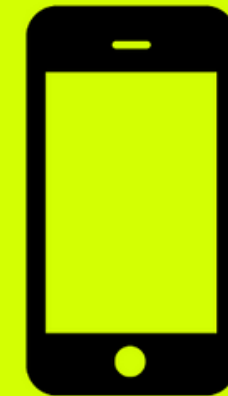


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The Playbook



01 creative podcast production & audio marketing

let's begin with

— some numbers —

5.2m

podcasts on SPOTIFY alone

\$3.5
bn

podcast ad spend by 2025

68%

podcasts account of all
audio listening in 2022

source: OMEDIA

in August 2023 Spotify reported that there are **5.2m** podcasts on its platform alone

there were **1.3bn plays** of podcasts on BBC Sounds in 2021, a rise of 25% on the previous year

global podcast advertising is set to hit **\$2bn** in 2023

by 2025 this figure will reach **\$3.5bn**

source: OMEDIA

94% of podcast listeners do so
whilst doing other tasks

source: BBC

so instead of engaging with your message via an advert
you are delivering a message out of a choice
made by that podcast listener

you could say it's a pull over push scenario which -
marketing studies have shown - always land more
effectively with the listener

podcasts are now within easy reach of everyone

podcasts account for nearly **68%** of all audio consumption in 2023

the playing field has shifted at lightning speed in the last 12 months

add to this the fact that over **62%** of all the US population is listening to at least one podcast every month

podcasts are



everywhere



financially efficient



consumer time-efficient



great brand messaging tool



crossing the age-groups



totally mobile

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the **podcast** trend evidence is
becoming irresistible

so what about

us?

we have worked on **podcast productions** for

bengo media

Salomon

Voxwomen cycling

Public Health Wales

Welsh Education

MIND

Macmillan Cancer Support

Life Sciences Hub Wales

we have also developed original content including **the running industry podcast** which hit No4 on Apple Podcasts*

*UK running chart, December 2020

we can also produce your
audio in **english**
and **welsh**

we deliver a 10-point plan for your podcast

agreeing on:

your brand profiling

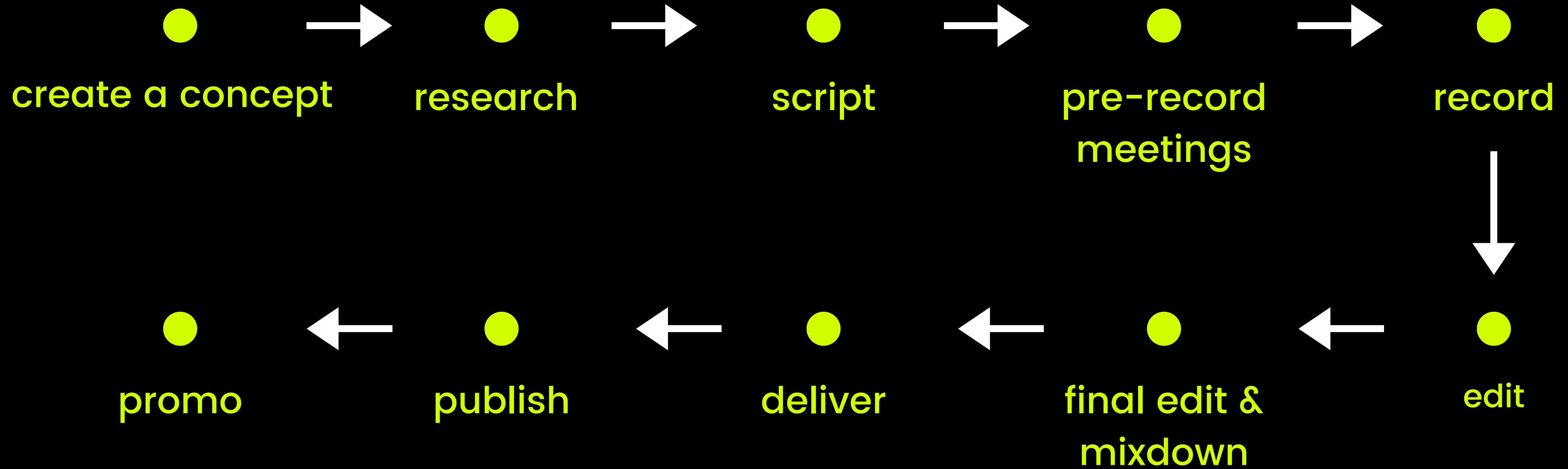
agreeing on what makes you unique in your space

a great story

unearthing characters

developing an audio brand personality

our 10-point podcast plan

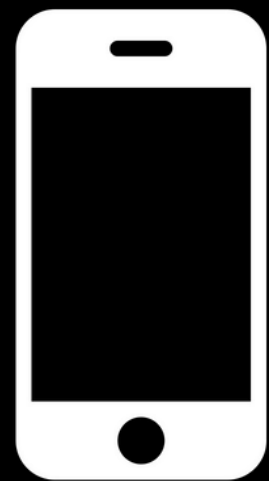
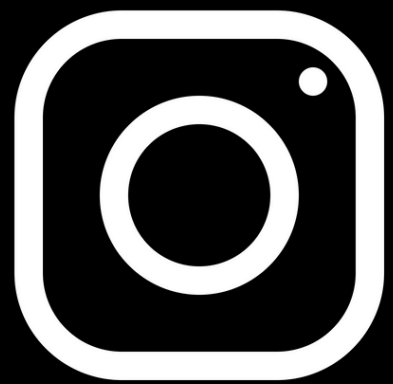


so, yes podcasts are the zeitgeist, but more importantly they are **becoming mainstream**

but it's not just podcasts that are changing the landscape

at supersonic we are podcasts, but also a 360° **brand audio marketing** fulfilment business

audio marketing is one of the most cost effective mediums to get your message out there, it adds vocal authenticity to a brand or company, adding personality, enabling a connection with your customers and staff, **across media**



in the coming years an **audio strategy**
will become a common part of
all forward-thinking brand's
marketing mix

audio strategies can include

podcasts

social audio integration

text-to-voice conversion

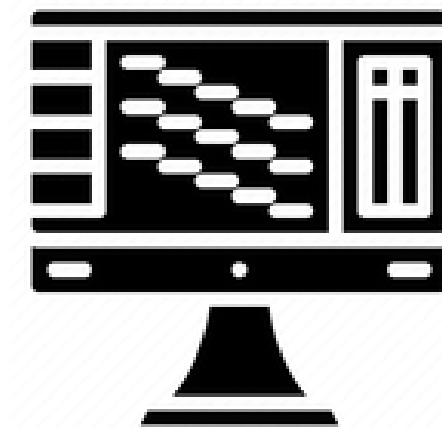
online retail audio links

audiograms

brand news

company messaging

audio blogs



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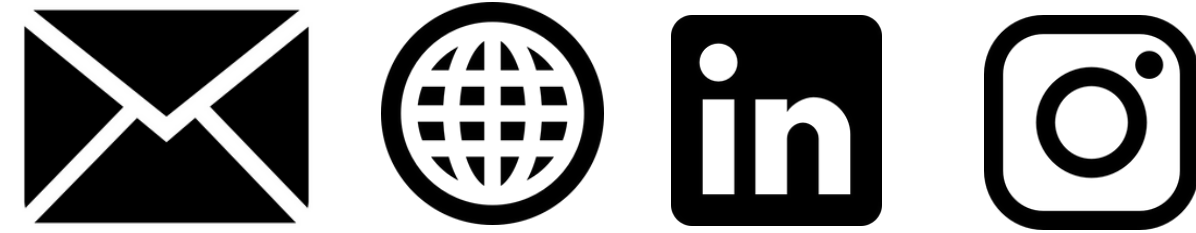
we can also **equip you and your team** with
podcast hosting & publishing tools

presenters

staff training and on-going mentoring

so what's next?

to see how
supersonic
can help your
brand or
organisation
develop its
podcast & audio
marketing strategy



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