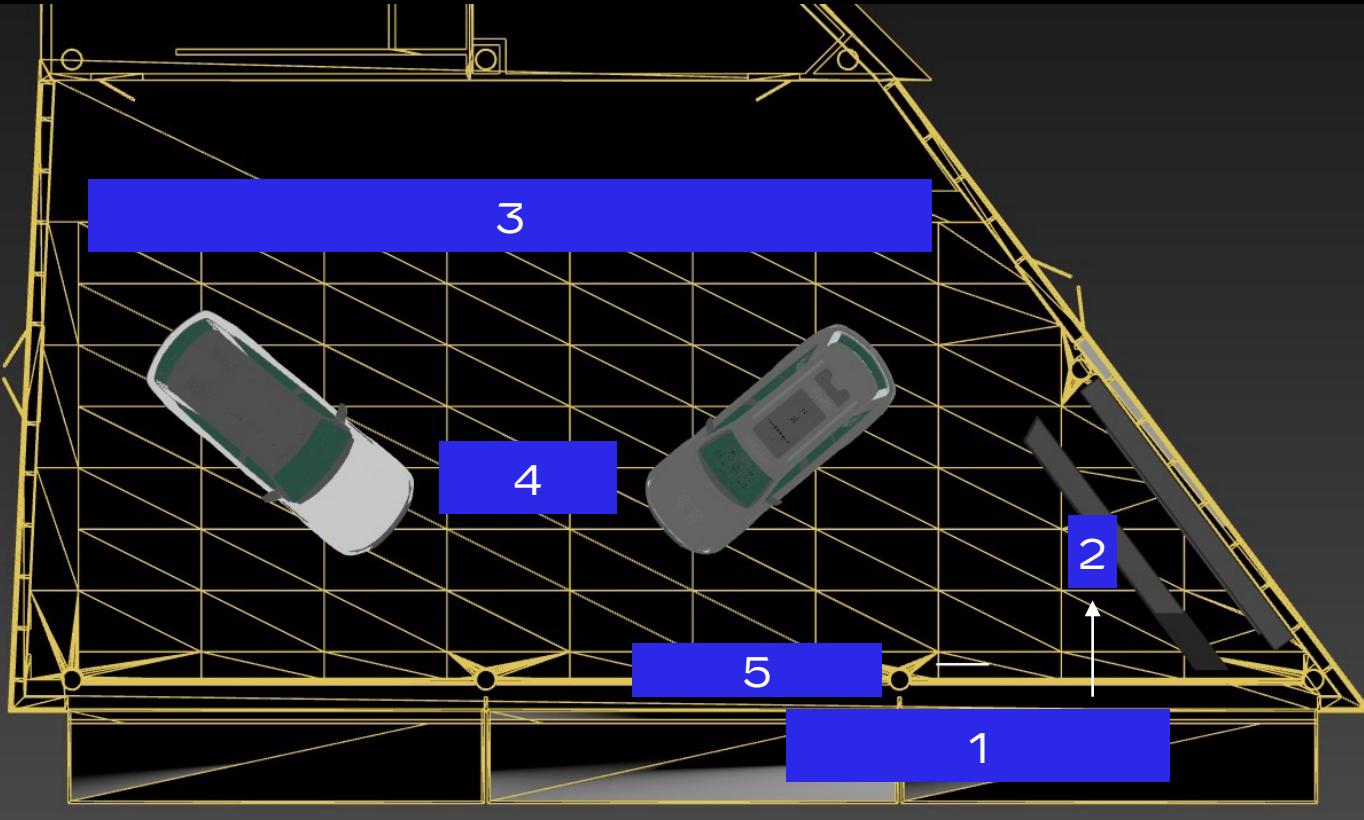


S P A T I A L S T U D I E S + F L O W

WIP



SHOWROOM - CONSUMER TOUCHPOINTS



1

REGISTRATION QUEUE

Most guests enter the showroom at the far right via the registration queue. Although the space allows for open flow, signage will incentivize guests to enter here and complete lead-gen survey.

2

LEAD GEN / SWEEPS

Here, guests receive a US Open gift card after completing their registration for a curated Cadillac Sweepstakes.

3

SHAREABLE ACTIVATION

Guests are free to explore the space and interact with the content shareable stations. Brand ambassadors will assist guests with queuing, instructions, and posting their content.

4

VEHICLE DISPLAYS

Guests will be able to interact and sit inside the L.O.V.E. EVs and engage with product specialists at their leisure.

5

LED WALL

Once a guest has created their shareable it will be aggregated on the LED walls for viewing throughout the tournament along with additional Cadillac content.

MEASUREMENT

TO COME

CONTENT STATION LOGISTICS / QUESTIONS

INITIAL QUESTIONS:

- At a high-level, what's the user journey (UX) once someone enters the content station?
 - Can we integrate a survey question into the process?
- How do consumers receive their image? (Email, SMS, QR?)
- Is the vendor able to track how many images are shared socially? If yes, which channels is this tracking available for (Instagram, X, Facebook, Tik Tok)?
- Is there a metrics dashboard that our team can access to see real-time metrics?
 - Real-time is preferred so we can provide an update to clients mid-tournament
- FOR REFERENCE: Previous (very old) vendor dashboard: [Client Portal](#)

METRIC WISHLIST:

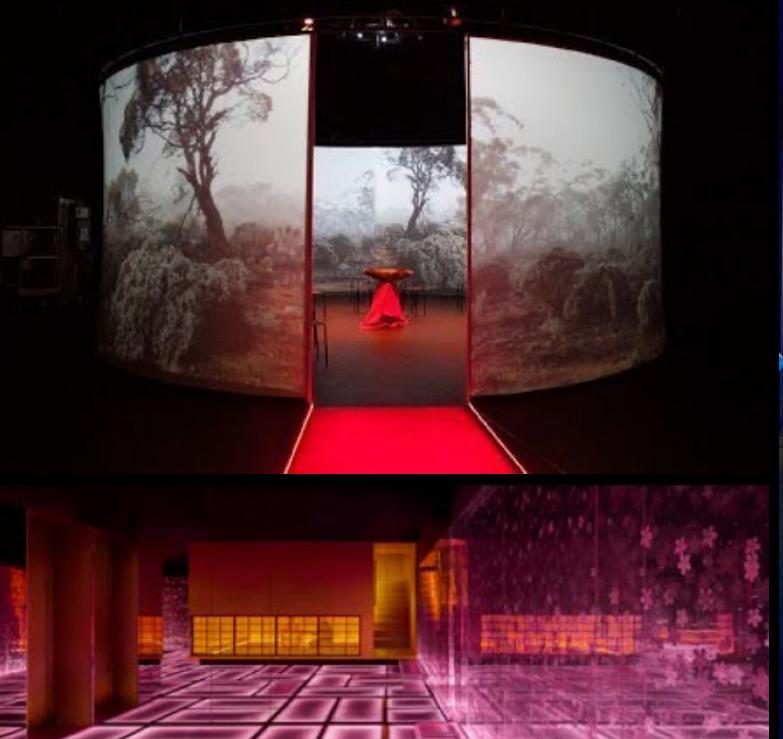
- Total Images Captured (aggregate and by day)
- Unique Participants (based on email address entered)
- Total Shares (defined as # of times an image was shared to a consumer via email, SMS or QR)
 - It's important to understand the share interface, per question above.
- Total Social Reach or Impressions by network
 - If there's a unique hashtag that accompanies each image, JM analytics can track social reach as well. Ex: #CadillacLOVEUSO (#CadillacLOVE is already populated with 50k posts)

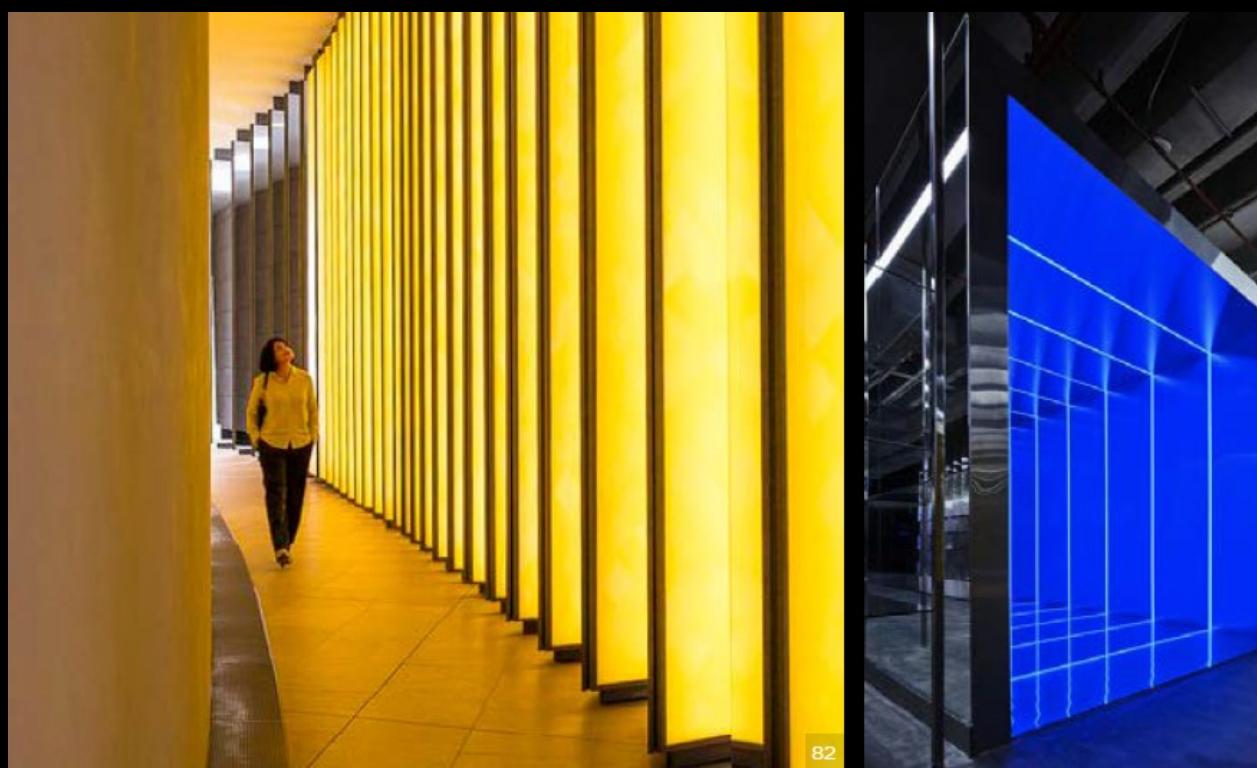
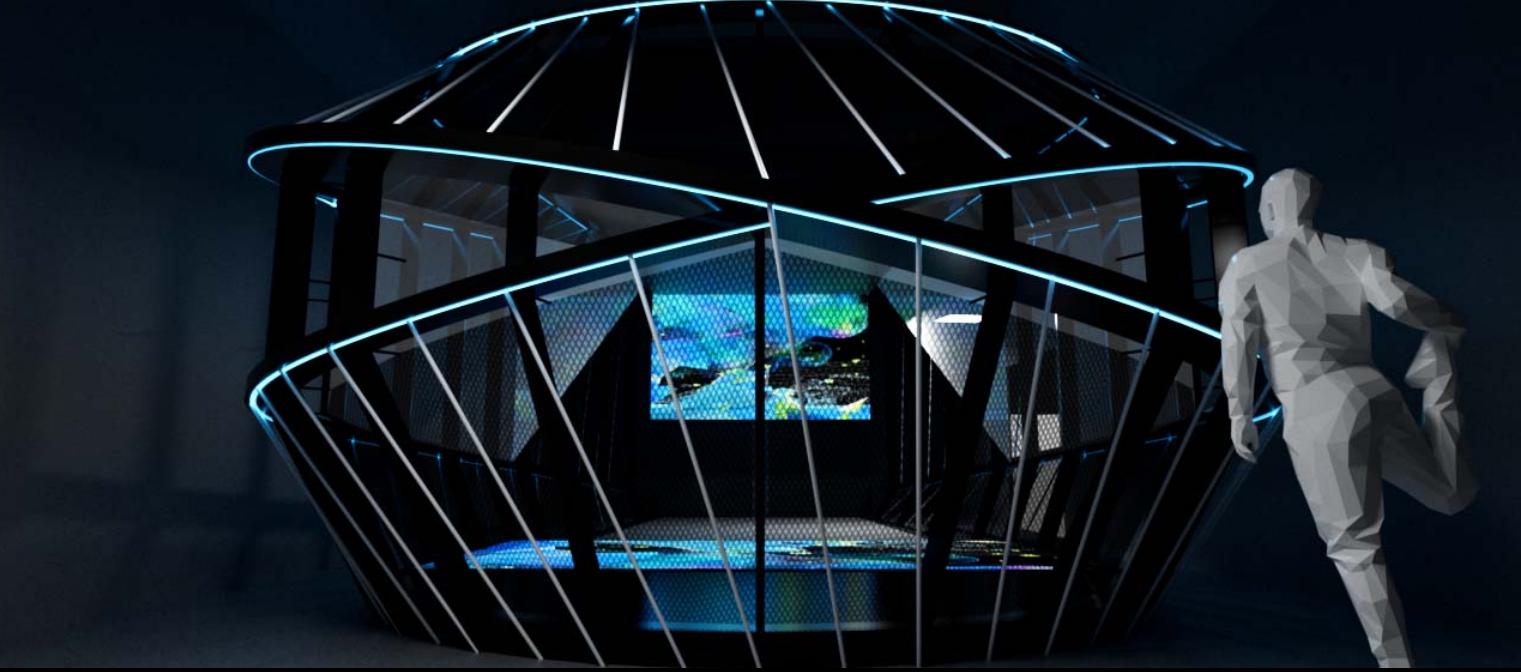
ADDITIONAL QUESTIONS

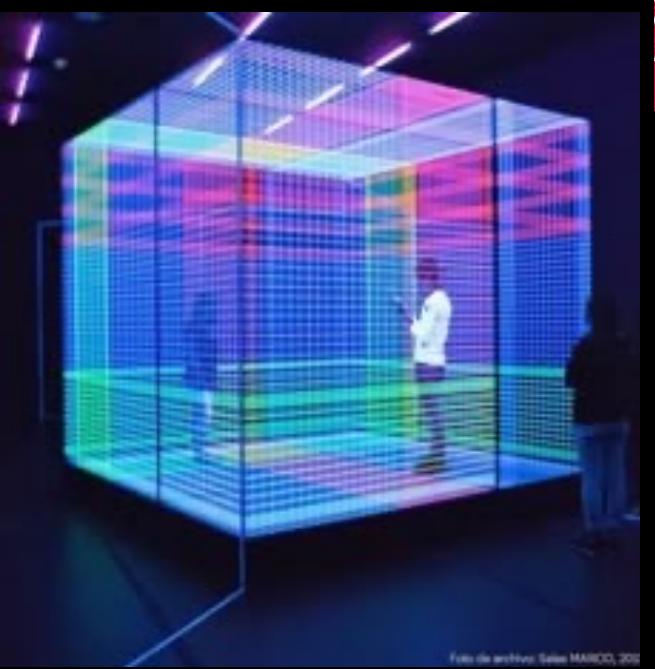
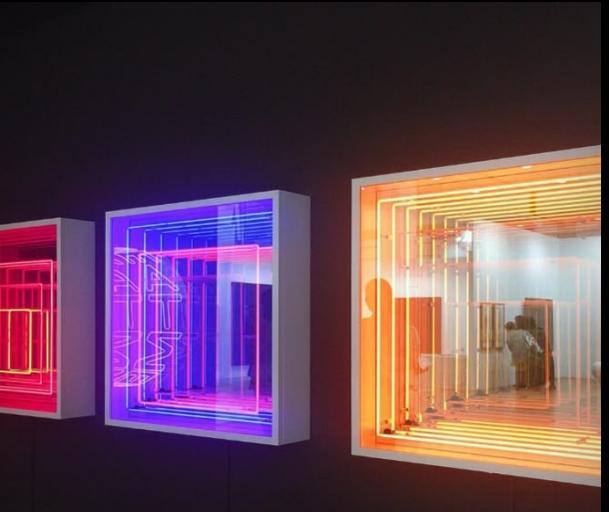
- Can we / should we offer multiple languages?
- Does a cloud-based solution decrease render time?
- Should we provide a QR code on the shareable to link to a website / other destination?
- Can we support audio in the shareable?
- Can we provide a post-tournament email to all persons who engaged / shared?

CONTENT STATIONS
PRELIM MOODBOARDS











CONTENT STATIONS - WIP PRELIMINARY RENDER



2025 US OPEN

CONTENT STATIONS - WIP PRELIMINARY RENDER



CONTENT STATIONS- WIP PRELIMINARY RENDER



THANK YOU

