



a story brought to you by 

FOLLOW SANTA CAMPAIGN

Santa in Space!

OnStar Members (and especially their kids) look forward to Follow Santa every year. This holiday season, we took the magic beyond the in-vehicle button and into the OnStar Guardian® app with *Santa in Space!*

Written by bestselling children’s author Adam Rubin (*Dragons Love Tacos*), this exclusive seven-part audio adventure dropped daily in the app the week before Christmas. Families tuned in as Santa and his sidekick, Reindeer 3000, raced home from outer space in time to deliver presents on Christmas Eve. Each episode was a countdown to the Follow Santa finale while simultaneously encouraging repeat product engagement.

Santa in Space! was the first time Members heard an audio story in the Guardian app. Brought to life by immersive sound design and a solo voice actor playing a wide cast of characters, *Santa in Space!* blended classic storytelling with modern tech. This exciting new way to engage with OnStar drove a 20% boost in app usage and a 320% jump in sharing, and created a brand-new holiday tradition for families.

