

# supersonic™



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 2021

source: OMEDIA

in August 2022 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 2022

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

source: OMEDIA

podcasts are now within easy reach of everyone

podcasts account for nearly **64%** of all audio consumption in 2022

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

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

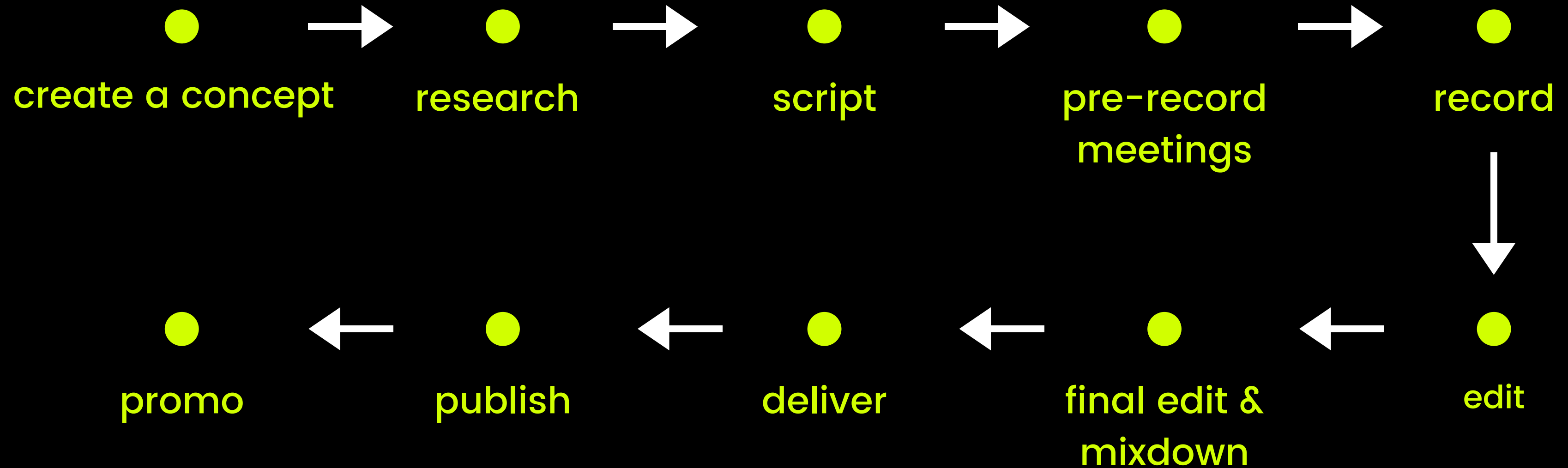
agreeing on what makes you unique in your space

a great story

unearthing characters

developing an audio brand personality

# our 10-point podcast plan

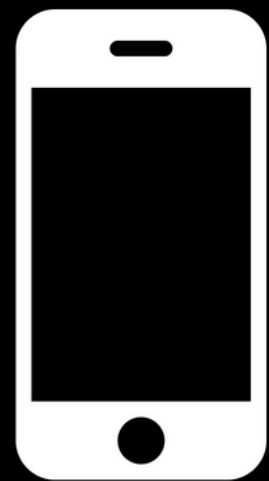
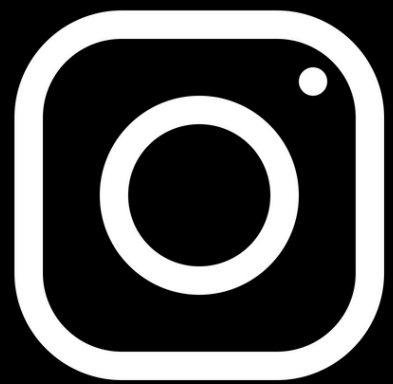


so, yes podcasts are the zeitgeist, but more importantly they are **becoming mainstream**

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

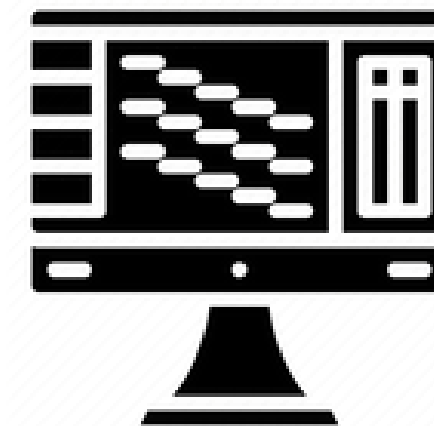
online retail audio links

audiograms

brand news

company messaging

audio blogs



**supersonic™**



we can also equip you and your team with

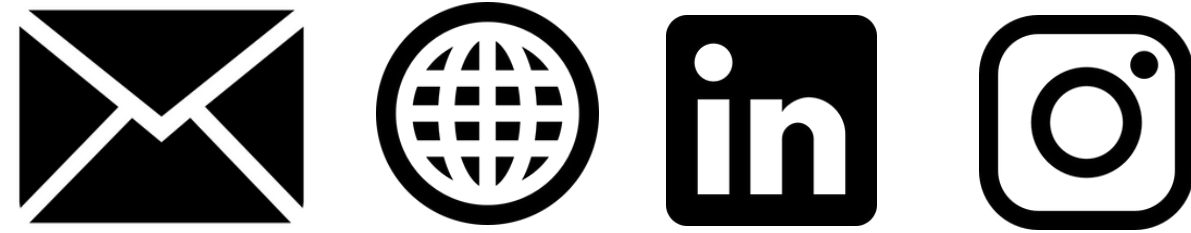
podcast hosting & publishing tools

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



[matt@supersonic productions](mailto:matt@supersonic productions)

[@supersonic productions](https://www.instagram.com/supersonic productions)

[www.supersonic productions](http://www.supersonic productions)

**supersonic**<sup>TM</sup>