

GARMIN + Backpacker

# Getting Found

WITH GARMIN

Garmin brings inReach product benefits to life through powerful audio storytelling.



EPISODE  
DOWNLOADS

**190K**

PAY ATTENTION, ALL  
EARS ON US.

PROMOTIONAL  
IMPRESSIONS

**860K**

LET US CAPTIVATE YOU  
FOR A WHILE.

UNIQUE  
SURVIVAL TIPS

**5**

MAKE SURE YOU GET  
OUT ALIVE TOO.

CUSTOM  
SURVIVAL STORIES

**3**

RESCUE US FROM  
TRADITIONAL ADS.

## Garmin was looking for a new medium to engage consumers with their inReach satellite communication product through deep storytelling.

Garmin chose to expand their content marketing efforts off the page and into the audio space on Backpacker's popular Out Alive podcast. We brought the inReach satellite communication benefits to life through a custom storytelling ad series where we interviewed actual survivors who used their Garmin device to get out alive.

Each ad was framed as a "bonus survival story" at the end of episodes throughout the season. Users shared their story of

peril and why the Garmin inReach was critical in their survival. We paired the custom interviews with relevant survival tips for the situations they got into to provide additional service to our listeners.

These ads brought the product benefits to life in the most powerful way: through personal stories in a contextually relevant environment.

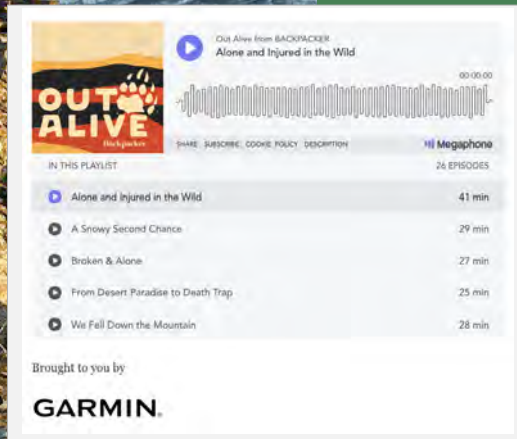
# Campaign Goals

- inReach product education
- Create emotional connection
- Provide reader service



## Positive Outcome + Bonus Reach

Ads continue to get listens years later. During the season, episode downloads clocked in at 96,000 downloads. Since the end of the season in summer 2020, listeners have downloaded the episodes an additional 94,000 times for a total of 190,000 listens.



**1** Backpacker reached beyond podcast subscribers to enchant new listeners.

**2** Consumers clicked through to listen to our 5-star podcast

**3** Brand close: Stay tuned for a bonus story and survival tip



## Engage

Captivate consumers with gripping storytelling highlighting the product.

## Educate

Provide readers with tips for their own adventures to increase backcountry safety.

## Motivate

Galvanize listeners to seek more information about the product.