

Main room:

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Stop Begging For Attention: How Can Podcasts Get Your Brand Noticed?



Time: 10:15 - 10:45



NATIVE
ADVERTISING
DAYS 24

stop

begging

for attention

How can podcasts get
your brand **noticed?**

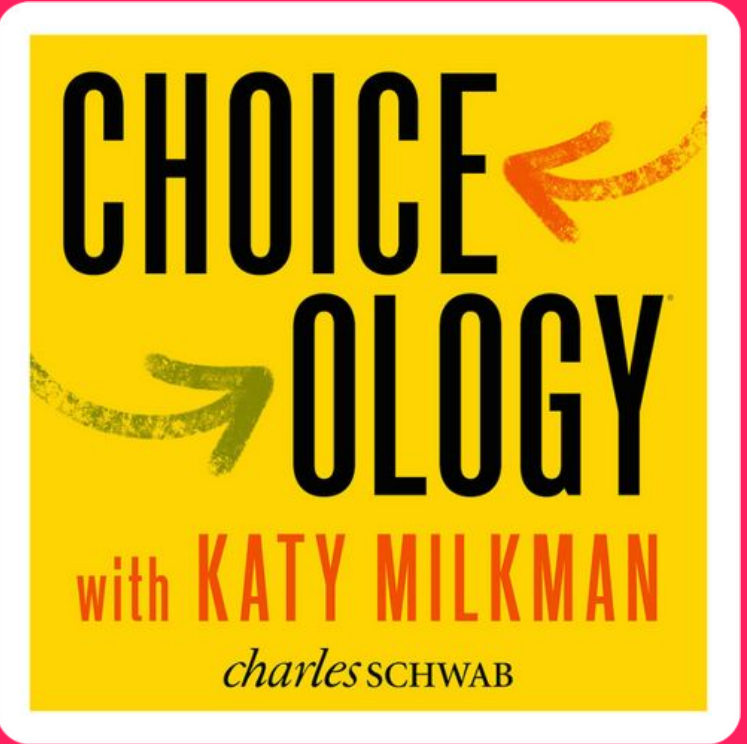




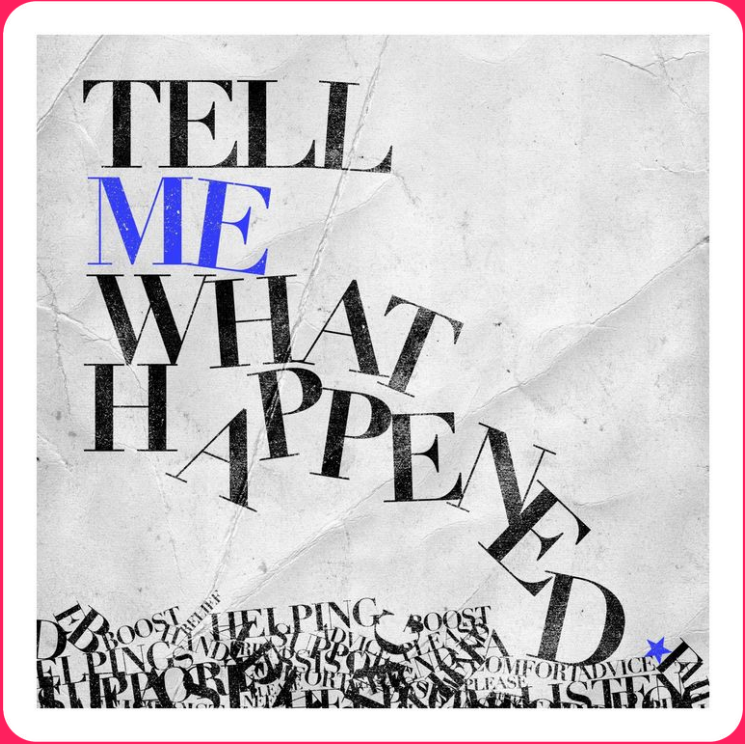
Native Content Partnership



Tribeca X Finalist

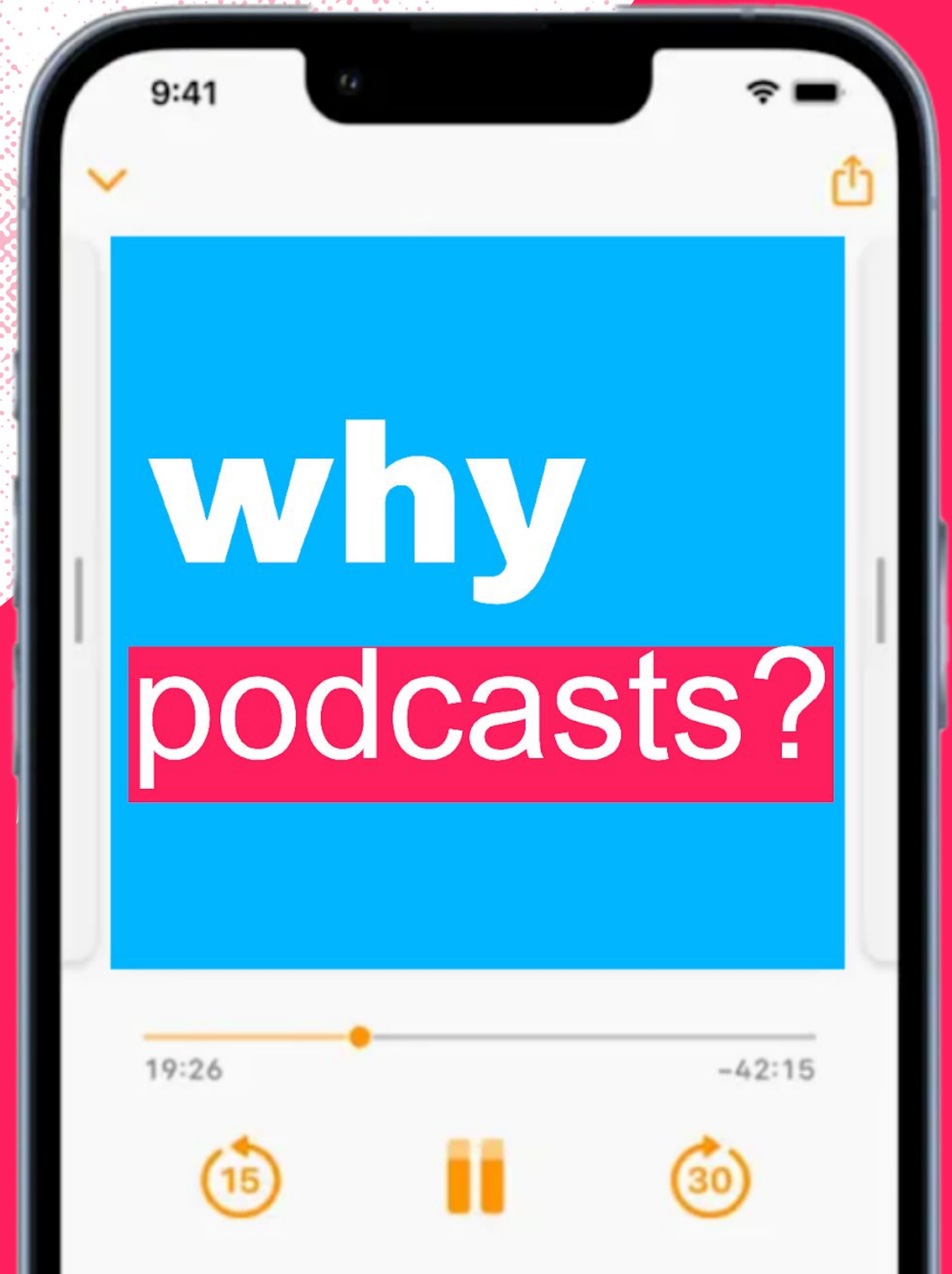


6 million+ downloads



33%+ lift in purchase consideration

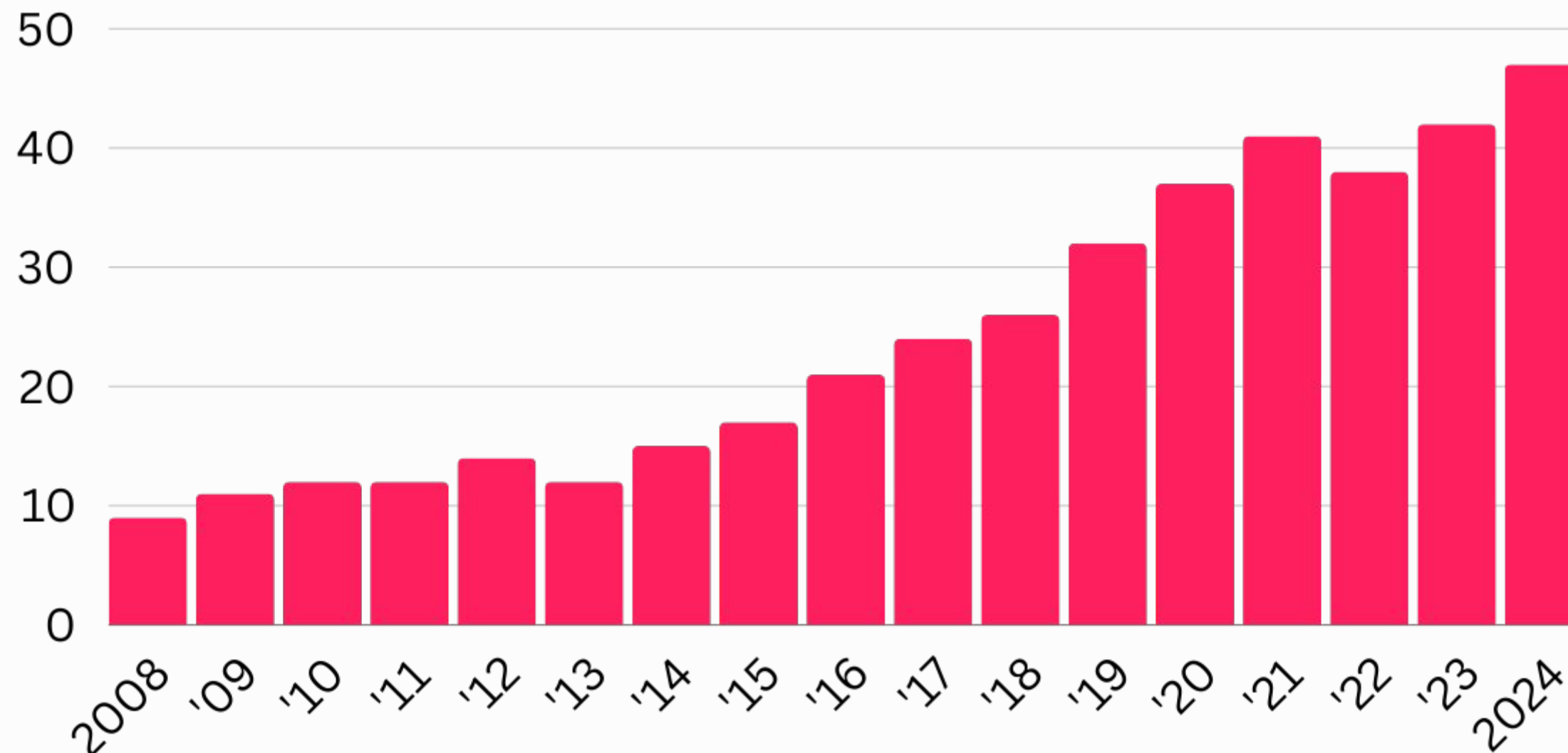
so...



podcasts are **mainstream**

Nearly **half** of all American adults listened to podcasts in the last month

Percentage of U.S. Adults 12+ Listened to Podcast in the Last Month



SOURCE: The Infinite Dial 2024; Edison Research

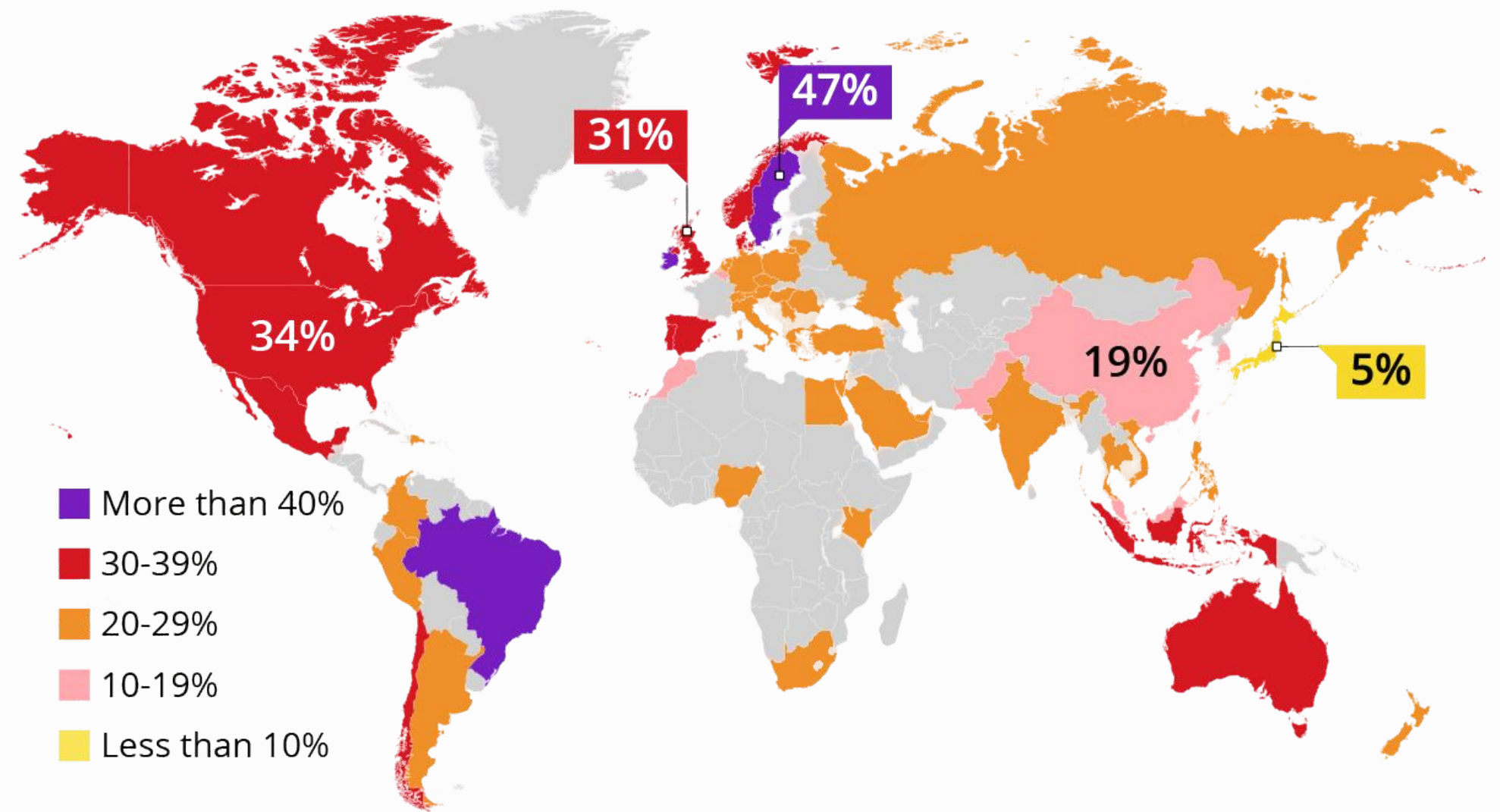


podcast listenership

worldwide



Percentage of Respondents Who Listened to a Podcast in the Last Month



Based on 1,000-5,700 respondents (aged 18-64) per country; Feb 2020-Jun 2021
Source: Statista Global Consumer Survey

podcast listeners are

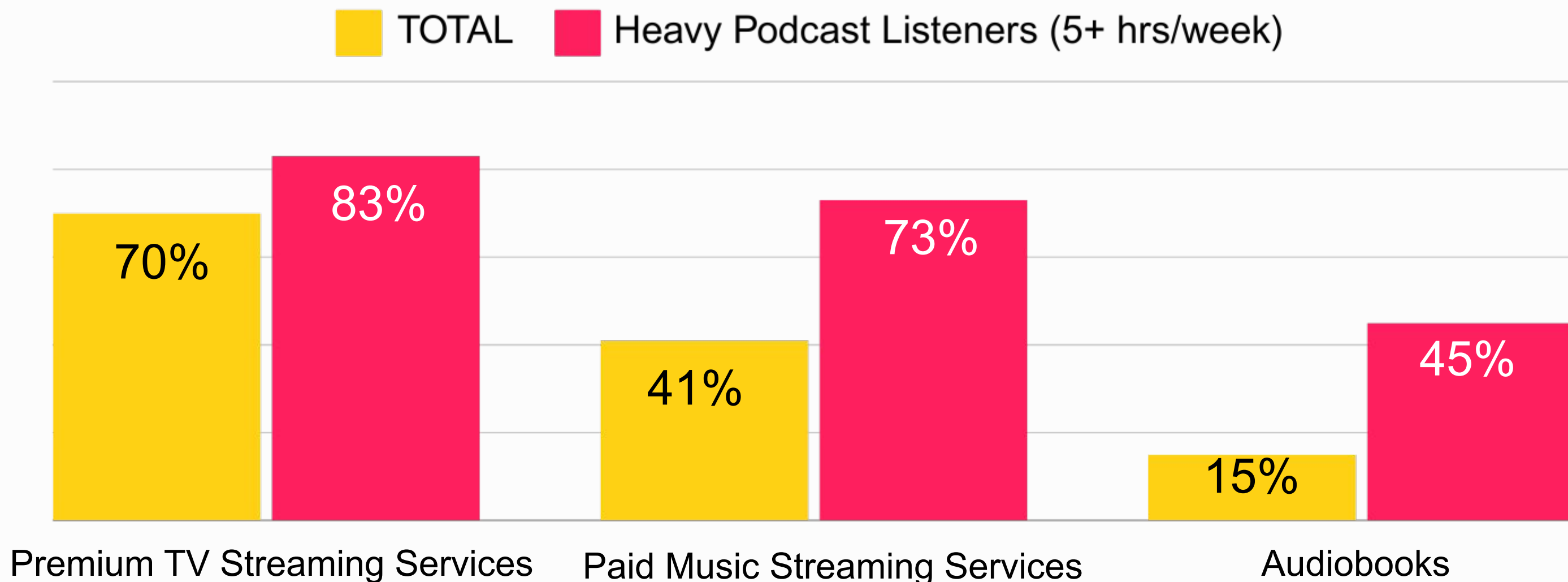
- **MORE EDUCATED**
- **MORE EMPLOYED**
- **MORE AFFLUENT**



podcast listeners are

difficult to reach

Podcast Listeners are MORE likely to consume ad-free, on-demand media



podcast listeners are
receptive
to brands

Increases in...

- consideration
- favorability
- action

listeners spend

unmatched time

with podcasts

average completion rates of

80%+

on episodes 20-25 minutes in length

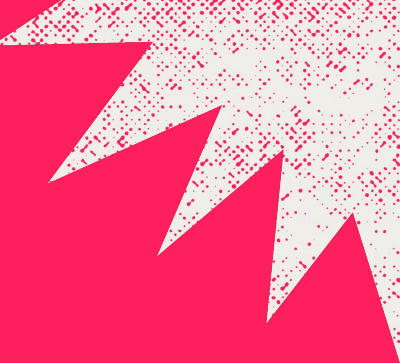


DON'T INTERRUPT

the content they want

BE

the content they want





4

businesses

4



podcast solutions



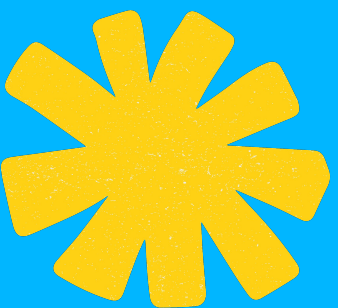
brand **one**

- Home appliances
- Legacy brand with name recognition, known for quality products
- Challenge: cheaper competition, differentiation
- Products are now more efficient, company dedicating to sustainability
- Goal: tie brand to green initiatives and sustainability

solution

narrative seasons-based
podcast

high impact evergreen



brand

one

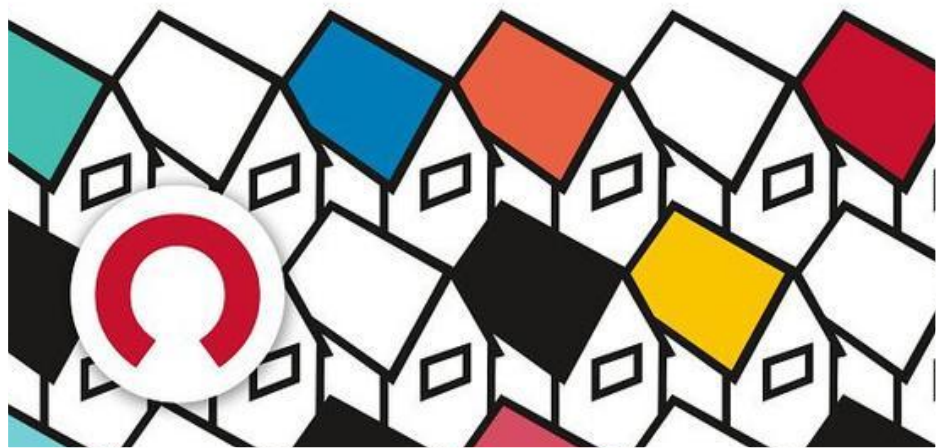


One Step

Each episode of this documentary-style podcast profiles a different person who is taking small steps to make their lifestyle more environmentally friendly. From doing a no-waste grocery shop, to planting pollinator gardens in your local park, to composting your own waste, listeners hear immersive adventures that inspire them to try new ways to live more sustainably. Each episode gets us out of the studio and into the real world with in-field recording.

example

**home.
made.**



HOME. MADE.

from Rock Mortgage

Inside every home, there's a story. Each episode of Home. Made. explores the meaning of home and what it can teach us about ourselves and each other.

Poignant, hilarious, provocative and downright unexpected, take a journey into the diversity of home in America. Listen to the stories of reclaiming segregated spaces, finding community after tragedy, coming back from rock bottom and more.



brand **two**

- Protein powder and supplements
- Current customer base largely men 16-35
- Opportunity: Growth in women aged 25 - 40 exploring protein powder and supplements
- Goal: Make brand more welcoming to new customers
- Had some success with some preliminary work with influencers

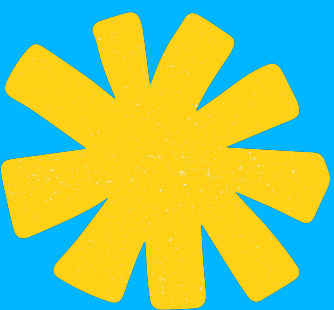
solution

ongoing always-on

podcast

host-driven responsive

to current events/trends



brand

two



Fitness with Friends

Ever wanted company for your run, but hate huffing and puffing through a conversation? Isn't it the worst having to grab your phone to change the song in the middle of a workout? Don't you hate when your podcast ends right before you finish that last mile? *Fitness with Friends* is hosted by a well-known female fitness influencer, designed to entertain and encourage listeners while they're exercising.

Episodes are built to be the length of a workout, starting with the host offering some words of encouragement and guiding a quick warm-up.

Then, the workout starts, and the host shares upbeat, funny stories intending to replicate the feeling of gossiping with your friends. Rather

than featuring a typical "ad-break," each episode has built-in checkpoints to let listeners know how much further they have left to go in their workout.

example



Dish

from Waitrose

Broadcaster Nick Grimshaw and Michelin star chef and restaurateur Angela Hartnett invite you to join their weekly dinner parties for hilarious chat, plus tips and tricks for perfecting that signature dish or everyday meals. Guests include Gordon Ramsey, Miriam Margoyles, and Florence Pugh, who enjoy a Michelin star meal cooked by Angela. Nick serves the drinks and leads the dinner party for a deliciously fun listen



brand **three**

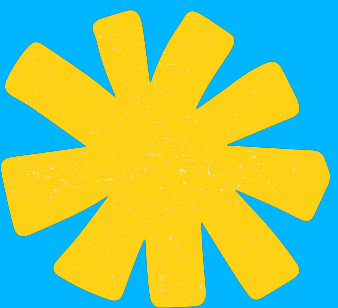
- Brand new non-alcoholic beverage brand
- Not just for sober people; also for those wanting to cut back
- Goal: Brand awareness amongst broad audience & positioning
- Tracking conversions is essentially

solution

integration with
existing podcast

borrow an existing
audience

guarantee impressions



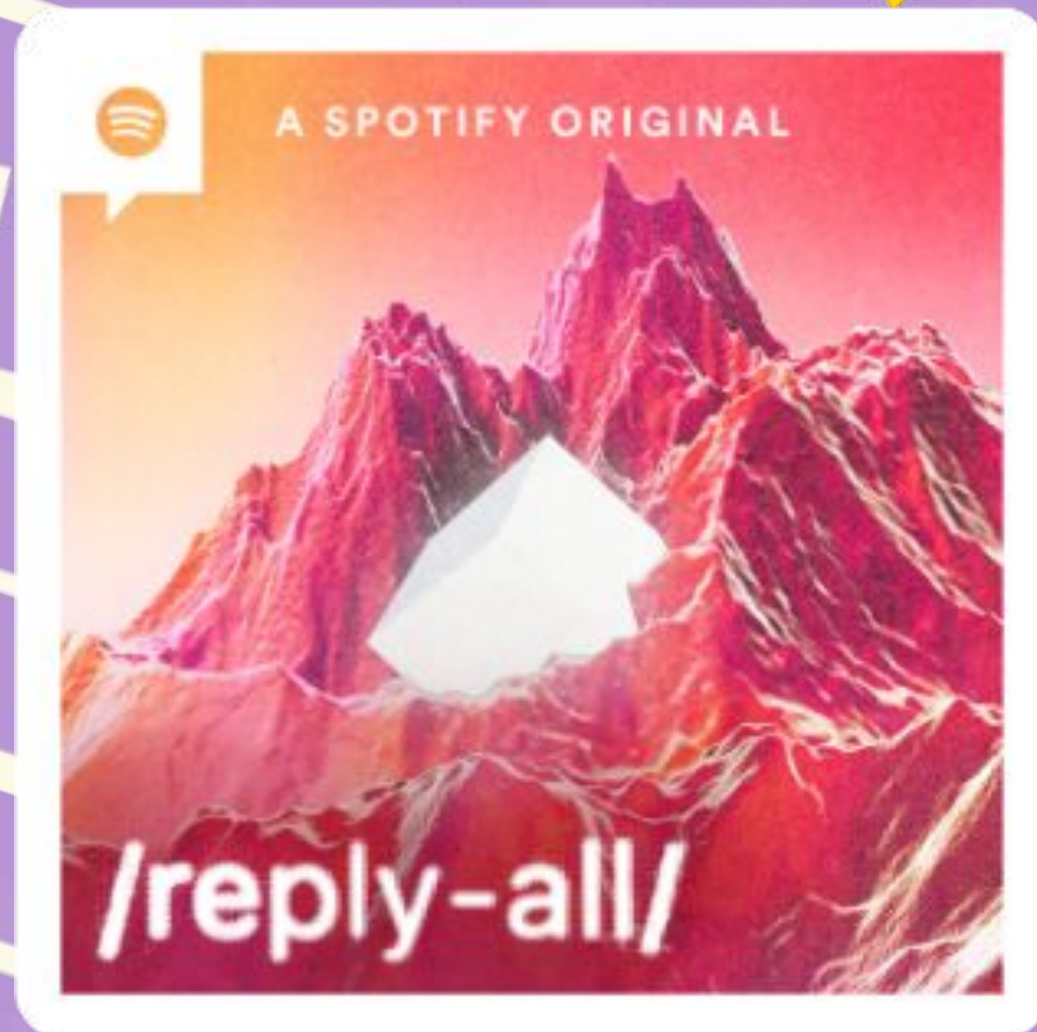
brand



Get A Hobby

In this podcast ad series/ integration, the podcast host is assigned a new hobby! In short audio features, we are taken on an experiential listening journey as they work with a dedicated hobbyist to teach them about beekeeping, foraging, rock climbing, or pickleball.

example



Gopher Gripes

from Squarespace

Podcast hosts PJ Vogt and Alex Goldman enjoy griping. To create engaging sponsorship messages for early sponsor Squarespace, Reply All hosts built a website for listeners to submit their gripes (“GopherGripes.com”). The hosts would then choose a handful of gripes to share in each ad spot (this campaign went on for years, featuring many hilarious and interesting ads).



brand **four**

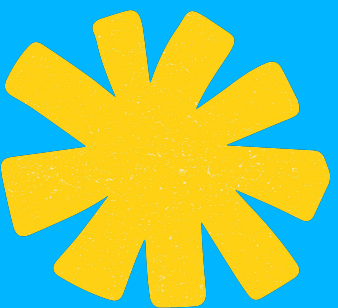
- Trade association for blue collar workers
- Members are busy, don't want to sit on a computer or read large manuals
- Goal: Engage members more deeply, provide more value to improve retention
- Tracking engagement is key

solution

private podcast

walled

access



brand

four



Boosting Your Business

This exclusive podcast is designed to help blue collar business owners thrive. Each episode offers practical tips on things like local marketing, hiring reliable employees, scaling operations, and strategic pricing. Tune in for expert advice to elevate your business and stay competitive in today's market.

quick tips

for podcast growth

- **MAKE AMAZING CONTENT**
 - Word-of-mouth is still #1 for discovery
- **PREACH TO THE CONVERTED**
 - Other podcasts (contextual targeting)
 - Podcast apps/ platforms
- **LEVERAGE OWNED CHANNELS**
 - Newsletters, web display, other podcasts!
- **DON'T RELY ON PAID SOCIAL**
 - No quick recipes for real engagement!



thank you

for your

attention



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