



ONSTAR “Tell Me What Happened” Podcast, Season 2

The brand that has a million stories about helping strangers is helping others tell their own.

The power of audio is not lost on OnStar, the in-car safety service that’s been the voice of help in times of need for millions of people. That insight led us to the platform where voice reigns, and to the creation of the first ever podcast from OnStar and General Motors. We knew we needed to make these dramatic stories come to life.

Our sound design team carefully crafted each story to put listeners in the moment — there in the mudslide, or the quicksand, or the mouth of a gator. Over 14 episodes they sampled more than 120 music beds to find the ones that would create exactly the right mood. They added in helicopters, wildfires, gunfire, ski lifts — and even 48 different animal sounds — to bring these episodes to life. The results: Immersive storytelling that has listeners hanging on until the very end of each episode (we average 90% consumption) to find out what happens. Beyond that, the podcast itself has boosted consideration for OnStar an astonishing 16 points, proving that telling a brand’s story really does have an impact on the bottom line.

“These encounters are so scary, yet remind us that we are not alone in this world.”

“It has all the feels: great story, human connection and fun facts.”

★★★★★ 4.9 Stars!



14
EPISODES

48
ANIMAL
SOUNDS

120+
MUSIC BEDS
SAMPLED

90%
LISTENING
COMPLETION RATE