

# CADILLAC “BE UNDENIABLE”

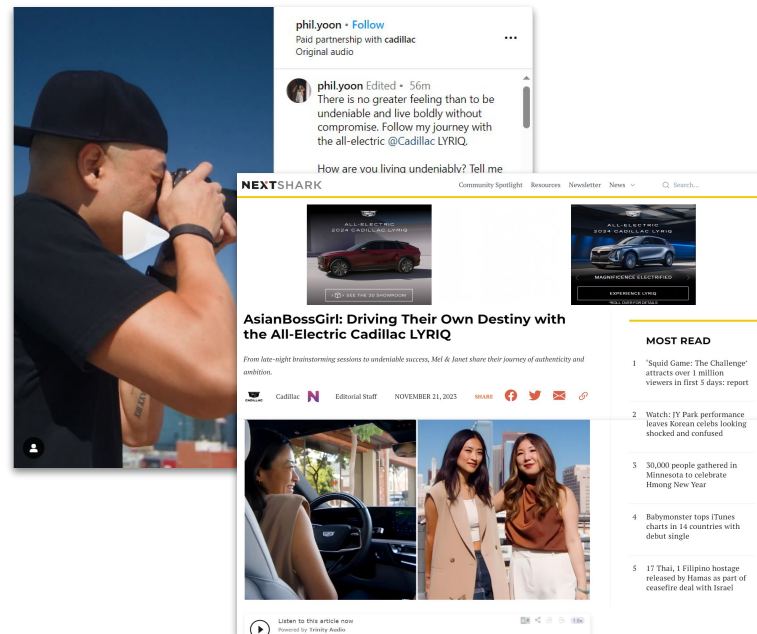
## How Mirror Digital Helped Cadillac Make AAPI Ambition Impossible to Ignore

**THE ASK/CHALLENGE:** Drive real Cadillac consideration among AAPI audiences through culturally fluent storytelling. Break past surface-level representation to elevate brand perception with work that feels authentic, modern, and earned—positioning Cadillac as a brand that truly sees and values AAPI ambition.

**THE INSIGHT:** AAPI audiences are rejecting invisibility and defining success on their own terms. They connect with brands that reflect their confidence, pride, and momentum. LYRIQ’s bold design and innovation naturally align with this mindset.

### THE MIRROR DIGITAL METHOD:

- **Premium OLV and Display** targeted to culturally relevant placements across Mirror Digital network
- **Custom Content Program (“Be Undeniable”)** a custom microseries spotlighting AAPI tastemakers living boldly, with LYRIQ as the hero, amplified across endemic and culture-first editorial platforms



### Content:

- [Phil Yoon's Video](#)
- [Asian Boss Girls' Video](#)