

Stereo Marketing: Empowering your brand through Podcasting

By Felipe Raphael



FELIPE RAPHAEL

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I am a graduate broadcaster. I founded EOM LAB in 2019 with the purpose of creating affective and inclusive sound experiences. Since then, I have developed more than 12 projects, including my own projects and for others, covering podcasts, audio guides, and sound narratives. Together, these projects have achieved over 50,000 listens.



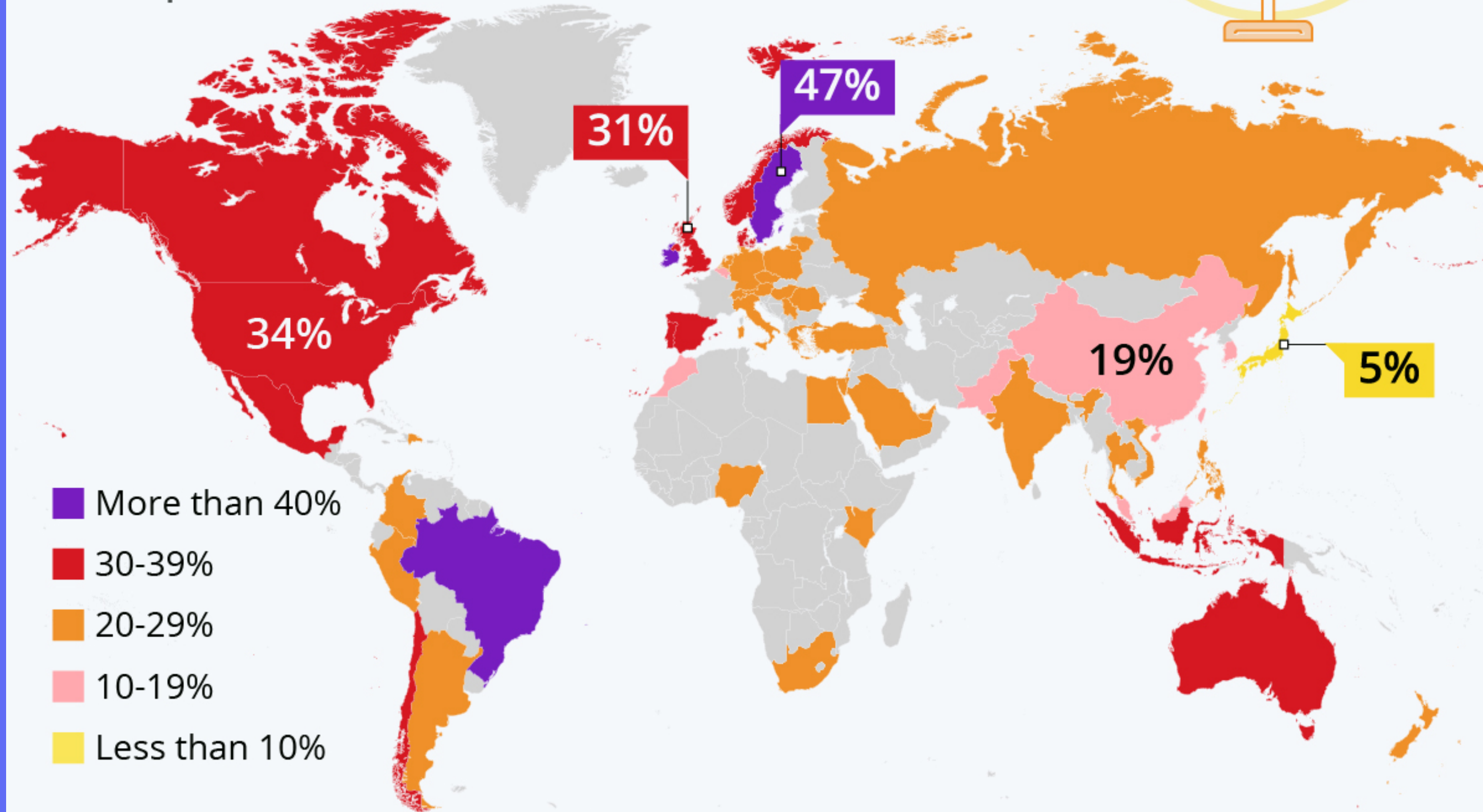
First of all...

Some data about podcasting



Where Podcasts Are Most Popular

Share of respondents who listened to podcasts in the last 12 months











Monthly podcast audience & percent growth (5-year trend)





	Change (5 Years)
Total	▲ 68%
Hispanic	▲ 95%
Black (non-Hispanic)	▲ 45%
Asian (non-Hispanic)	▲ 76%
White (non-Hispanic)	▲ 66%





Source: Nielsen Scarborough Podcast Buying Power, R2 2018 (May 2019) to R2 2022 (May 2023), Adults 18+

Where listen to podcasts most often

Hispanic 18+	May 2022	May 2023
 At home	48%	44%
 In transit (car or public transportation)	35%	36%
 At work	13%	18%
 Other	4%	3%

Black 18+ (non-Hispanic)	May 2022	May 2023
 At home	52%	49%
 In transit (car or public transportation)	30%	32%
 At work	15%	15%
 Other	3%	4%

Asian 18+ (non-Hispanic)	May 2022	May 2023
 At home	43%	37%
 In transit (car or public transportation)	42%	47%
 At work	10%	10%
 Other	5%	6%

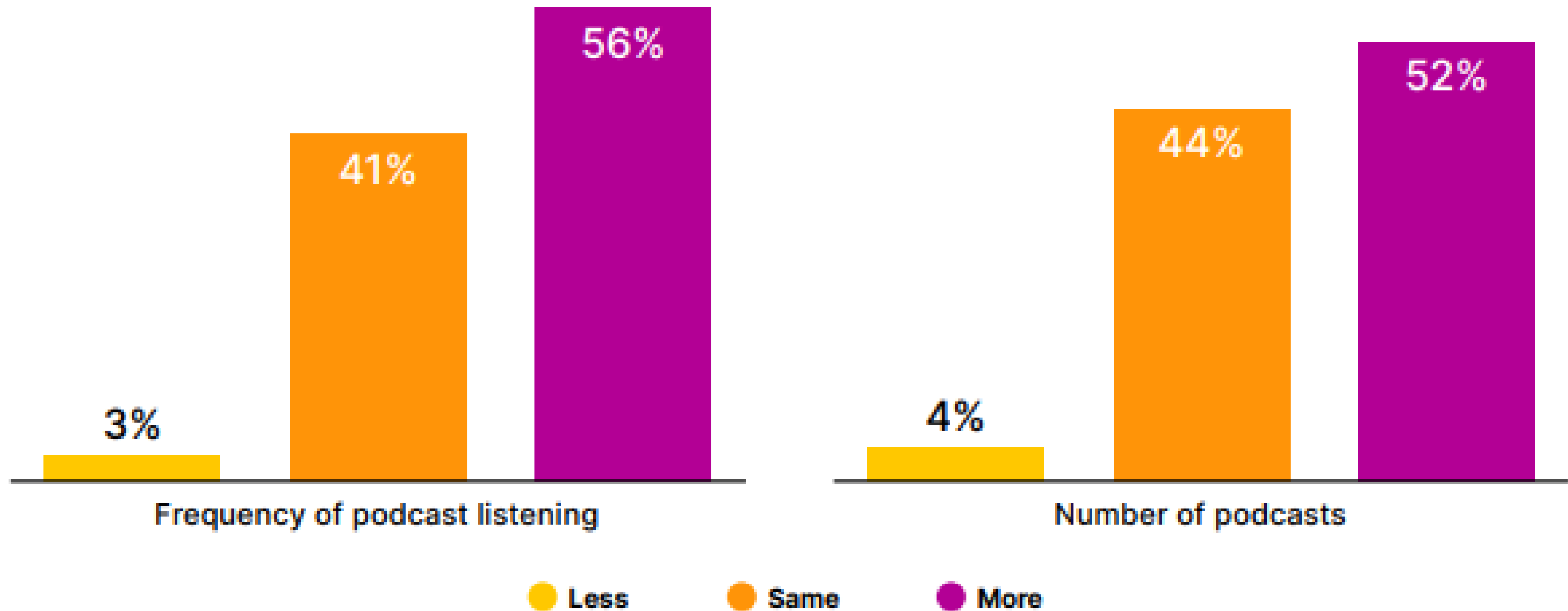
White 18+ (non-Hispanic)	May 2022	May 2023
 At home	49%	44%
 In transit (car or public transportation)	35%	39%
 At work	12%	11%
 Other	4%	6%

Source: Nielsen Scarborough Podcast Buying Power, R2 2021 (May 2022) to R2 2022 (May 2023), Adults 18+

Podcast genres	May 2019 listeners	May 2023 listeners (ranked)	Change
Comedy	17,056,049	28,037,106	64%
News	17,677,927	23,858,773	35%
Society & Culture	14,326,250	23,376,726	63%
True Crime	10,382,429	20,794,054	100%
Education	11,677,723	19,281,312	65%
History	10,033,558	16,537,133	65%
Health & Fitness	11,522,093	16,368,138	42%
Music	10,414,129	15,095,480	45%
Business	10,513,916	14,904,118	42%
TV & Film	8,543,399	14,419,471	69%
Science	9,332,117	14,358,399	54%
Sports	10,132,777	14,076,280	39%
Arts	8,395,985	12,866,196	53%
Religion & Spirituality	7,705,373	11,680,003	52%
Leisure	7,179,375	11,462,748	60%
Fiction	5,628,916	10,863,847	93%
Technology	7,599,887	9,620,221	27%
Kids & Family	4,115,155	6,033,898	47%

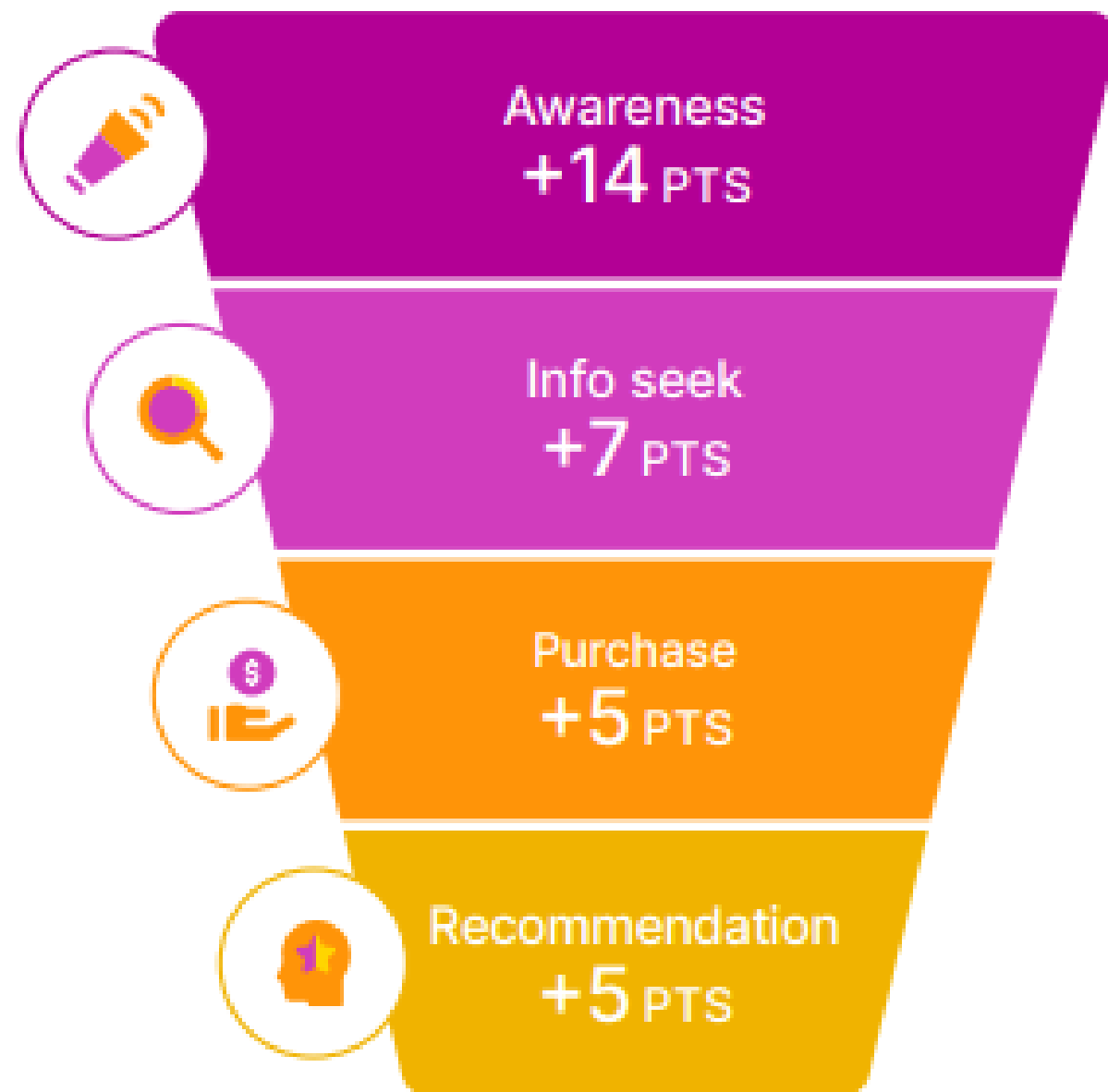
Source: Nielsen Scarborough Podcast Buying Power, R2 2018 (May 2019) to R2 2022 (May 2023), Adults 18+

Daily podcast listeners are listening more often and to more titles

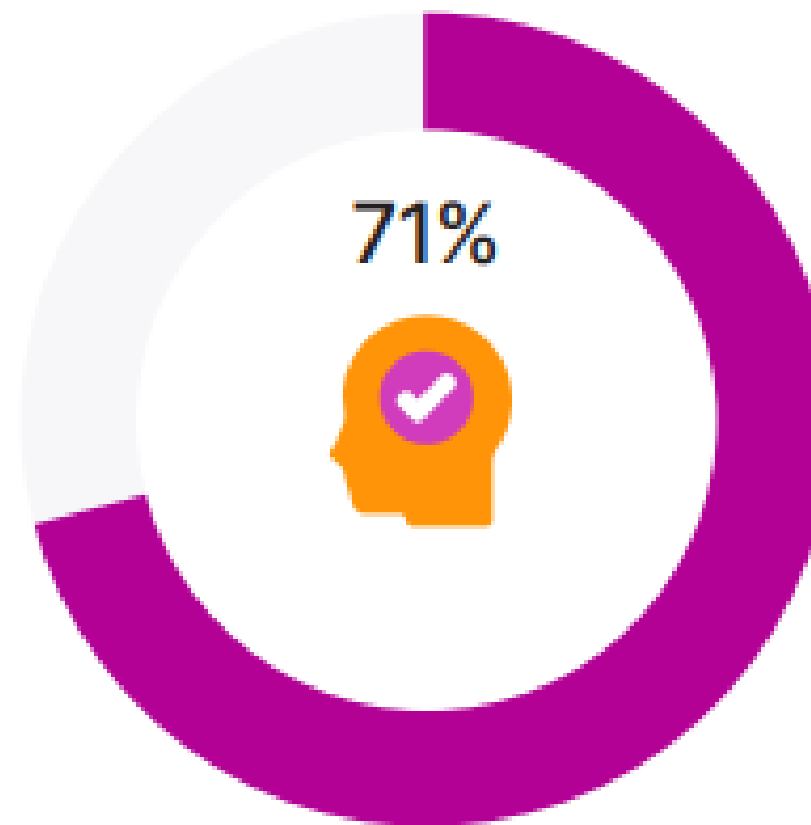


Top funnel effectiveness across podcasts

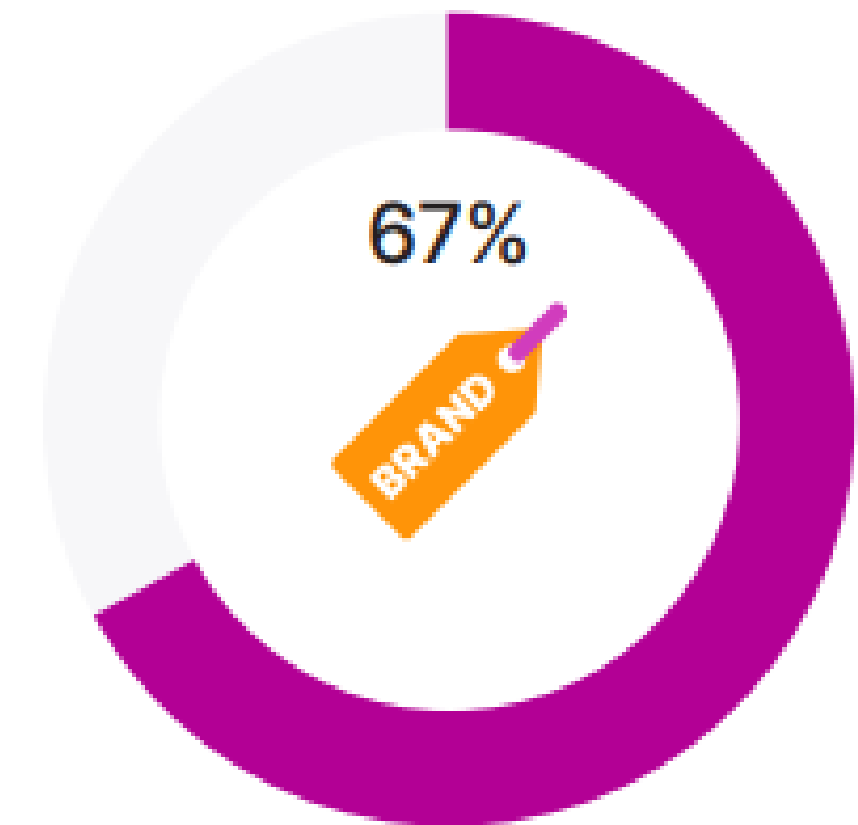
Podcast brand lift benchmarks



Recall



Brand fit



Now you learn
**How I
Make**



IMAGINATIVE

Human beings have the ability to imagine scenarios from sensory stimulus

CURIOUS

Always seeking ways to acquire knowledge or to dive deeper

LIVES ROUTINES

Routines are established patterns that help us organize and structure our daily activities

CONNECTED.

With the advent of technology, we are becoming increasingly connected.

Understand your audience



Choose your format

- **Informative/Journalistic Podcast**
- **Interview Podcast**
- **Discussion/Chat/Roundtable Podcast**



Create a workflow

It is important to keep in mind what the workflow of your podcast is. That is, what is the production process of an episode?

- Brainstorming ideas
- Episode script
- Episode recording
- Episode editing
- Posting



And...

**This is
what I
Make**



3 Steps to Not Go Crazy

When it comes to thinking about creation, the planning goes through these three phases that help to better organize ideas.

CONTENT

After choosing the format of the audio experience, think about what it can generate:

- Empathy
- Engagement
- Debate Being just a good story

From there, create the script that will guide your sound experience.

PRODUCTION

Here, the script is king, a well-written script allows room for subversion because as we talk about immersion, we must know how far we can go. Always remembering where we want to take our listener.

And when it comes to producing, don't think about expensive equipment, look for alternative ways to produce.

DISTRIBUTION

How can we effectively and organically distribute our content by thoroughly understanding and aligning with the consumption patterns and daily routines of our target audience? This approach involves deep insights into their behaviors and preferences, ensuring that our content seamlessly integrates into their lives



RILEX CONDOMS

Challenge

How to position a condom brand on Spotify, offering quality content and becoming part of that hot moment for your customer?



Solution

We created 'Papo de Garoto o Podcast', a podcast about sexuality that explored all aspects of sex. We curated playlists with music for lovemaking. To promote these playlists, we transformed the condom packaging.

PEGA ESSA
PLAYLIST

Aproveite as embalagens
com Spotify Code e curta
na hora da transa!



ABRIR



BUSCAR



ESCANEAR



Spotify /userilex

rilex
THE 2 PART

Results



+ 46
Episodes



+12
Playlists Created



+10.800
listeners



+2.793
Subscribers



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