

WONDERY EXHIBIT C

Your partner in crime.

Wondery x Gupta Media: Obsession, Captured

In October 2024, Wondery, the award-winning podcast network, partnered with Gupta Media to spotlight its deep catalog of True Crime content. The brief: generate brand-level awareness for Wondery while showcasing standout shows from its “Exhibit C” collection.

The campaign marked our first concept-led engagement with Wondery, and the stakes were high. Our insight? True crime fans don't just listen. They investigate. So we positioned Wondery as not just a podcast platform, but as Your Partner in Crime.

At the center of the campaign was a short-form social video that follows an armchair detective unraveling a fictional case, built entirely from scratch. To draw viewers into the mystery, we created everything from police reports to crime scene photos and shared artifacts across static and video assets. The campaign extended into out-of-home and digital placements, including a Hollywood Reporter takeover.

The client called it “the best we’ve ever done.” It opened the floodgates to more creative work and firmly established Gupta as a trusted partner in both concept and execution.

