Everything Brands Should Know About Podcasting (But Didn’t Know They Should Ask)
A Case Study of the Trailblazers Podcast with Walter Isaacson

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Trailblazers with Walter Isaacson
Case Study

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Consumption – Subscribers & Downloads

- 1M Downloads
- 43K Subscribers
Setting the Stage: The Current Landscape

To reach consumers today, smart brands are acting like media companies
Consumers have never, EVER been more empowered

Social Media and video streaming is disrupting how we engage with advertising
We can choose what we WANT to watch and listen to

and we can choose what we DON’T WANT to watch and listen to

It’s better to build an audience than rent one
And to build that audience, you need to create value for customers

The next industrial revolution is upon us. Now is a time of unprecedented change.

Technology is transforming the way we live and work
The internet of things is transforming how every industry operates
We want everything now and we want it anywhere
Business leaders are still not prepared and see an uncertain future ahead

73% AGREE
On the business need to prioritize technology

45% FEAR
Becoming obsolete in 3-5 years

48% UNAWARE
Of what their industry will look like in 3 years

5% ONLY
Are classified as Digital Leaders

SOURCE: Vanson Bourne Digital Business Research Survey, 1/16-3/16. 4,000 business leaders from companies with 250+ employees, across 16 countries and 12 industries.

In 2016, we introduced Dell Technologies…
My business needs to evolve to be ready for the digital economy, but I am not sure how to do it.

Brand Awareness  
Enterprise Credibility

The case for an original podcast
Podcasts are to radio

What Netflix is to TV

Brand strategy
Brand voice &
Business goals

Are transformed into unique top-of-funnel audio content strategy
The Recipe for a Successful Podcast

Creative Bravery

Commitment

Sweet Spot

Creative Bravery
Strategy

LIGHT
brand presence

INTEGRATED
brand vision, voice, and values.

FOCUSED
the intended target audience.

POWERFUL
storytelling

The Walter Factor
Audience Development:
HBO Launching Game Of Thrones

Launch Plan!

Send press release to the Hollywood Reporter
(Hook: HBO is awesome)

Send press release to Variety
(Hook: HBO is awesome)
**Audience Development**

- Use your unfair advantages
- Think and act like a media company
- Stay committed beyond launch

**Activation Strategy**

- DaVinci experts
- X Industry experts
- Podcast lovers
- History buffs
- Educators
- CxOs
Paid Plan

 Earned – CBS This Morning
Shared – Integrated Dell Social

- Special edition of the Trailblazers podcast about Leonardo da Vinci
- Tailored activation plan
- Cross-promotional partnership with Simon & Schuster
Measuring Success in Podcasting

3 Areas of Measurement

1. Brand awareness, positioning
2. Engagement and social sharing
3. Consumption
Brand Awareness – Original Research

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>91%</td>
<td>Learned something new</td>
</tr>
<tr>
<td>91%</td>
<td>Loved / liked the topic of the episode they heard</td>
</tr>
<tr>
<td>87%</td>
<td>Are likely to recommend Trailblazers</td>
</tr>
<tr>
<td>+82%</td>
<td>Change in favorability towards Dell Technologies</td>
</tr>
</tbody>
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SOURCE: Quantitative study, August 2017. 125 CxO from companies with 50+ employees in the United States.

Audience Reaction – Reviews & Social

"Walter Isaacson walks the perfect line of talking about technology with relevance while avoiding overused "geeky" tropes. The historical and personal references are numerous and make it worth a listen every time. Kudos on such phenomenal storytelling!"

"Love this podcast! Walter Isaacson has a genuine gift for telling stories. He has a wonderful voice and is a natural for this medium."

Listener review in Apple Podcasts
Audience Reaction – Reviews & Social

"I’m a big fan of Mr. Isaacson’s literary work and was very excited when I heard of this podcast. Listening to how disruptive technologies and the people behind them shaped an industry is very interesting to say the least. My only complaint is that there aren’t more to listen too!"

"You could be in business for decades and learn from this podcast."

Listener review in Apple Podcasts

Lessons Learned

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1. Be committed and brave!

2. Develop the show to map seamlessly against your brand strategy, vision, voice, and values.
3. BUT… don’t be the party host who talks about yourself the whole time. Make sure it’s a great party for the GUESTS first and foremost.

4. The podcast is just the beginning. Make sure that you develop content that helps customers through their journey.
5. Be nimble but smart

QUESTIONS? Join us at the Post Presentation Huddle.

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Thank you!