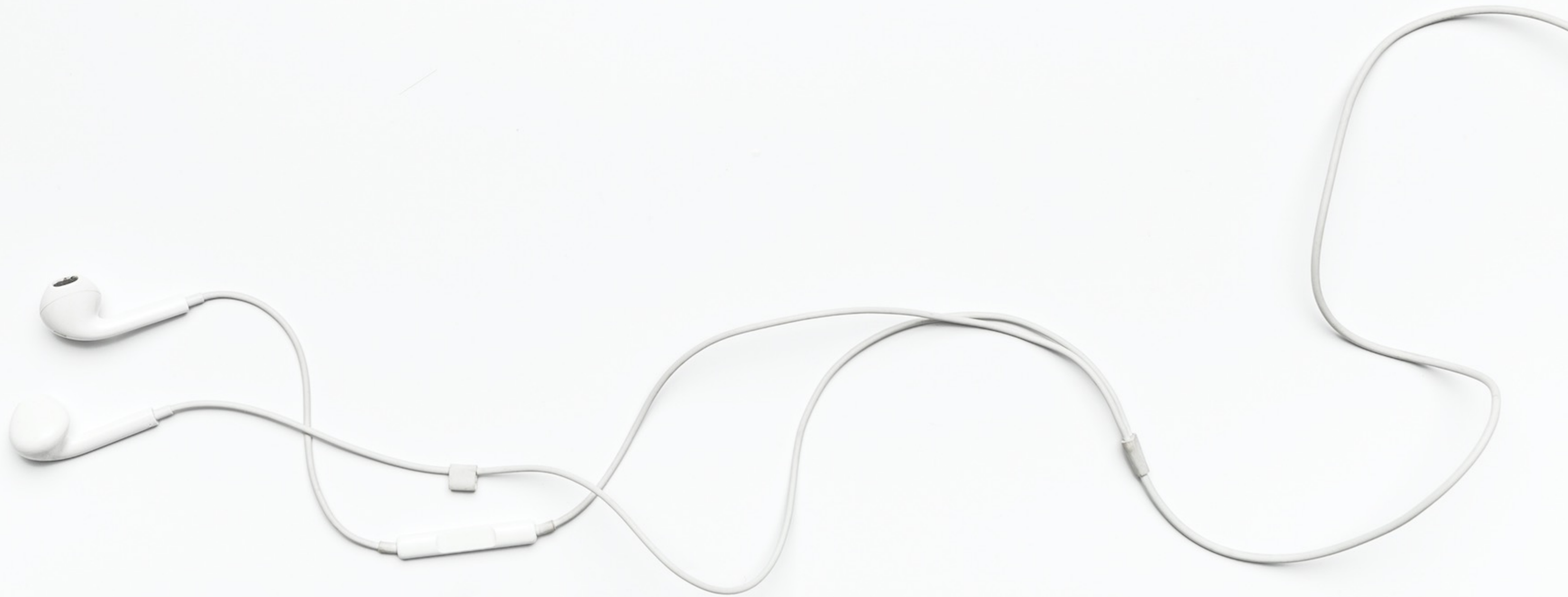




**WE GET  
OVOMALTINE HEARD...**



**... IN THE DIGITAL AUDIO SPACE  
OF ITS CUSTOMERS.**





# ABOUT US



# BRANDAUDIO

We and our Global IRF Audio Team are BrandAudio Media.



Sabrina Pesenti  
Darryl von Däniken  
Managing Partners

Gabby Sanderson  
Creative Head

Nik vom Frankenberg  
Content Head

Normski  
Music Head

# BRANDAUDIO

We are a Swiss based company delivering ‘everything audio’ for the digital landscape with a national and international footprint.

We are part of the International Radio Festival, the world’s largest audio event, and also organise the SwissRadioDay on behalf of the Swiss radio industry.



# BRANDAUDIO

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

And we stay ahead of the competition by partnering with cutting edge tech and leading broadcasters.



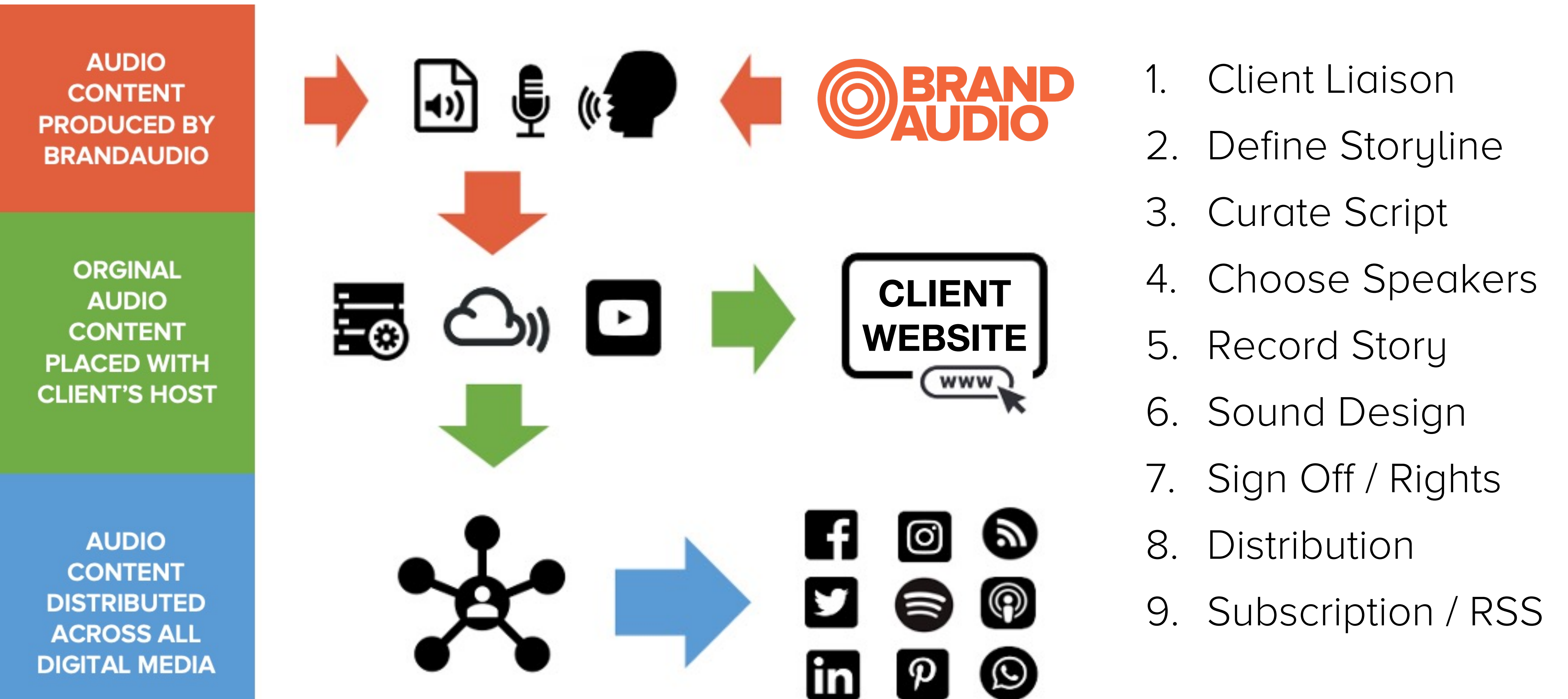
# BRANDAUDIO

We take care of everything that is 'podcast audio' for our clients:

- Brand Audio Asset Audit
- Curation
- Planning & Production
- Anchor & Influencer Assessment & Management
- Speaker Coaching & On-Boarding
- Sound Design
- Licensing
- Distribution
- Subscription / RSS Feed



# BRAND AUDIO'S STEPS TO GREAT BRANDED AUDIO.





# ABOUT THE IMPACT OF PODCAST MEDIA



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

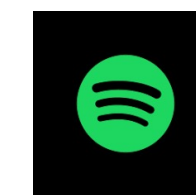


n

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



# CUSTOMERS RESPOND TO REAL STORIES.



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

**BRANDAUDIO**



# GET MORE SHARE-OF-EAR WHILST YOUR CUSTOMERS LIVE THEIR LIFE.



**BBC**

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

**BRANDAUDIO**



# BLOW YOUR CUSTOMERS AWAY WITH AUDIO MEDIA.



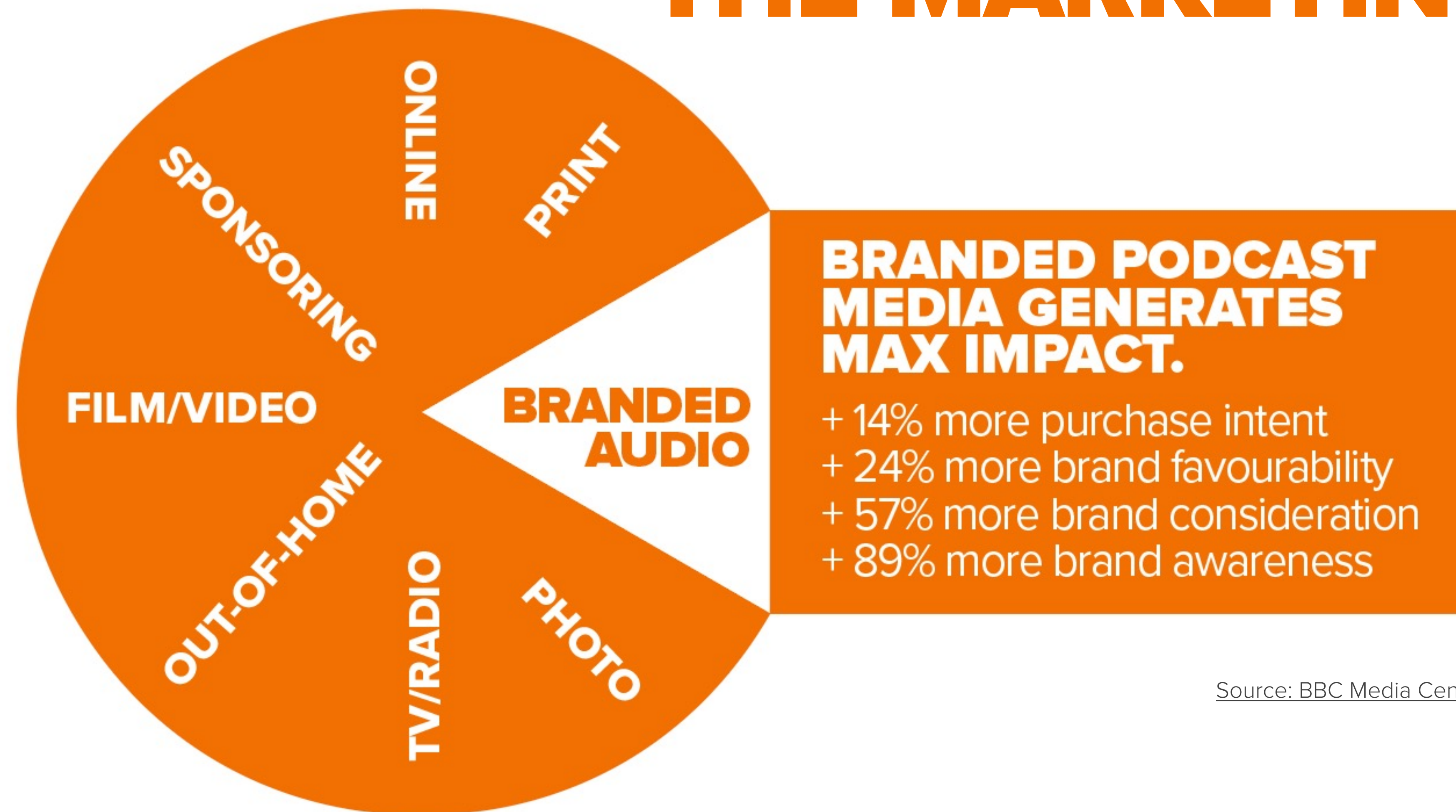
**F**

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

**BRANDAUDIO**



# PODCAST MEDIA COMPLETES THE MARKETING MIX.



Source: BBC Media Centre



**LISTEN TO YOUR OVO:  
AUTHENTIC OVOMALTINE  
STORYTELLING**



# OVOMALTINE IN THE AUDIO SPACE

LISTEN TO YOUR OVO

PODCAST SERIES





# LISTEN TO YOUR OVO!





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# LISTEN TO YOUR OVO!



- ▶ Chief of Urban SUP
- ▶ Chief of Kakteen Dart
- ▶ Chief of Micro Cooking
- ▶ Chief of Vogelscheuching ... mehr



Ovomaltine EasyWinter

- ▶ Andri Ragetti - Ovo Stunt
- ▶ Ovo Praktikantin
- ▶ Ovo Winterhacks
- ▶ Easy duch den Winter ... mehr

## listentoyourovo.ch QR code Scannen und Reinhören



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# **LISTEN TO YOUR OVO\* OVOMALTINE PODCAST SERIES**

Featuring the audio world of Ovomaltine for all digital channels to support all strategies:

- The Ovomaltine story...
- Members of Chief of Mach-dein-Ding
- Ovo Challenge, Summer, Track, Easy Winter
- Ovo Ambassadors; life, health, playlists....
- Sustainability, diversity, community.....

\*URL reserved



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