

**BRANDAUDIO**

**HELLO.  
WE ARE BRAND AUDIO.**



No medium can build  
such an intense intimacy with audiences  
as a branded podcast can.

[BBC Media Centre](#)



# BRANDAUDIO

We and our Global IRF Audio Team are BrandAudio Media.



Sabrina Pesenti  
Managing Partner

Darryl von Däniken  
Managing Partner

Gabby Sanderson  
Creative Head

Nik von Frankenberg  
Production Head

Normski  
Music Head

# BRANDAUDIO

We are a multi-cultural Swiss based company with a global network, delivering 'everything audio' for brands active in the digital space.

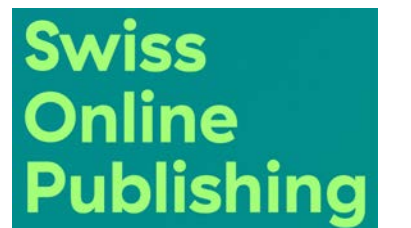
Grown out of the International Radio Festival, the world's largest audio event, we also organise the SwissRadioDay on behalf of the Swiss public broadcaster and radio associations.



# BRANDAUDIO

Over the past ten years, we have forged a global network of professional stakeholders in the audio industry, allowing us to service clients anywhere in the world and in any language.

We stay ahead in the audio industry by partnering with cutting edge organisations, tech developers and leading broadcasters.

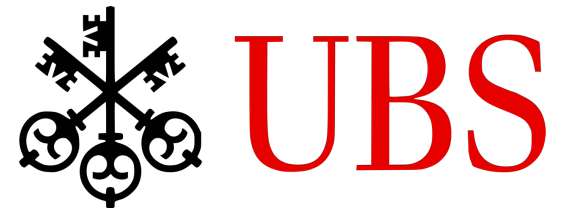


# **BRANDAUDIO**

We support clients with everything that is audio storytelling.

- Audio Storytelling Asset Audit
- Curation, Planning & Production
- Anchor & Guest Influencer Assessment
- Speaker Coaching & On-Boarding
- Sound Design & Licensing
- Distribution, Social Media & RSS Feed
- Multi-Channel Campaign Management

# ... AND BRANDS LOVE BRANDAUDIO



"You exceeded all of our expectations. Thank you."

Fabienne Merlet, Head of Communications, Locarno Film Festival



"Eure Produktion und Kunden Service war einmalig"

Patrick Suppiger, Leiter Marketing, Luzerner Kantonalbank

**BRANDAUDIO**

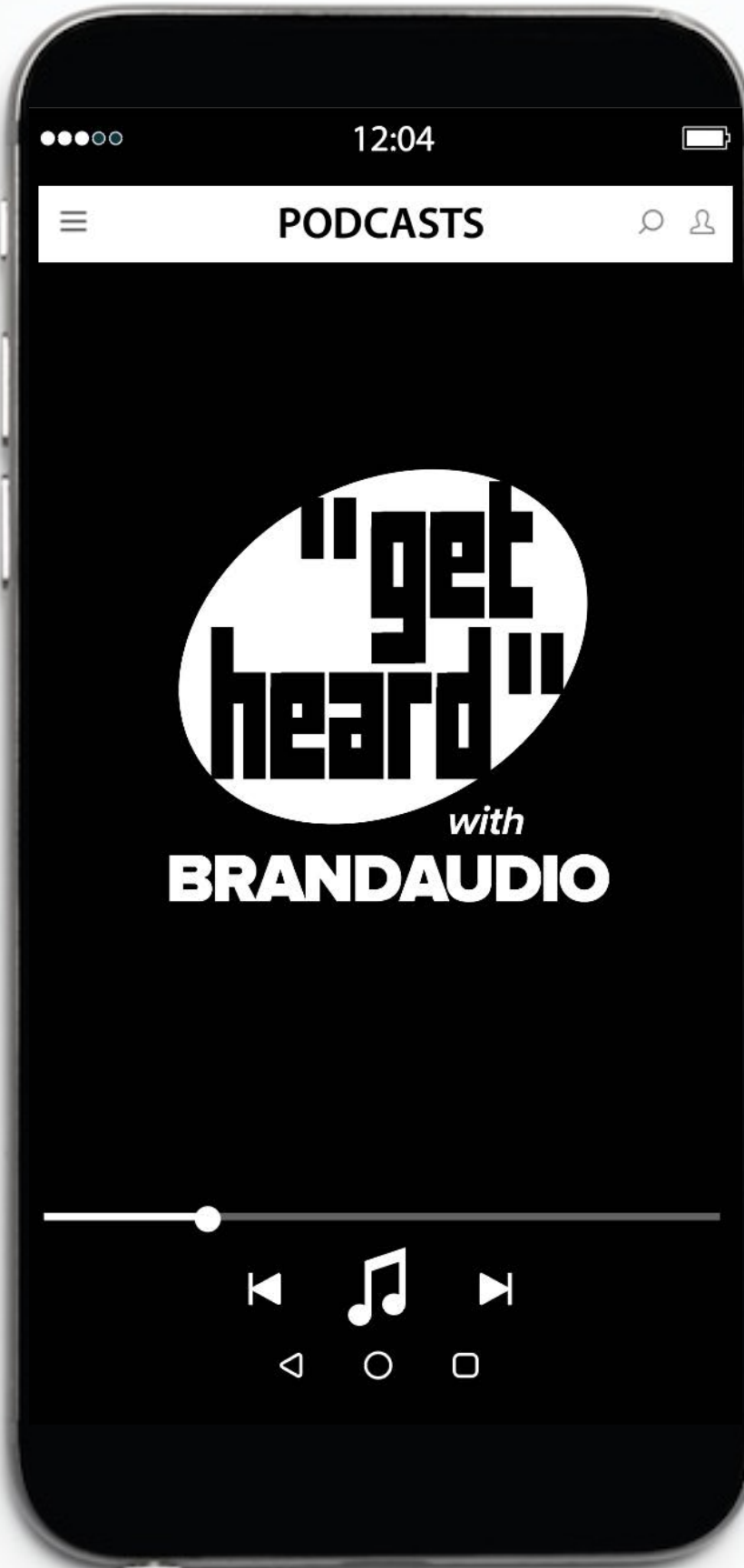
**THIS IS  
OUR MISSION.**



**WE WANT TO GET  
OMEGA HEARD...**



# ... IN THE PODCAST SPACE OF THE EARPHONE GENERATION...



# AND FILL THE AUDIO VACUUM IN THE MEDIA MIX...

## BRANDED PODCAST MEDIA GENERATES MAX IMPACT.

- + 14% more purchase intent
- + 24% more brand favourability
- + 57% more brand consideration
- + 89% more brand awareness

Source: BBC Media Centre

**BBC**



**TAPPING INTO AN AUDIENCE  
OF 500+ MILLION LISTENERS  
... AND GROWING.**



**BRANDAUDIO**

**ABOUT THE IMPACT  
OF PODCAST MEDIA**



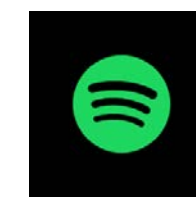
# ONCE UPON 'EVERY TIME' WE START WITH A STORY.



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We are all primed for storytelling. It's one of our primary experiences, irrespective of gender, culture or creed.

# CUSTOMERS RESPOND TO REAL STORIES TOLD BY REAL PEOPLE.



Consumers are more likely to take action when listening to real people's stories.

**BRANDAUDIO**

# PODCAST MEDIA ENABLES CUSTOMERS TO FOCUS.



**BBC**

Podcast media allows us to be active and screen free; and when we are active we are up to 89% more receptive.

**BRANDAUDIO**

# CUSTOMERS GET BLOWN AWAY BY PODCAST STORYTELLING.



**B B C**

Podcast stories generate brand emotions with lasting impact - more than any other medium.

**BRANDAUDIO**

# BRANDED PODCAST CONTENT IS ENUDRING.



Branded podcasts maintain relevance on average for 3+ years, and longer, offering highest ROI on marketing spend.

# AUDIO OUTPERFORMS ALL OTHER MEDIA.



Branded podcast  
content outperforms  
visual media:

- images by 9:1
- videos by 3:1

# FILLING THE MEDIA AND COMMUNICATIONS MIX.



Branded podcast media generates maximum impact:

+14% purchase intent

+24% brand favourability

+57% brand consideration

+89% brand awareness

**BRANDAUDIO**

**OMEGA  
BRANDED PODCAST  
STORYTELLING**



# **STORIES, TIME, RADIO & SPACE.**

- 70'000 years ago we learned the art of storytelling.
- Storytelling allowed us to invent fiction.
- Fiction enabled us to dream big and brought the moon to our door step.
- Time and radio is paramount for a safe landing and return to earth.
- Landing on the moon launched the space industry.

# PERFECT TIME FOR SPACE.RADIO.

- Omega Speedmaster has been venturing into space for more than six decades.
- Omega Speedmaster strives to create visionary ideas.
- Omega Speedmaster engages with Science and leaders in space.
- Now is time for Omega Speedmaster to launch space.radio and take ownership of the audio space.

# OMEGA PRESENTS SPACE.RADIO



SPACE.RADIO

Space stories from here to eternity

# OMEGA SPACE.RADIO ONLINE...



# ... ENABLING OMEGA TO SHARE ITS WEALTH OF SPACE STORIES...

- Space podcast storytelling to get the Omega brand heard in the podcast space of earthlings.
- Audio stories about the lives of space heroes and their support teams, visionaries and scientists.
- Hearing their space journey, their engagements, mental health, and how they landed where they are.
- New space gateway to inspire young and old alike.

# ... FOR OMEGA SPACE.RADIO TO BECOME THE SPACE STORY HUB.

- Manifests Omega Speedmaster's place in space.
- Showcasing Omega's unique engagement with space heroes, space sustainability and space science.
- Archiving space's first moment in time; a time coming to a generational end.
- To inspire future astronauts, entrepreneurs, leading lights and all hobby space cadets.

# ADDING AUDIO STORYTELLING TO ONGOING ACTIVATIONS.

- Stephen Hawking Medal for Science Communications
- Mission to Map Space Debris.
- Big screen partnerships such as that with Moonfall.

... and ready to launch immediately.

**BRANDAUDIO**

**THANK YOU.  
QUESTIONS?  
LAUNCH DATE!**



# BRANDAUDIO

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