

# LUXURIOUS... OPULENT... FULLY-LOADED... *Cadillac*®!



The Cadillac® Wreath & Crest has been an enduring symbol of America at its best and has a magnetic appeal to consumers. Cadillac® products can be identified with designs that symbolize the opulence and extravagance of past eras, as well as the luxury and refinement of today. When you consider that buying habits are tied to how consumers feel about a brand, adding Cadillac® to your instant game line up makes even more sense.



## WHY LAUNCH A INSTANT GAME?



- for nearly 100 years, Cadillac® has been inextricably linked to the American dream; an aspirational luxury brand
- more than \$200 million is invested annually in promotional and advertising campaigns worldwide – this advertising has reinforced its image of elegance, performance and technological innovation
- adopted by movie stars, royalty and a succession of US Presidents, Cadillac® has been the preeminent luxury car brand in the US for decades
- the Cadillac® product line appeals to a desirable instant ticket demographic:
  - o Escalade™ demographics are 57% Male/43% Female with an overall average age of 51
  - o CTS™ demographics are 59% Male/41% Female with an overall average age of 57
  - o SRX™ demographics are 60% Male/40% Female with an overall average age of 59

Cadillac's® century-long heritage, combined with the brand's recent resurgence of new luxury models, makes it a natural fit to attract lottery players. Since the new millennium, Cadillac® has become the brand that epitomizes contemporary affluent lifestyles from business owners in middle America to hip-hop stars – capitalize on this market acceptance and attract the interest of both retailers and consumers alike with your next Cadillac® – themed instant ticket...

**BRAND** new possibilities  
instant **RESULTS**

LICENSED GAMES BY

**Pollard  
Banknote**