

The first ever 2014 cadillac elr: poolside essay examples

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The Cadillac ELR is an over the top luxury plug-in hybrid automobile produced by the giant American car manufacturers General Motors in 2013. The model released this year is one of the best selling cars this year, and it is all down to the magnificent marketing that has been done to this product. According to this commercial, the marketer has identified the want of a better ELR car in the market and has come up with the 2014 Cadillac ELR to fulfil this want/need. The marketer tries to bring in the product that is better than other products in the market. He tries to create a need that can only get filled by his product, the 2014 Cadillac ELR.

The marketer has identified a gap in the American automobile market and is trying to sell his product to the hardworking population of America. He tries to convince the hardworking America that they need a 2014 Cadillac ELR as a proof of their hard work. The marketer talks of America's great people that have achieved extraordinary things such as the Wright Brothers, Bill Gates and Ali. He stresses that it is their hard work that made them achieve what they achieved. He introduces the 2014 Cadillac ELR as an example of hard work to his audience. The presence of a multi-million dollar post-modern house with a large lap pool out front suggests the target audience for this commercial is the wealthy Americans that have worked hard to achieve success.

The commercial mostly talks about American success and dwells on the spirit of hard work amongst Americans. The product gets introduced only towards the end of the commercial, and this is wrong. Another problem with the commercial is that it does little in explaining to the audience about the product being advertised. The marketer ought to have explained to the

audience the product and the benefits it has over other brands. The other problem is that the commercial seems to target only Americans while cars are products that are appealing to all people of the world. The marketer should come up with better ways to target potential clients not only in America but other parts of the world as well. It can be done by portraying the 2014 Cadillac ELR as an example of hard work not only to Americans but to the people of the world.

Work Cited

“ The first ever 2014 Cadillac ELR: Poolside.” Cadillac, 2014. Retrieved from <https://www.youtube.com/watch?v=qGJSI48gkFc> Accessed on June, 3rd 2014