

2019 PODCAST LAUNCH AND PERFORMANCE CASE STUDY

From complex to podcast success — Making science engaging

CHALLENGE

The client, a global leader in serving science, tapped the team to create, launch and provide ongoing support for a public-facing podcast series that proved to be both relevant and intriguing to scientists and non-scientists alike.

APPROACH

Despite a global presence and credibility within the scientific community, the client faced little brand awareness across sectors or among the general public.

Whether its curating diseases or protecting the environment, most of the company's work is highly technical and can be difficult for the average person to digest. So, to simplify its work in a way that everyone can understand, the team developed a podcast series to highlight some of the most fascinating products and stories across the brand's many niche sectors.

In a fireside chat format, the team worked with the client to identify compelling topics and guests that support the company's mission. The team created content that not only captured the attention of scientific professionals, but also the general public through gripping storytelling about technology, science and how the brand helps its customers tackle some of the world's greatest challenges.

SOLUTIONS-TACTICS

STEP	SOLUTIONS
BRANDING, SET-UP	<ul style="list-style-type: none">> Podcast name and logo design> Selected podcast format, background music and host> Researched and recommended appropriate microphones, recording software and other technicalities
DISTRIBUTION	<ul style="list-style-type: none">> Set up podcast on Simplecast and established the show RSS Feed> Selected and managed distribution channels including Apple Podcasts, Spotify Podcasts, Google Podcasts, Overcast, Radio.com, among others
PRODUCTION	<ul style="list-style-type: none">> Researched interview guests and areas of expertise, drafted intake call questions, developed outlines for each episode> Conducted, recorded and edited interviews into cohesive, engaging storylines with ads for Thermo Fisher products> Developed episode descriptions, titles, introductions and tags with calls-to-action for each episode
PROMOTION	<ul style="list-style-type: none">> Developed promotional materials for podcast launch> Provided social copy, strategic posting time recommendations and other materials needed for podcast and episode promotion

RESULTS

In the first six months of launch, the podcast reached over **10,000 downloads** - a major milestone for any podcast. The average podcast episodes receive around 141 downloads within its first 30 days, the average episode of our podcast received more than 706 downloads in the same time frame - 5x the average.

In addition, the first ever podcast episode reached more than 1,300 downloads within its first 30 days, **ranking it among the top 20% of podcasts episodes.**

More than **10,000 downloads** in 6 months

4.5-star rating on Apple Podcasts

35.6% increase in downloads month over month

LISTENER REVIEWS



SuHe82, 10/18/2019

Great Podcast

This podcast series addresses a great variety of scientific topics in a very interesting way so that everyone can understand and follow. I very much enjoy the speakers and the topics!



CariRScience, 08/21/2019

CariRScience
Awesome!!!!



Togle0, 09/23/2019

Very interesting and top notch speakers

This podcast is interesting because it gives you an inside perspective into a variety of areas in the biotech industry. The speakers have so far been very knowledgeable and experienced. I would recommend to anyone interested in knowing more about how biotech affects our everyday lives.