



Cadillac + WIREWAX

Viewer watches a Cadillac commercial. Throughout the video, WIREWAX hotspots would create interactive points next to cars and notable objects in the video. A viewer can click these hotspots at any time in the video to view up additional Cadillac information or content.

Pedestal Video

Hotspot & Overlay Option #1

Motion tracked hotspots would be associated to any object within the video. Upon tapping the hotspot, a bottom third overlay would appear featuring information about the design and specifications of the car, as well as social share options.



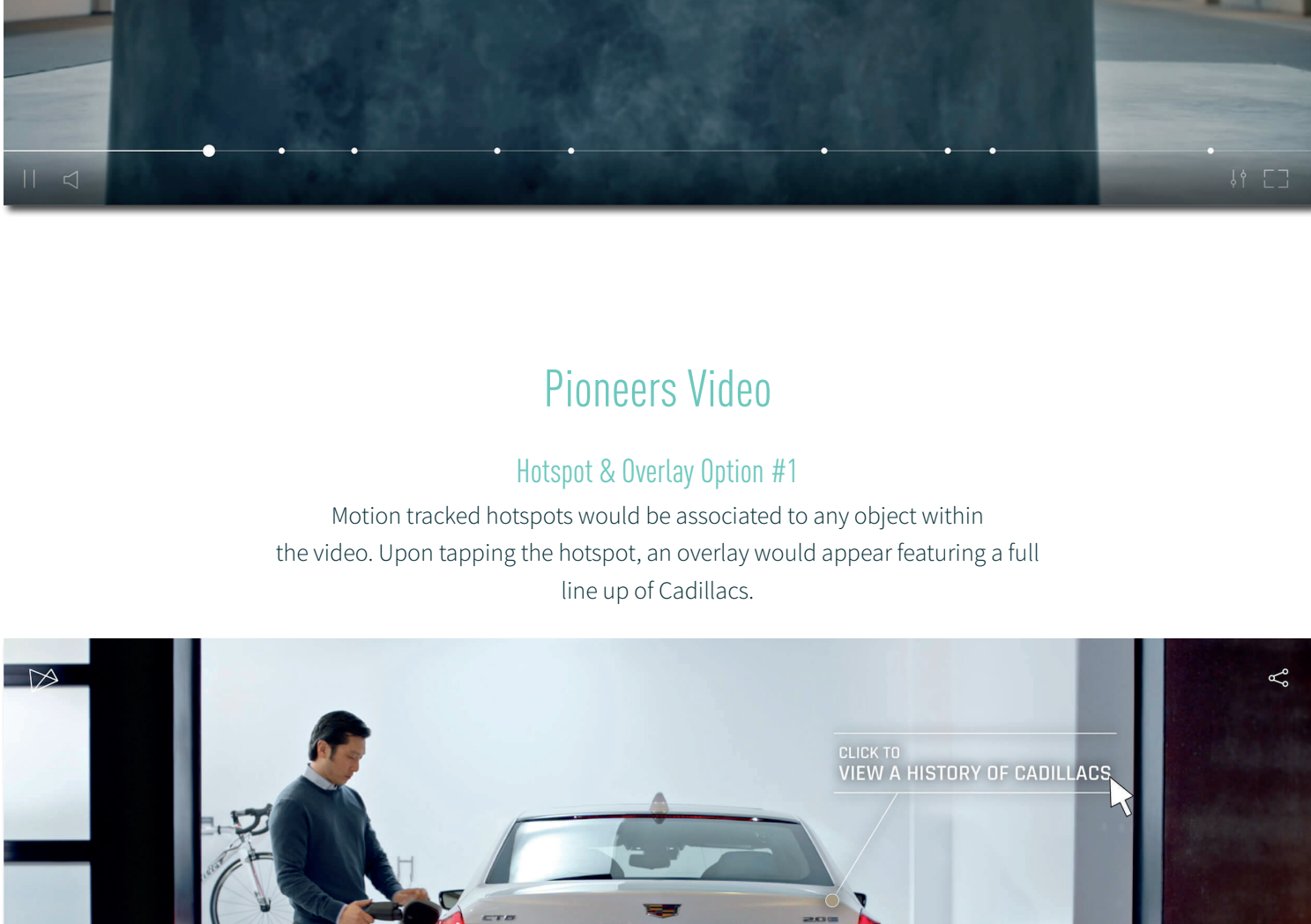
Hotspot & Overlay Option #3

Motion tracked hotspots would be associated to any object within the video. Upon tapping the hotspot, an overlay would appear featuring information about the car and its features.



Hotspot Option #3

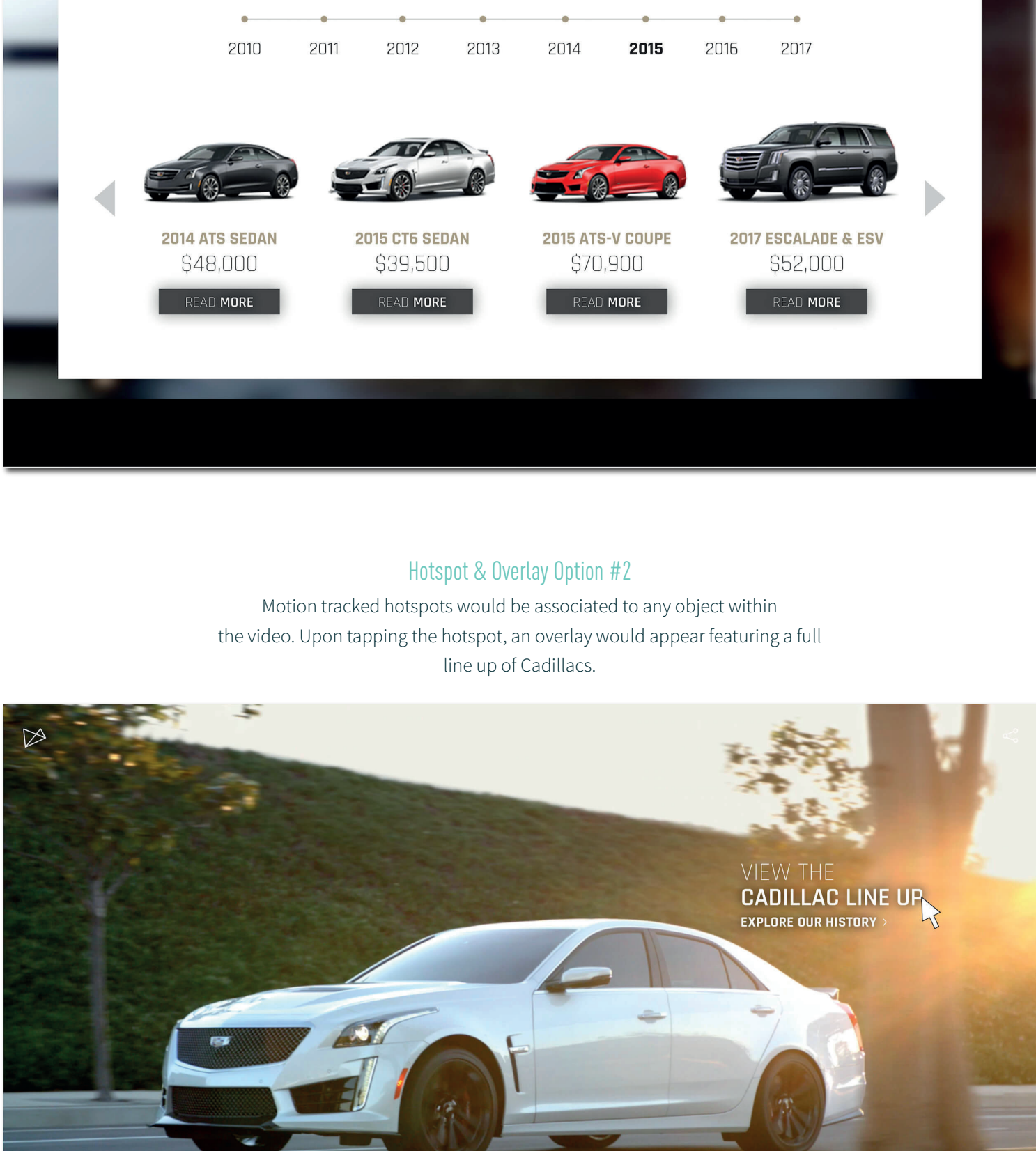
This motion tracked hotspots would be associated to any object within the video.



Pioneers Video

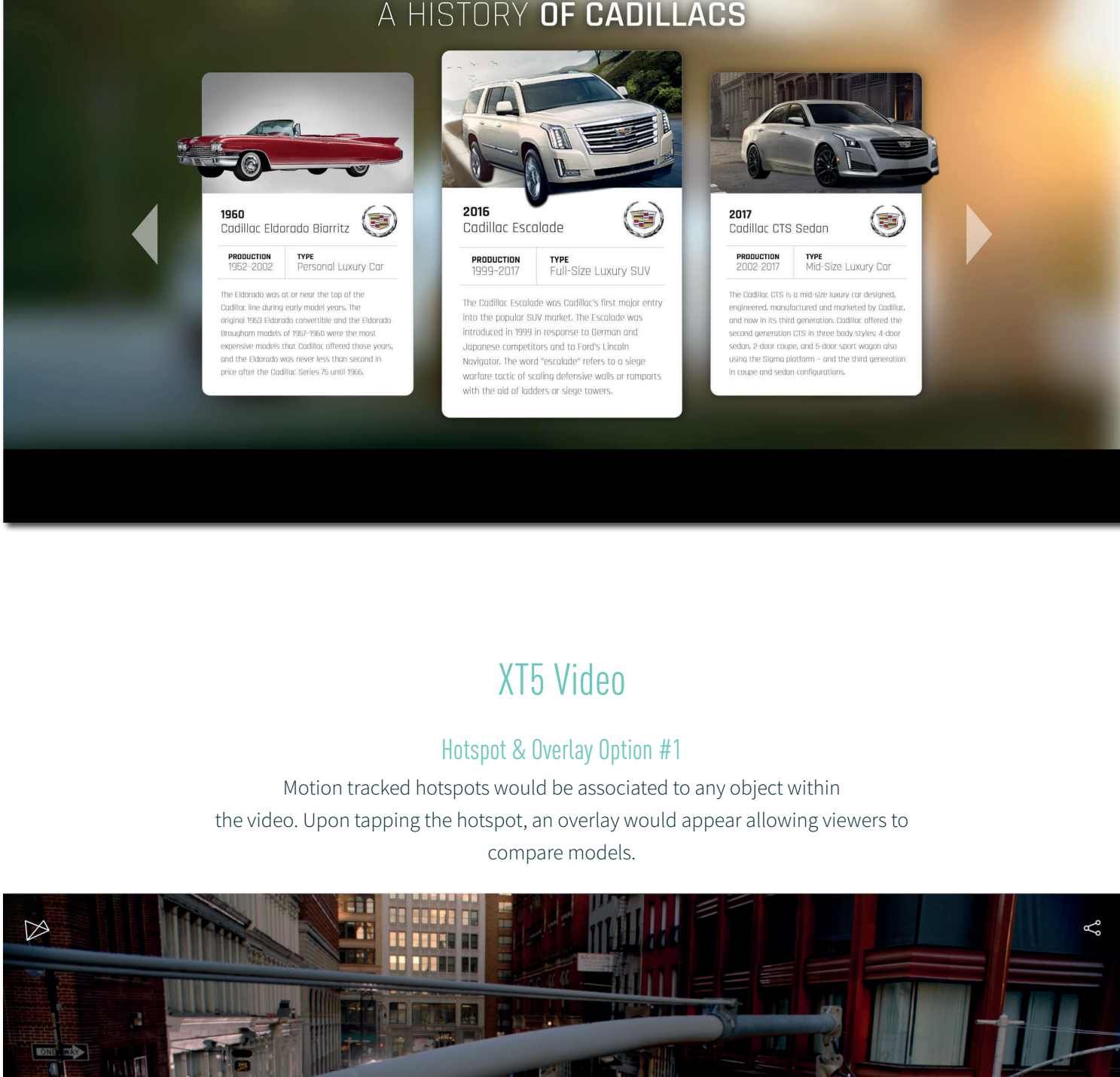
Hotspot & Overlay Option #1

Motion tracked hotspots would be associated to any object within the video. Upon tapping the hotspot, an overlay would appear featuring a full line up of Cadillacs.



Hotspot & Overlay Option #2

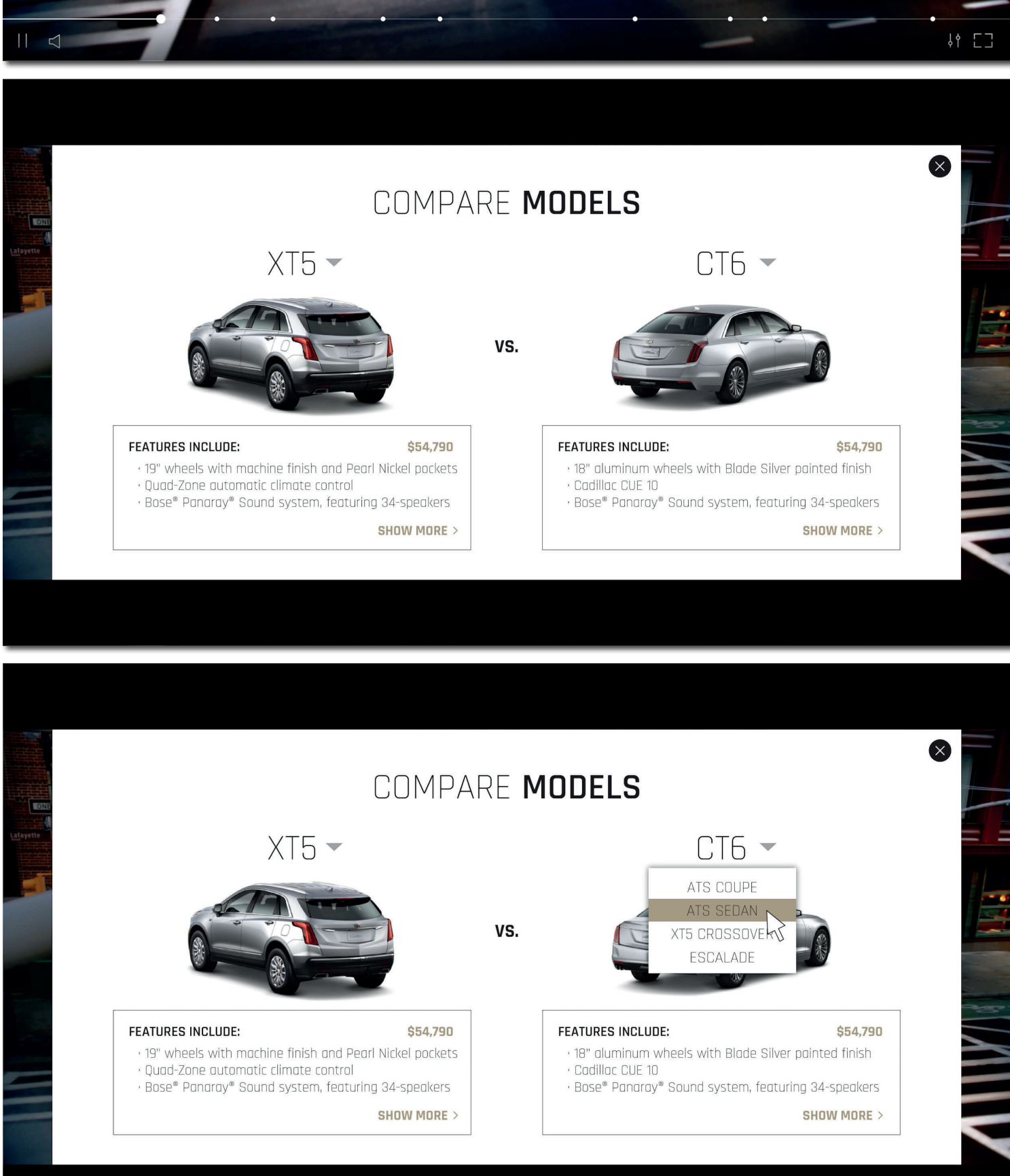
Motion tracked hotspots would be associated to any object within the video. Upon tapping the hotspot, an overlay would appear featuring a full line up of Cadillacs.



XT5 Video

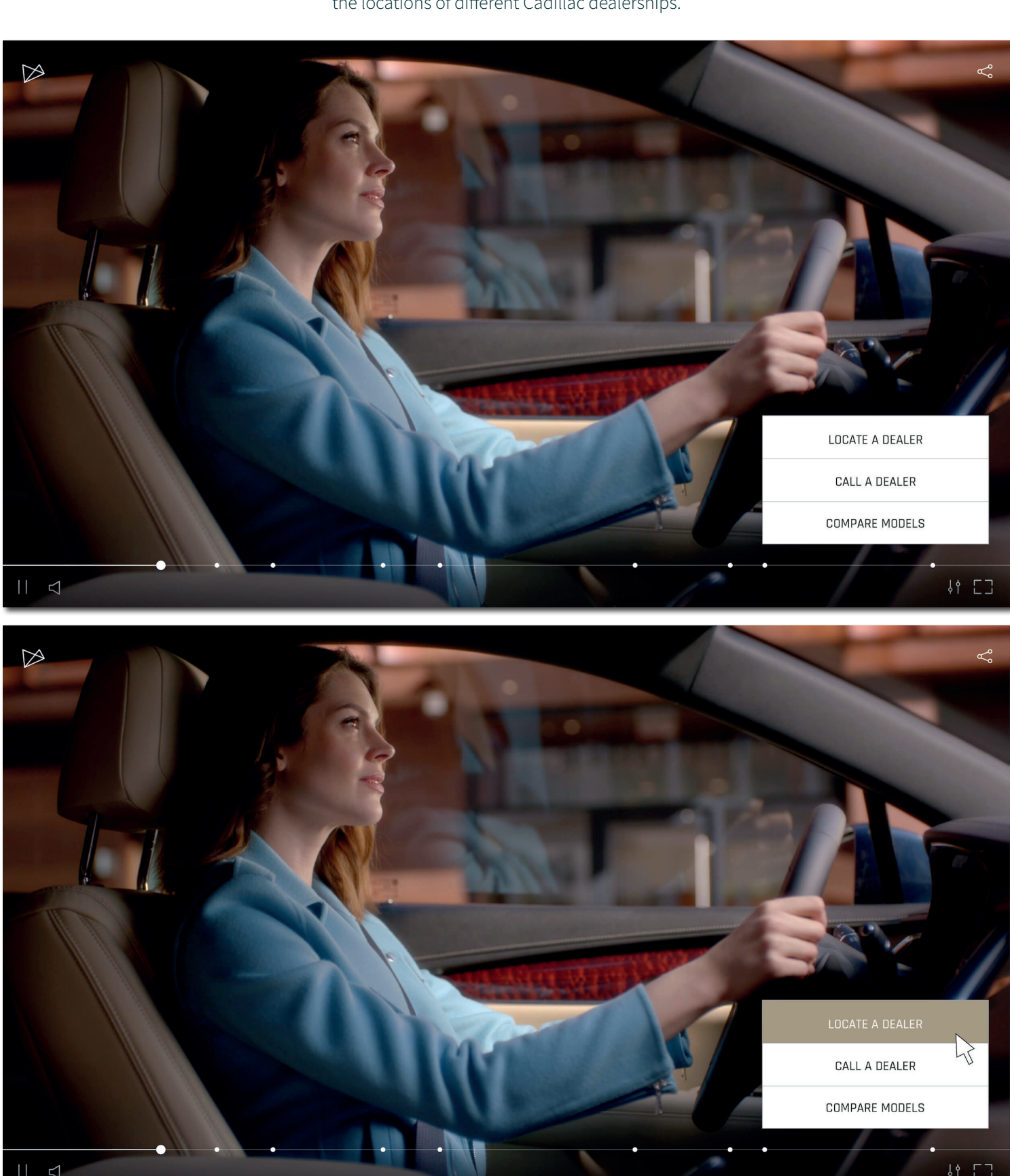
Hotspot & Overlay Option #1

Motion tracked hotspots would be associated to any object within the video. Upon tapping the hotspot, an overlay would appear allowing viewers to compare models.



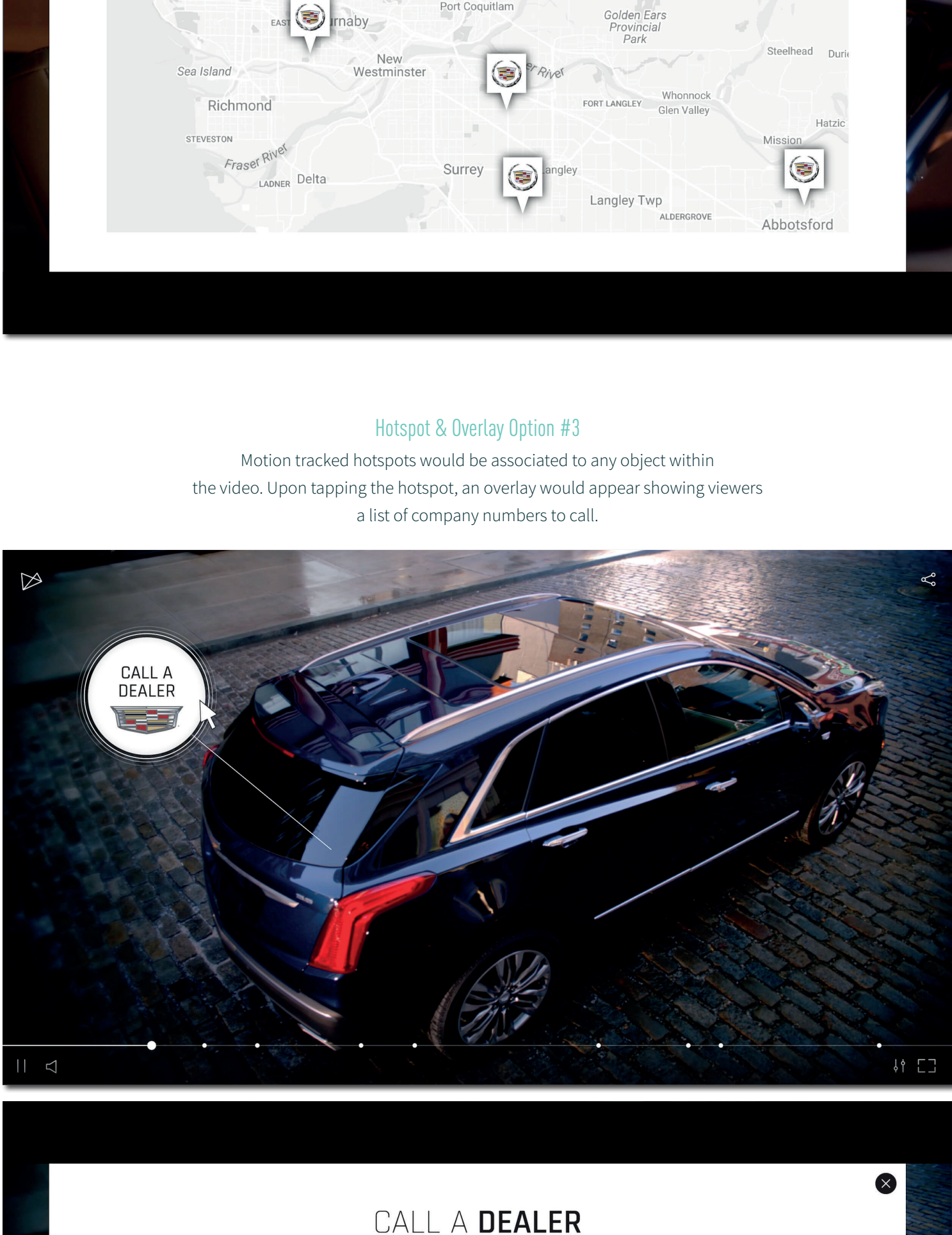
Hotspot & Overlay Option #2

These static hotspots would sit in the bottom right corner of the video. Upon tapping the hotspot, an overlay would appear featuring a map showing the locations of different Cadillac dealerships.



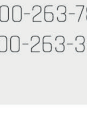
Hotspot & Overlay Option #3

Motion tracked hotspots would be associated to any object within the video. Upon tapping the hotspot, an overlay would appear showing viewers a list of company numbers to call.



Next Steps

contact us



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