

Po Podcasts

About podcasts from Four

Why make a podcast?

- Podcasts are booming in the UK, with nearly 6 million adults now tuning in each week
- The number of weekly podcast listeners has almost doubled in five years
- The increase is across all age groups, but the steepest growth is among young adults aged 15-24 - with around one in five (18.7%) now listening to podcasts every week

Why make a podcast with Four?

- We've been producing award-winning client podcasts since 2015
- We can manage the full process from sourcing a host and guests, programming, editing and full production management, to hosting and managing the launch and rollout campaign
- Our podcasts are broadcast quality - we work with the BBC and iTunes



Tune in to the second episode of the Man Booker 50 podcast



The Man Booker Prize M Man

50



Case study

Man Booker 50 2018

The Man Booker Prize podcast gives listeners access to one of the leading literary awards in the English speaking world. It promotes the finest fiction that is published in the UK and Ireland to a listenership across the world.

In 2018, the prize celebrated its 50th anniversary with a three-day Man Booker 50 Festival at Southbank, London – an event ‘sparkling with the pantheon of literary luminaries that only the Man Booker can bring to bear on the moment’*. We wanted to make this once-in-a-lifetime opportunity available to international audiences, to ensure it reached beyond those physically present in London.

We sent our podcast host Joe Haddow behind the scenes to capture the festival atmosphere. Joe interviewed more than 14 high-profile guests, past winners

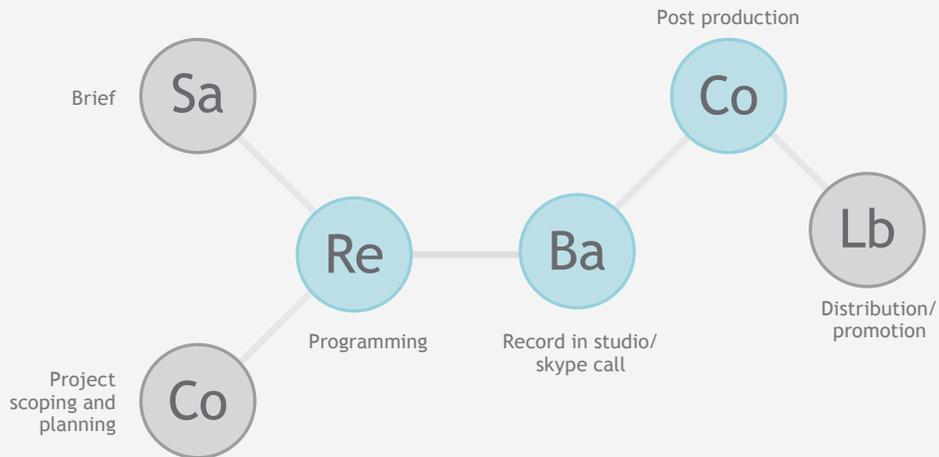
and judges in the green room, and outside the festival, to provide exclusive content for our listeners. We worked with Southbank Centre to include event recording clips from the weekend to provide the full festival experience. The podcast also featured the exciting live announcement of the one-off Golden Man Booker Prize winner, which marked the finale of the festival. In addition to the indoor and outdoor interviews, a final highlight for listeners was the inclusion of a special Man Booker 50 song, written and performed by comedian Adam Kay.

Since launching in 2015 the podcast series has built a niche but highly engaged following. In 2018 we broadcast 10 episodes and increased the average annual listenership by 17% from 3k to 3.5k per episode.

*Publishing Perspectives 2018

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How it works



Pricing

Au **Silver**
£18,000+
 Series of six episodes

Setup hosting channels, manage production & editing, airing the series to an agreed timeline

This package works best for clients who only need help with production, already have a broadcast-trained host, will manage guests, and have a set programme that will be rolled out across established channels

Ag **Gold**
£22,000+
 Series of six episodes

Setup hosting channels, design podcast cover image, manage production & editing, supply a supporting social media campaign directing people to episodes

This package works best for clients with an existing established and engaged online audience and channels

Pt **Platinum**
£26,000+
 Series of six episodes plus intro mini episode

Setup hosting channels, design podcast cover image, work with you to source a broadcast-trained host and guests, intro & outro scripting, jingle, programme the series and provide briefing notes, manage production & editing, support the series with a social media campaign with boosted ad content to reach new audiences.

This package is suitable for clients with little or no podcast experience

Other products from Four

Bc Brand champions	Ev Events creation and management	Sc Social content and assets	An Animation	Mt Media training
Sa Sponsorship audit	Sc Select committee training	Se Search engine optimisation	Cv Corporate video	Aw Awards
Pt Presentation training	Im Issues management	Bw Brand workshop	Pe Penetration testing	

Contact

If you would like to find out more please email FourElements@fourcommunications.com

Key team member



Natasha Monroe
 Marketing & digital producer

Natasha leads on the programming and production of client podcasts and creates bespoke digital strategies that support the launch and rollout of episodes across key channels.