

## Matrix Reloaded, Cadillac Remade


Cadillac reboots its image amid sci-fi action



With vehicles appearing in a 15-minute chase scene during the recently released *Matrix Reloaded*, Cadillac's role in the pre-summer blockbuster could net the auto brand more than \$30 million of exposure value through the lifespan of the movie.

According to research conducted by Joyce Julius and Associates — which specializes in documentation and analysis of media exposure received by corporate brands during entertainment programming — the Cadillac CTS and Escalade EXT models combined for nearly \$925,000 of exposure value following the sequels' first five days in theatres. The film's box office gross stands at \$175 million.

For the study, on-screen time was counted when the Cadillac models' distinctive body styles were visible, or when the Cadillac nameplate could be read by a typical viewer.



Exposure value was calculated by comparing the on-screen time to the cost of reaching one viewer (impression), and then adjusted accordingly to the visibility of each instance of exposure, taking into account such factors as presence on screen, utilization of the product within the scene and logo clarity.

The record-breaking R-rated film opening is just the first wave of exposure the Cadillac brands will experience over the lifespan of the movie, which will likely enjoy tremendous revenue and audience figures from video/DVD rentals and sales, as well as pay-per-view, premium and basic cable airings, broadcast network showings and television syndication.

Joyce Julius and Associates conservatively projects the final CTS exposure value at \$21.8 million, while the Escalade EXT could land more than \$7.9 million of media exposure value over the course of the film's distribution.