



AUDIBLE

Summer Listens - Podcast

THE CHALLENGE

To complement 'the home of storytelling' campaign to show why Audible is the premium entertainment destination this summer.

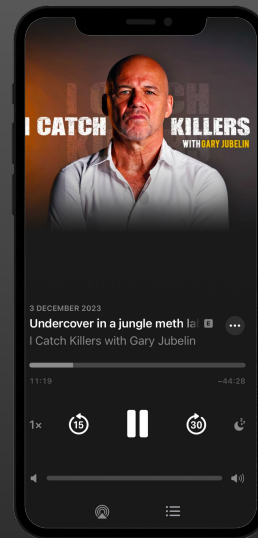
THE INSIGHT

Discovering what someone else is reading or listening to is always interesting and can make you want to too- especially if that person is a beloved podcast host or public figure.

THE IDEA

Targeted podcast sponsorships with integrated host read ads (pre/mid/post) formed a key part of a multi-channel/format solution. Kantar tested 1 x podcast ad as part of the brand lift - I Catch Killers with Gary Jubelin. The podcast ads, voiced by Gary Jubelin saw Gary share his top book picks for his listeners as well as talk about his own book available on Audible.

PRODUCTS USED



FROM KANTAR:

"It was the engagement with the content itself and narrator Gary Jubelin coupled with a clear and succinct explanation of Audible and your offering that was able to pique listener interest."

KANTAR RESULTS

Brand favorability in Excellence range

3.5x

better than Kantar norm

Motivation consideration in Exccellence range

2.8x

better than Kantar norm

The podcast helped drive brand awareness, building a more favourable opinion of the brand and perceptions.

The podcast exceeded Kantar creative benchmarks in key brand metrics - eliciting positive response from listeners.