



Follow Santa

When will Santa arrive with presents?
The answer's just a button push away.

PROBLEM

Every year, children get anxious about Christmas, especially on Christmas Eve when they want to know where Santa is and when he will arrive with their presents. This can be overwhelming for parents. So we turned the OnStar button into a source of relief for the whole family.

BRAND INSIGHT

When pushed, OnStar Advisors used data from NORAD, which monitors North American airspace, to give a real-time update on Santa's location. And for each button press to find Santa, we donated to the Red Cross.

SOLUTION

Our members engaged with Follow Santa all through the week leading up to Christmas Eve, both by pushing their OnStar buttons and sharing their family's reactions on social media.

RESULTS

When they followed Santa with OnStar, families felt less holiday stress and more holiday magic.

NEARLY 3MM
social media impressions

114,483
OnStar button pushes, up to 52% YoY

214MM
media impressions

136%
YoY increase in social engagement
Christmas Eve

71%
over benchmark on social engagement

