

# **Cadillac**

**:30 Radio**

**Exclusivity:** NONE – Radio

**Intended use:** 1 year Radio, Internet, Social Media, New Media

**SPECS:** VO – MALE or FEMALE, 40+, any ethnicity. We are looking for a voice that feels wise and confident. Not salesy, just earnestly convincing. Voice can have a bit of texture. A Cadillac owner their whole life.

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SPOT – :30 Radio “TBD”

**VO:            Don’t let the long winter months... get you down.**

**Make the most of sunny days...**

**Think warm thoughts...**

**Escape from reality...**

**And turn up the fun with three-rows of friends**

**So go ahead, get 0% APR on a Cadillac SUV, and get the most out of winter.**