

# **SUPERCHARGED V8. 200 MPH. NOT BUILT FOR BINGO NIGHT.**



**THIS ISN'T YOUR GRANDPA'S CADILLAC. NO PILLOWY SUSPENSION,  
NO FLOATING DOWN THE HIGHWAY. THE CTS-V IS PRECISION-  
ENGINEERED FOR THE DRIVER—640 HORSEPOWER, MAGNETIC  
RIDE CONTROL, AND A CHASSIS TUNED FOR THE TRACK. IT'S A  
SUPERCAR IN A TAILORED SUIT. DRIVE IT LIKE IT WAS MEANT TO BE  
DRIVEN.**



**CADILLAC**

To: Professor Robert Reichle

From: Abhijay Chelli, student

Date: March 30th, 2025

Subject: Reasoning behind Cadillac print advertisements decisions

This print advertisement was designed to inform potential customers about the 2016+ Cadillac CTS-V model, while effectively showcasing its performance and features in a clear and easy-to-read advertisement format. This advertisement was designed to replicate the iconic Porsche print advertisements of the 1980s and 1990s, with bold text and a large central image. They say imitation is the sincerest form of flattery, and this advertisement is a nod to the success and legacy of Porsche's advertising. To start, I chose the same font for the large text at the top and bottom of the ad. The selected font, Horizon, is a modern take on Porsche's iconic font from those ads, providing a perfect balance of honoring the roots while offering a modern take. The large text at the top was fully meant to imitate the Porsche ads of old and the centralized location was selected due to how our brains are conditioned to find importance in centralized text/items. I chose to begin the large text with facts about the vehicle, facts that would stand out to the customer and hook them into the advertisement. The next part of the top text was to break away from the traditional brand name that Cadillac has, and show how it's not meant for the old folk anymore. The picture is a fully loaded CTS-V from 2016 in the Red Obsession tintcoat. This picture was selected due to its ability to show off the aggressive sporty nature of the Cadillac vehicle. The color was selected as well since red is often perceived as more sportscar like in nature, and showing off a 4-door luxury saloon in this red color can push that narrative. The text at the bottom is in the same Horizon font however just in a smaller size. This text was selected to go into the specific performance details of why this car is a true performance vehicle (from Magna-ride suspension, 640 horsepower, sports car chassis). However this text takes it a step further to properly break off the old stereotype of what Cadillac used to be. The final statement in the text, 'Drive it like it was meant to be driven,' serves as a call to action, encouraging the customer to turn that feeling into reality. At the bottom, the iconic Cadillac crest reinforces brand recognition, ensuring the customer knows exactly which brand this is. Together, these elements tie the ad into a cohesive, impactful message. Overall, this advertisement was meant to imitate the success of the old Porsche advertisements, however with a modern twist to fully represent the Cadillac CTS-V and all the decisions made were in order to push the true performance nature of the CTS-V.

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