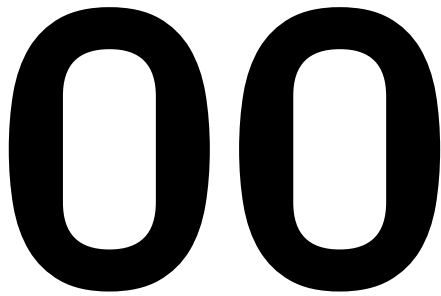




PODCAST BY MEGAWATT

What makes a podcast so unique?

MEGAWATT
we create connect activate brands



INDEX

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01. INTRODUCTION

For one thing

3

02. NUMBERS & LISTS

Why you should add the podcast to that list?

4

03. HERE TO STAY

What makes a podcast so unique?

5

04. SUCCES STORIES

Are there any successful cases to mention?

6

GOOD NEWS PODCAST

With the concept "Spread some Good News" we developed
the H&M Good News Podcast

7

MEGAWATT X PODCAST

What services we can provide for the podcast?

8

01

INTRODUCTION

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FOR ONE THING

The podcast is here to stay. Do you know that Apple slogan, there's an app for that? Today, the same can be said about the podcast. Information and entertainment on local and international topics? There's a podcast for that. The podcast started out as an alternative to linear radio, but nowadays it is so much more. The MarketingTribune saw this development and conducted a large-scale survey among leading marketers in April 2020. A quote from an article, written by the MarketingTribune, regarding podcasts in business.

“Every serious CMO is thinking about the role of audio in their branding and marketing strategy. You have to think about how you sound and how you reach your desired audience and / or involve your brand, with relevant and high-profile audio content that ideally enriches the consumer's life”

02

NUMBERS & LISTS

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NUMBERS & LISTS

Haven't you "seriously thought about it" yet? No problem, we're here to help. Creating content in the form of image or copy is familiar territory for many. Why you should add the podcast to that list?

- 2.1** According to recent research by the NPO, 10 percent of the population listens to podcasts every week. Young people (16-34 years) are the biggest enthusiasts: but twenty percent of the over 50s, also listen regularly.
- 2.2** In the category "sometimes" a whopping 53% of all Dutch people listens to a podcast. 19% of that group even listens on a daily basis.
- 2.3** In the past corona year, the already popular podcast received an extra boost. In any case, Spotify saw much higher unique listening figures from podcasts about news and politics, health and education in 2020.

03

HERE TO STAY

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Okay, so the podcast is popular and here to stay.
But what makes a podcast so unique?

- 3.1** You can reach a completely new target group or offer the existing target group something extra..
- 3.2** Audio is less rushed than video and therefore offers room for depth on niche topics.
- 3.3** The podcast is hypermobile. It gives the listener the option of 'not wasting time'. This way you get to ironing again ;) In short, an opportunity to reach your existing fans / target group at a time where you would otherwise miss them.
- 3.4** The costs for the development of a podcast aren't very high. We will come back to that later.

04

SUCCESS STORIES

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Now you may think; that sounds wonderful and all, but are there any successful cases to mention? And not in the "entertainment" group, but professional ones. For B2B or B2C? Short answer: there are. Long answer: we can fill the next 20 pages with those success stories, without even trying. Why haven't you heard of them? These are (often) niche markets. The fact that you don't know them does not mean that they are not there, but that that subject or service is less appealing to you. A short list, so you'll get a picture;

1. Where Should We Begin with Esther Perel: Many companies and entrepreneurs wonder if a podcast will work for them. With this podcast, relationship therapist Esther Perel proves that it doesn't matter what industry you are in to have a successful podcast.
2. DTR- The official Tinder podcast: A great example of how you can make a podcast work for your company by inspiring. Tinder explores love and dating in the broadest sense of the word. Original episodes, inspiring content.
3. Online marketing made easy with Amy Porterfield: Amy proves that it is possible to link a successful revenue model to your podcast.
4. In the Rijks: This podcast from the Rijksmuseum, tells the stories behind the works of art in the museum.

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GOOD NEWS PODCAST

H&M has a partnership with Good News, a sustainable shoe brand from the UK. They went live on April 1, 2021 and prior to that, H&M asked Megawatt to take care of the campaign surrounding the launch. With the concept "Spread some Good News" we developed the H&M Good News Podcast. We've selected a diversity of guests who each have stories in line with the Good News brand. In the podcast they tell how they have contributed in a positive way to a better / more beautiful / nicer world. The whole case can be found on [our website](#). [Here](#) you can read the press release in the Emerce, [this](#) is what Fonk had to say about it, even [Amayzine](#) was enthusiastic and [aboutmedia](#) published a nice piece.

MEGAWATT X PODCAST

Now that you have fully read up on the subject, you may be enthusiastic about the possibilities of a podcast for your company. But.... how? Which topics? Who will come up with / make / implement / promote it online? Well, Megawatt. We have our own podcast studio. Literally in-house, because it is located in the middle of our office at Strijp-R in Eindhoven.

The combination of Megawatt Advertising, Megawatt Digital and Megawatt Fieldmarketing make us a unique agency for the creation of a successful podcast. Because, we create, connect and activate. And all that, under one roof. What services we can provide for the podcast, you say?

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- Come up with a concept (name, format, leader, intro, content, outro)
- Actually record the podcast(s) (and arrange everything around it such as guests, catering etc)
- Editing
- Photography and film (for online distribution / boosting podcast among the targetgroup)
 - Social media strategy
 - Create account for posting podcast(s)
 - Determine social channels for boost podcast
 - Blog / news item for website / press
 - Format materials for online distribution
 - Deploying media budget, measuring, feeding back results, tightening up strategy

Long story short; this is the whole package. Everything you need to create and distribute a successful podcast for your specific target audience. If you can't contain your enthusiasm by now, pick up the phone and give us a call.

Do you still need a little something? Are you sitting down? Making a podcast is not at all as expensive as you might think. It is even more profitable if you make a series. Because we have everything in-house, we can offer this both professionally and creatively, for a budget that fits perfectly. Both as part of a larger campaign as well as a stand-alone development.

NEED MORE INFORMATION?

Our creative director Simon Coolen can tell you all about it.

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Intuition is real.

Vibes are real.

Energy doesn't lie.

Tune in.