

CORPORATE PODCASTS: THE NEXT BIG THING?

Did you know that podcasting is the second most used audio medium after broadcast radio? With more and more companies moving into the podcasting world, this is more than just a passing fad, and a medium that companies should keep their eyes on.



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I've been a podcast convert for a long time, but I'm going to be honest, my list (until now) hasn't really included company podcasts. But they will now, showing there is ample scope for any kind of organisation to adopt this format as long as they are relevant, informative or entertaining.

Covid-19 lockdown creates new audience for company podcasts

It may come as no surprise that while we were all stuck at home our binge watching took a turn for the worse as our screen time increased dramatically. But while some had decried the death of radio with the onset of streaming services, the surge in demand for on-demand audio content during the Covid lockdown has shown that the situation is more complex than that simple narrative suggested.

Not only had lots of us turned to podcasts during our time at home, but people had maintained this habit, with the number of individuals listening to podcasts seeing a 10% growth in the UK.

The case for corporate podcasting

Podcasts have tremendous reach, and from a communications and advertising perspective, there is a clear case for companies to invest in this medium. While becoming their own production house may seem a bit daunting for some companies, that's not the only route to take.

Companies are trying their luck with podcasts, a popular communication medium to reach stakeholders across the world.



In fact, many companies go down the advertising route, pitching their products and services on popular shows such as Serial (an investigative journalism Peabody award winning podcast), Armchair Expert (a podcast featuring interviews with celebrities and thought leaders, hosted by American actor, director, and writer Dax Shepard and Emmy-nominated Monica Padman) and so forth. These podcasts have a tremendous reach, and advertisements are read out by the hosts themselves, in a fun and engaging way.

There are a handful of agencies that specialize in linking companies with popular podcasts, ensuring the right fit and tone which are crucial for this medium.

If, however, you're now inspired to become the next big thing in corporate podcasting, you're not the only one. There are lots of companies who are already using corporate podcasting to forge links with their stakeholder audiences. Here are a few that have stood out this year and can offer something to be inspired by.

What to keep in mind when developing your own branded podcast:

- 1** CONTENT PLANNING AND FORMAT
- 2** HOW YOU TELL PEOPLE ABOUT IT
- 3** PREPARING INTERNAL AND EXTERNAL GUESTS
- 4** IMPACT ON AUDIENCE AND WHETHER IT WAS USEFUL TO THEM (BE THEY INTERNAL OR EXTERNAL)
- 5** WHETHER IT WAS ANY FUN

Adama: A corporate podcast for a key stakeholder

Adama Agricultural Solutions wanted to connect with the UK farming sector, turning the problem of their inaccessibility – farmers spend large amounts of time alone in tractor cabs and farm vehicles – into the solution: a series of interesting and thought-provoking podcasts.

Most were recorded on a farm and featured the brand's technical specialists, allowing Adama to use the project as a way to support and grow its core audience.

They set out by evaluating what their competitors were doing and weren't surprised to find that there were only two podcasts in the agricultural industry and that they were, unsurprisingly, dry.

The team at Adama saw a gap in the market to create a standout podcast that would speak directly to one of their most important stakeholders: farmers themselves.

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Target: Farmers who spend lots of time alone on the farm

- 2 seasons of the podcast Adama Aware: magazine style show with live recording on the farm, short 30-40 minute segments
- Rich content that could be rolled out for further use

Goal: Creating a community between farmers to share experiences (as this is usually a very insular group)

What I liked about Adama's podcast is that it shows that you don't need to be in a classically exciting industry to create a podcast. The important thing is to create good content that makes an impact on your target market.

The important thing here is that the company needs to be very aware of what it wants to achieve. Podcasts can do a lot to help bridge the gap between companies and their stakeholders.

Perspective in Motion: exploring spaces

Perspective in Motion, the podcast by escalator leader **Schindler**, is a podcast 'about the people, the places and the ideas that are shaping our lives in the age of urbanization'.

Our spaces inform how we move, work and play, and shape our lives, even more so in times of Covid-19. Besides, the use space is increasingly becoming a worldwide challenge: the UN estimated that 75% of the world's population will live in 2% of the world's landmass by 2050.

Schindler argues that spaces poses both a challenge and an opportunity and want to use this podcast to understand the unique implications of tomorrow. The podcast features architects, developers, pioneers and experts in urban design and planning all sharing their stories and projects. From



Corporate podcasts do not only target customers: Burberry uses its podcast as an internal communication channel to connect with all its employees.

sustainability to heritage, Perspective in Motion engages the listener on a wide range of topics diving deep over half an hour interview.

Where we stand

At Lundquist we're always keeping tabs on what helps get the message across. And when it comes to corporate podcasting, you can now call us converts.

Swiss companies are venturing into this space

As seen with Schindler's podcast, podcasting is also slowly but surely taking off in the Swiss corporate sphere. The **Lonza** podcast 'A View On' discusses discoveries in technology, medicine, and nutrition.

Focusing on specific advances in their field, industry leaders discuss new trends in the sector of science, drug discovery, and business. A series of 10minute long podcasts takes the listener into a rapid deep dive into pharma and biotechnology trends, making the work of Lonza more accessible to the wider public.

GAM Investments, on the other hand, runs a podcast called "On Air", interviewing various investment experts on different topical challenges and opportunities in the sphere. We'll be staying tuned to see what else will be happening in this space.

Some of the podcast case studies mentioned in this article have been sourced from Communicate Magazine's podcast webinar "PodComms."