"Each story is so compelling. Love it!"

"So refreshing to have a well told, happy ending podcast!"

"Excited for more!"

★★★★★ 4.9 Stars!

4:14 🔊

TELL

Introducing...Tell Me What Happened

15

Tell Me What Happened

11

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PLAYING FROM PODCAST

Tell Me What Happened

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ONSTAR "Tell Me What Happened" Podcast

The brand that has a million stories about helping strangers, this time helped others tell their own.

As the in-car safety service that's been the voice of help in times of need for millions of people over 25 years, the power of voice is not lost on OnStar. That insight that led us to the platform where voice reigns, and to the creation of the first ever podcast from On-Star and General Motors. But it's not about cars or even OnStar really. It's about the thing that Onstar stands for: people helping people. And that story wasn't just ours to tell. So we found the most interesting stories of strangers helping strangers and gave them a voice to share their own. Fittingly, each episode starts with the same phrase every OnStar advisor uses during a call of distress... "Tell me what happened."

EPISODES



90% **COMPLETION RATE**



Journey Proves Too Painful

Episode 1: An Epic River

22%1 BRAND AWARENESS