



BRANDAUDIO

**HELLO.
WE ARE
BRANDAUDIO.**



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.

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

BRANDAUDIO

Our valued customers say they love working with us because of our high end curation and production quality, and friendly, efficient service.



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

Locarno Film Festival & UBS



"Eure Produktion, Begleitung und Kunden Service war einmalig."

Luzerner Kantonalbank

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**ABOUT THE IMPACT
OF PODCAST MEDIA**



**Branded podcast storytelling
generates a level of impact and authenticity
unequaled by any other medium.**

BBC

 **WERBEWOCHE** 

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.

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CUSTOMERS RESPOND TO REAL STORIES TOLD BY REAL PEOPLE.



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

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PODCAST MEDIA ENABLES HIGH CUSTOMER FOCUS.



BBC

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

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BRANDED PODCAST CONTENT IS ENUDRING.



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

LISTENERS GET BLOWN AWAY WITH PODCAST STORYTELLING.



BBC

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

BRANDAUDIO

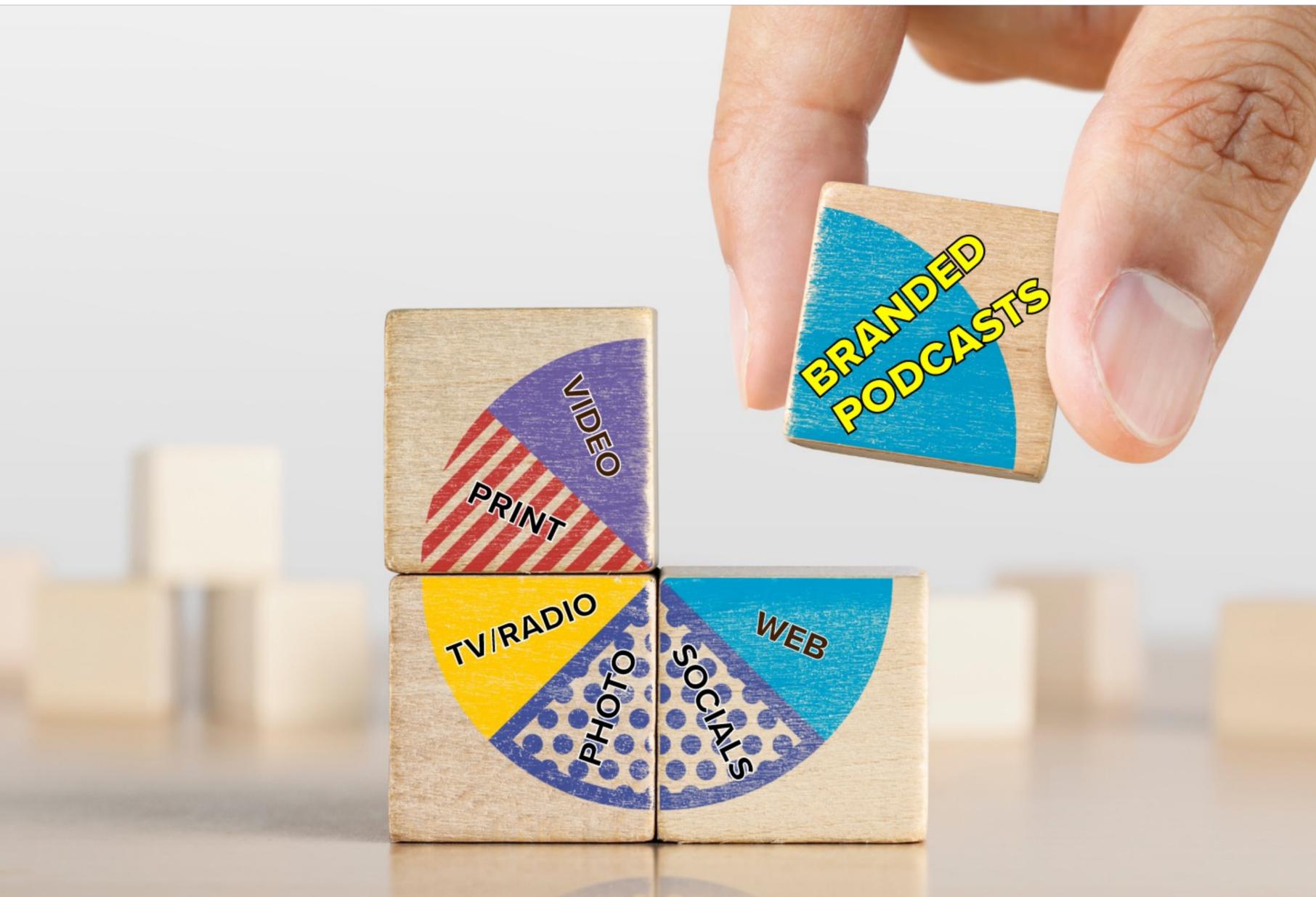
PODCASTS OUTPERFORMS ALL OTHER MEDIA.



Branded podcast
content outperforms
visual media:

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

PODCASTS COMPLETE THE MEDIA AND COMMUNICATIONS MIX.



BBC

Branded podcast media generates maximum impact:

+14% purchase intent

+24% brand favourability

+57% brand consideration

+89% brand awareness



look good **feel better**

BRANDED PODCAST STORYTELLING



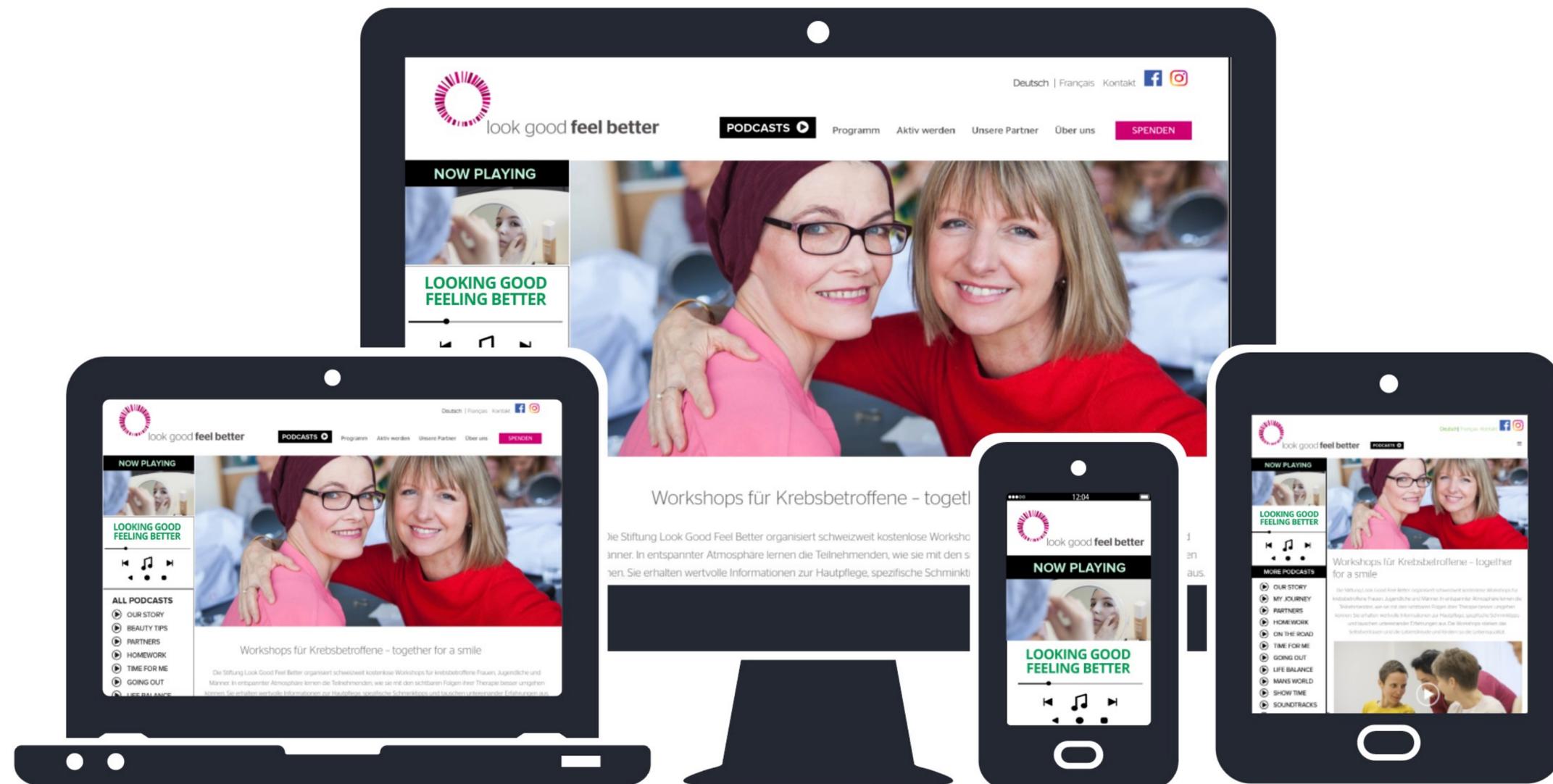
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LISTEN TO HOW LGFB SOUNDS

LGFB has a wealth of stories to tell, that inspire, motivate and inform. Stories about:

- Personal experiences, from diagnosis to engaging with LGFB
- LGFB Workshops, Volunteers, Experts, Beauticians...
- The Swiss LGFB Team, its Board...
- Partner Organisations, Sponsors, Affiliates...
- LGFB International Stories, Sustainability, Diversity...

AUTHENTIC LGFB PODCAST STORIES ACROSS ALL CHANNELS



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**THANK YOU.
QUESTIONS?
NEXT STEPS.**



BRANDAUDIO

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BRANDAUDIO SUPPORTS JUSTDIGGIT

