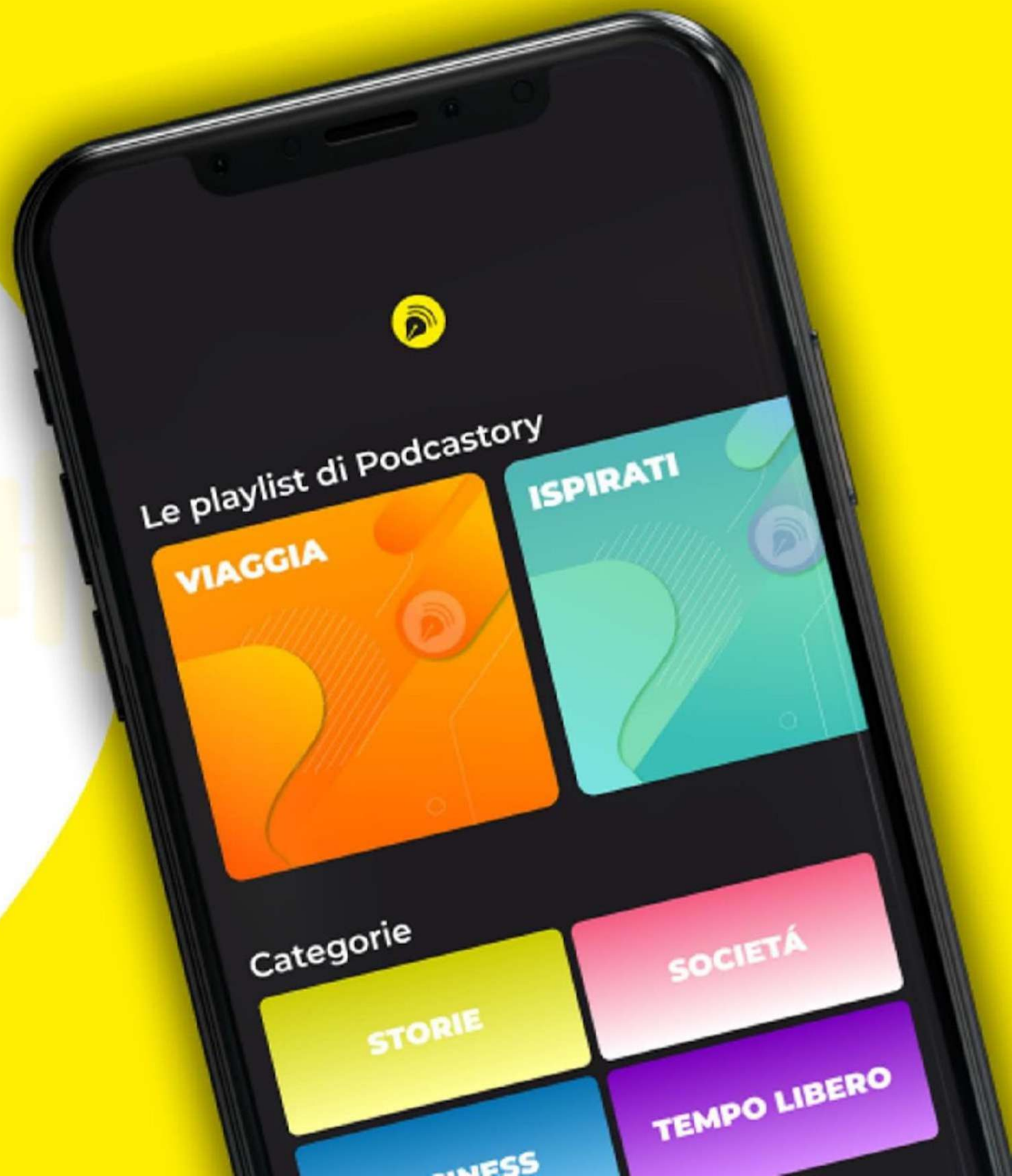




Podcastory®



WHO WE ARE AND WHAT WE DO

We are an **innovative startup** founded at the end of 2019 by a group of advertisers. Today we are on the Italian and Spanish markets, with offices in Milan, Rome, and Madrid.

We are professionals of **branded audio content**, but not only. We take care of the **360-degree audio strategy** and create content of high experiential value for listeners.

READ ABOUT US



HOW WE ARE ORGANIZED

We aim to create an **integrated audio strategy** capable of communicating the brand's message and impacting the customer positioning.

How do we do that? We are organized into **production teams** so as to manage the needs of customers and get the highest quality products.

TRADE AREA

- Team Sales
- Team New Business
- Team Marketing

PRODUCTION AREA

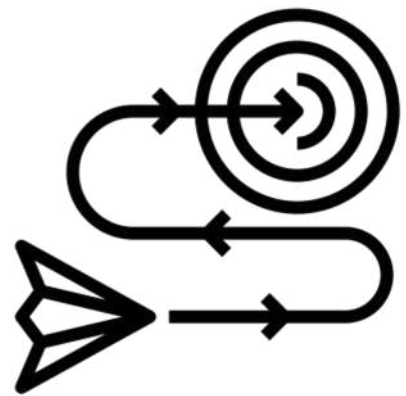
- Team Planning & Executive Production
- Team Creative Production
- Team Studios



HOW WE DO IT

After defining the communication objectives and analyzing the current strategy of the brand, we proceed to the structuring of the most suitable audio strategy to achieve the target and the KPIs consistently with the client's objectives.

With the kick off of the project we activate all the resources and assets needed to achieve the agreed results.



STRATEGY



TALENT



PLANNING



HOW WE DO IT

The podcast series vary in terms of production approach.

Here are the four types:

ALWAYS-ON	Daily/weekly/monthly productions (depending on the type) produced on an ongoing basis that can be adopted by a sponsor.
PUBLISHING	Editorial ideas that are studied and elaborated by the production team and that are part of the podcast portfolio of Podcaststory
TAILOR MADE	Productions that are created from the encounter between the client's necessities and Podcaststory's ideas. The team elaborates the shared needs and develops an ad hoc project
BRIEF	These are the productions that are developed on the basis of an already-developed-pitch often received by strategic and creative agencies and that need to be realized.



MAIN CATEGORIES OF PODCASTS

We are the first Italian **podcast-factory** and we manage podcasts from the **ideation** phase, to the **promotion** on the main podcasting platforms.

FICTIONAL PODCAST

[LISTEN TO AN
EXAMPLE](#)

This format consists of an **original story** that is divided into several episodes and seasons, which uses several voice actors, sound effects and original music, proposing the logic of engagement that characterizes the most popular video series.

DOCUPodcast

[LISTEN TO AN
EXAMPLE](#)

It is a narrative project whose function can be assimilated to the documentaries typical of the press or TV; **it tells a story through the testimonies** and through a "**soundscape**" capable of generating an educational, informative and formative experience.

INFOPODCAST

[LISTEN TO AN
EXAMPLE](#)

A format that has the function of **explaining one or more concepts**. It is mostly conducted by a single voice that offers listeners the foundational concepts of a given topic and provides meaning, context and, where appropriate, history; it can include multiple voices.

TALKPODCAST

[LISTEN TO AN
EXAMPLE](#)

It's a type of podcast that is based on a **conversation between two subjects**, one that owns the information and one that receives it; the success of the format depends on both the preparation of the protagonists, and on the episodes' style.



HOW WE MONITOR RESULTS

QUANTITATIVE REPORT

This analysis allows to determine the actual audience reached and to obtain a detailed profiling of the listeners, in order to **evaluate the achievement of the communication objectives on the coverage of the target sought by the brand.**

Quantitative analysis takes place through the study of listening data provided by podcasting platforms and measured by technologies in line with the principles defined by IAB.



HOW WE MONITOR RESULTS

QUALITATIVE REPORT

Through the administration of a questionnaire defined with the customer, **the level of notoriety that the brand has acquired on target listeners with the podcast initiative will be investigated.**

The objective is to assess the actual impact of Podcastories on listeners through a survey carried out by an accredited research institute (IPSOS) on a statistically relevant panel able to faithfully reproduce the universe of the population of podcast listeners in Italy.



AWARDS AND PRODUCTION



UNIQUE NOVELS - Peugeot

1° BEST BRANDED CONTENT AUDIO CATEGORY - OCT 2022



UN GIORNO IN CANTIERE - Webuild

3° BEST BRANDED CONTENT AUDIO CATEGORY - OCT 2022



“BC&E Awards” winners as “EMERGENT AGENCY” - MAY 2022



LA SICILIA SI SENTE - Birra Messina (Heineken)

2° BEST BRANDED CONTENT AUDIO CATEGORY - MAY 2022



HOUSE OF STARS - Paramount Network

1° BEST BRANDED CONTENT AUDIO CATEGORY - MAY 2021



OUR CLIENTS



SAMSUNG



LINES



BOSCH

glickon



aceea

FONDAZIONE
Unipolis



SAUGELLA



EUROBET

Jeep

INVITALIA



GALDERMA

UNITED COLORS
OF BENETTON.



**If there is a time to get involved in the audio
world, that moment is now.**



OTHER ACTIVITIES

We create integrated digital audio strategies for brands and publishers.

We use different tools to achieve our customers' goals and communicate their brand values.

Each tool has its own communication goals and can be measured through specific KPIs.



NATIVE AUDIO ON PODCASTSHOW



NANOPODCAST



INSTANT PODCAST



AUDIENCE BUILDING



SPOT AUDIO



SOUND LOGO



OTHER ACTIVITIES

NATIVE AUDIO ON PODCAST SHOW

Inclusion of the brand or a product in a **podcast production with an already consolidated audience**. Product placement will be **organically integrated** into the narration and will be performed directly by the talk-podcast hosts selected in conjunction with the client.

In this way the brand will result as **suggested** by the podcaster to the listener and will be able to **gain** the trust of the **listener**. To seek a value alignment with the Brand, we will involve podcast shows belonging to the **most aligned thematic categories**.

[LISTEN TO AN EXAMPLE](#)



OTHER ACTIVITIES

NANOPODCAST

Brand placement within **30 second** in dedicated nanopodcast, that will be planned on the main **digital audio and podcasting platforms**.

The goal is to tell the **values of the brand** through an serial **storytelling** that can reach a large targeted audience. The nanopodcast will be targeted so to reach users alligned with brand values and in target with the message.

The production and planning of a series of nanopodcasts allows to create a relationship with customers based on **familiarity with the brand, the content and the type of communication in use**.

The publication as a podcast series on the podcasting platforms allows a strong communication of the project that can be identified as *branded content* and positively impacting the positioning of the brand.

[LISTEN TO AN EXAMPLE](#)



WHAT ELSE WE CAN DO

INSTANT PODCAST

Production of a single audio content, which does not follow any seriality and has a precise purpose: **to provide brand information at a precise moment.**

It is a unique podcast, an **info-podcast**, a **talk**, a **documentary**, which is published exclusively through seeding, that is outside the platforms of digital audio, within websites players targeted with the contents of the podcast.

This unconventional positioning stimulates the interest of target users who otherwise would not have listened to the podcast because they are browsing outside the traditional listening platforms.



WHAT ELSE WE CAN DO

AUDIENCE BUILDING

An essential element of any digital audio strategy is the audience building, that is the construction of an audience of listeners interested in the proposed content.

This happens through a widespread publication on every available platform, and through a real media-mix: media planning within digital audio platforms, to inform of the publication of the podcast; social actions or targeted marketing influencers; audio-seeding activities on blogs and online publications in line with the themes covered by the podcast and brand values.



WHAT ELSE WE CAN DO

AGENCY - SPOT AUDIO

Ideation, writing, recording and post-production of voice overs for video spots and audio content to be used for advertising purposes on all audio platforms (music/podcast), in order to encourage listening to a podcast, increase brand awareness and amplify targeted CTA (Call to Action).

[LISTEN TO AN EXAMPLE](#)

Content and audio creativity planning on digital audio platforms (music, podcasts, etc.) in reservation mode with the **possibility of targeting the audience** in terms of socio-demographic and interests. The main goals of media planning are increasing reach, promoting initiatives through targeted call to action and increasing brand awareness.



WHAT ELSE WE CAN DO

SOUND LOGO

Study, conception and production of sound logo: the transposition into sounds and words of a brand. A delicate process that requires **careful study**, able to translate colors into sounds, fonts into voices.

An element that will soon be essential and that does not affect advertising investments but is inscribed in the balance sheet as a real immobilization, **creating an even higher value for the brand**, just like a visual logo.




PARTNER

AUDIOBOOST - SPEAK UP ARTICLE

Thanks to the embedding of audio content within a vast network of titles, we will amplify the reach of audio content reaching target users with the topics covered, even in environments not intended for listening to audio content.

START MAGAZINE ENERGIA ECONOMIA MONDO **MOBILITÀ** INNOVAZIONE FOCUS PODCAST

MOBILITÀ
Camion elettrici e gigafactory, perché Tesla punta ancora sul Nevada
26 Gennaio 2023 07:49



START ON AIR
I podcast **START MAGAZINE**

I COSTI DEL NON DECIDERE
UNA DECISIONE MANCATA
UNEDÌ 5 DICEMBRE dalle 10:00 alle 12:00


START MAGAZINE MONTAGNE RUSSE

Ascolta questo articolo ora...

Lo stabilimento nel Nevada è la prima giga-factory di Tesla e ha iniziato a produrre batterie nel

leggi il numero completo del quadrimestrale di Start Magazine

START MAGAZINE ENERGIA ECONOMIA MONDO **MOBILITÀ** INNOVAZIONE FOCUS PODCAST



di Carlo Terzano

Camion elettrici e gigafactory, perché Tesla punta ancora sul Nevada
Carlo Terzano

00:10 06:51

Ti consigliamo:

- Camion elettrici e gigafactory, perché Tesl...
Carlo Terzano
- Eniverse - Trailer**
ENIVERSE - Trailer
- Telefonia, tutto sul dossier rincari automa...
@Chiara_Rossi3
- Guerra Ucraina, come e perché la Russia a...
Pietro Batacchi
- Cosa cambierà in Ucraina con i carri Leop...
Marco Orioles
- Terre rare e metalli: perché le ferrovie rus...
@marcodellaguzzo
- Non solo terre rare: tutte le mosse di Fran...

ECONOMIA CIRCOLARE
Materie Prime, digitale e mobilità
il paradigma italiano

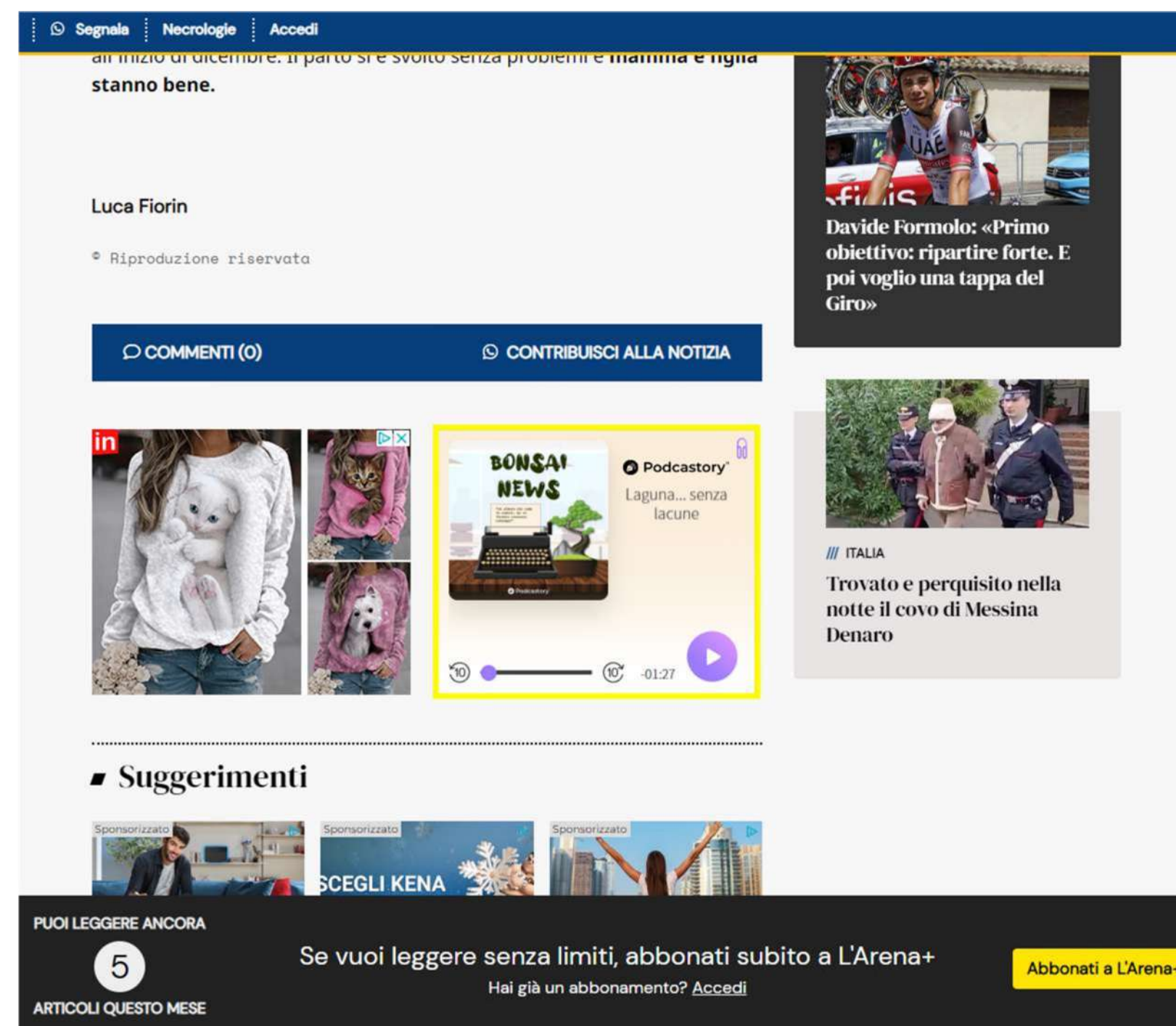
ECONOMIA CIRCOLARE
Materie Prime, digitale e mobilità
il paradigma italiano

Lo stabilimento nel Nevada è la prima giga-factory di Tesla e ha iniziato a produrre batterie nel 2017: adesso subirà profonde trasformazioni e darà impulso alla produzione del Semi

PARTNER

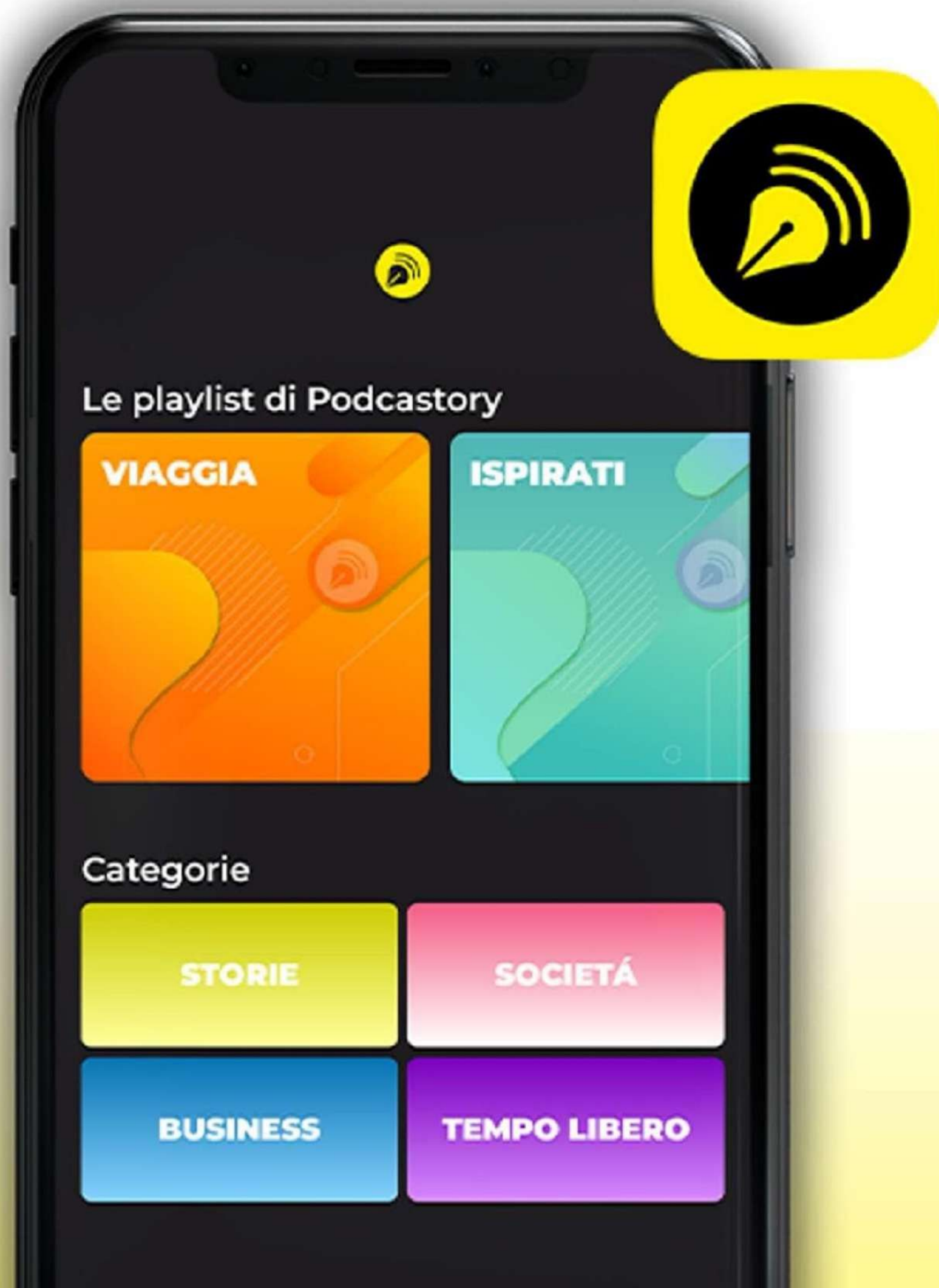
AUDIOBOOST - STORYCAST

To increase the reach of the audio content produced, we will promote the podcast listening through the storycast, a tool that allows to amplify an audio content through a banner-box containing a listening player within a vast network of newspapers belonging to the Audioboo network.



STORYCAST PLAYER





We don't produce content

We don't produce branded content

We don't produce podcast

WE CREATE **PODCASTORIES**

CLICK HERE

AND DOWNLOAD THE PODCASTORY APP

