

## Tech Center News

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## Buick Shows Off Dinosaur Ad

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The company developed the Velociraptors and T-Rex for the 1993 blockbuster, Jurassic Park.

“We have decades of experience imagining how dinosaurs moved when they roamed Earth,” said Phil Tippet, founder of Tippet Studio. “And it’s been exciting to watch the technology evolve. Making those Raptors slide through Jurassic Park’s kitchen required an innovative combination of stop-motion animation and computer graphics. For the Buick commercial, we could do it all on computers, allowing for more life-like muscle movement.”

Encore is the first crossover of its size from Buick. It offers an EPA-estimated 33 mpg on the highway for front-drive models, the best of any crossover from a domestic automaker. Encore is available with features such as a heated steering wheel, rain-sensing wipers and Forward Collision Alert, which uses a camera to analyze traffic ahead. Every Encore comes standard with a seven-inch infotainment screen and IntelliLink connectivity.

The Encore shares a platform – GM Gamma II – with the Opel Mokka, which was engineered in Germany and is built in South Korea. It was unveiled at the 2012 Detroit Auto Show, and officially went on sale in January of 2013.

## STEM Education Talked About by Women’s Panel

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We hope this panel will help encourage many young people to pursue education in the areas of STEM, and help develop the next generation of female leaders within GM and in the U.S.”

Panelists included Britta Gross, GM director, advanced vehicle commercialization policy; Alisyn Malek, GM release engineer, charging components; MaryAnn Jeffers, assistant chief engineer, GM electrification; Cristi Landy, marketing director, Chevrolet small cars

With roots dating to 1857, Women’s History Month celebrates the accomplishments of the more than 150 million women in the U.S. and those who lived before them.

GM employs about 5,700 women in the U.S., and its corporate officer team is 14.3 percent female.

The GM Foundation actively promotes women in STEM fields through the Buick Achievers scholarship program.

The program gives \$4.2 million per year to 1,100 students; of this, 527 scholarships and \$2.27 million in financial assistance went to the female students interested in pursuing a career in the automotive industry.

# Could Campbell Ewald be New Home for Cadillac Account

by Jim Stickford

Rumors that Cadillac was making Warren-based Campbell Ewald its new advertising agency made the news last week.

The story was first reported by the media outlet *Crain’s Business Detroit* on March 11, but was soon picked up by other outlets, including *The Wall Street Journal* and *Advertising Age*.

Crain’s reported that the outlet “has been briefed on the matter by sources familiar with the situation, but who agreed to speak only on the condition of anonymity.”

“A deal has not yet been finalized and financial terms have not been disclosed, but the account for the General Motors brand is believed to be valued at about \$244 million annually in media billings. No timeline has been disclosed.”

Crain’s further reported that the talks were “serious,” and would represent a relationship renewal between two companies linked for almost a century.

Campbell Ewald handled Chevrolet’s marketing for GM for 91 years until the automaker shifted to a rival agency in 2010, which was widely reported at the time and considered a major advertising story for 2010.

Crain’s went on to report that “the Cadillac scenario, as laid out by insiders and explained to Crain’s, has it eventually taking over the work for the General Motors Co. luxury brand from incumbent Minneapolis-based Fallon Worldwide Inc.”

When contacted for a comment, Campbell Ewald Spokesperson Kelly Barnes said that the agency had nothing to say about the story and that any comments should come from David Caldwell, manager of communications for Cadillac.

## Warren Library Has Writing Workshop

Gloria Nixon-John will be giving a writing workshop titled, “Making Fiction Real by Stretching Our Senses” on Saturday, March 30 at the Warren Civic Center Library.

The workshop begins at 10 a.m. and is aimed at the writer who believes that he or she may have a novel or a short story inside them.

Nixon-John has published poetry, fiction, non-fiction and academic articles.

For more information on the workshop and to sign up, call 586-574-4564 or visit website at [www.warrenlibrary.net](http://www.warrenlibrary.net).

When contacted for a comment, Caldwell said “that what’s taking place, not to criticize those news outlets that speculated on what’s happening with Cadillac and its ad agency, is that the account has been placed under review.”

What that means, Caldwell said, is that Cadillac is asking ad agencies from around the country to submit their proposals as to why Cadillac should drop their current agency – Fallon Worldwide – and select them as the brand’s new ad agency.

Caldwell said Fallon Worldwide has been asked to participate in the review.

Dr. Michael Bernacchi, professor of marketing and advertising at U-D Mercy, said that if the rumor is true, having Campbell Ewald take over the Cadillac account makes sense. The agency has a lot of experience in the car business and even today, experience counts.

“Agencies lose accounts all the time,” Bernacchi said. “But even when you have musical chairs, you don’t want to lose that experience that veterans bring to the table. When an agency gets a new client there is usually a learning curve.”

Bernacchi said that he doesn’t know if the rumors are true and declined to comment on them, but did say that Fallon only had the Cadillac account for three years, and that putting up an account after three years could be considered a short period of time in the ad business.

“GM must be doing this for a reason,” Bernacchi said. “There is no entity more sensitive to criticism than an ad agency. GM must know that putting an account up for review after three years will invite criticism. My view is that they must have a damned good reason to think about making a jump.”



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Bernacchi said that perhaps GM wants to change how people look at getting a luxury car. In the old days, the average luxury buyer moved up in class until he or she was in their 50s and got a Cadillac. Maybe GM wants to go after younger buyers.

“But that’s pure speculation on my part,” Bernacchi said. “I have

no inside information, but I will say no one likes to be criticized and GM’s move will be part of the conversation about Cadillac. I am going to continue to look at what is happening with great interest. Even if this switch doesn’t happen it gets the Cadillac name talked about, and maybe that is the name of the game.”

## Warren Offers Spring Fun

With spring right around the corner, the city of Warren’s hosting a series of events and holding classes for its citizens.


On Saturday, April 13, Warren is sponsoring a “Tribute to Frank Sinatra” in the community center. The event is from 8 p.m. to 9:30 p.m. Tickets are \$9 per person. The concert will be performed by Mark Randisi, who will sing many of Sinatra’s most famous songs. For more information and to order tickets, call 586-268-8400.

There will also be a Family Spring Carnival on Saturday, March 23 from 10 a.m. to noon at the Warren Community Center. Free activities include a visit with the Easter bunny. Patrick Photo-

graphic Studios will provide a free photo. The puppet show starts at 11:30 a.m. and there will be a petting zoo. Attendees are asked to bring canned goods for the Salvation Army.

The city will also hold “quick-start” tennis lessons from April 11 through May 16 on Thursdays at the Fitzgerald Recreation Center. Classes will be held at the Warren Community Center from April 13 through May 18.

The cost of the classes are \$65 for residents and \$75 for non-residents. These classes are aimed at children between the ages of three to 12 years of age. Those with questions should contact Chip Fazio 313-670-3277. To register, call 586-268-8400.



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