

Proposal to amplify the Hilton brand through Podcast storytelling - "Hilton Stories" Let's bring each property to life

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Hilton Stories

Under the name "Hilton Stories", we are offering a podcast storytelling format specially developed by BrandAudio Media (BAM) for Hilton Hotels Group (HHG). Leveraging the art of real storytelling, the goal of the "Hilton Stories" podcast series format is to amplify the unique personalities of the respective Hilton Hotel properties, adding an authentic voice to the Hilton heritage and its famed buildings, as well as bringing to life the core values of the renowned Hilton hospitality.

It is proposed that the first "Hilton Stories" podcast series will feature stories about chosen Hilton properties, about their history, the part they played in their locality and about the celebrities and 'world-moments' they hosted, all told as a 'fire-side' chat by the chosen property's General Manager or appropriate Individual and a travel and hotel 'junkie' host. This is a great opportunity of recording for posterity the entire history of each chosen property as well as to mine the knowledge of its valued staff members who have dedicated their hospitality craft to upholding the HHG spirit.

The "Hilton Hotel" podcast series can be enjoyed by young and old and at any time throughout the day, or indeed, even as a bedtime story. Guests will be able to listen to the story of the hotel they are staying in, which will undoubtedly enhance their stay, making it more of a lasting memory, and increasing the likelihood of guests sharing their experience of staying in that property with their own network.

The first "Hilton Stories" podcast format will further underpin the HHG's reputation as a 'first-mover' in audience trends and pioneer in the hospitality industry and offer a gateway for further themed storytelling formats about the world of Hilton. These might include stories that bring to life Hilton's commitment to areas such as sustainability and the environment, and Hilton's work around diversity and inclusion, especially from an LBGT+ perspective. Also, manifesting Hilton's positioning as a dog friendly destination for guests and their fur babies.

The "Hilton Stories" audio podcast format will ensure HHG can also get heard in the audio space of today's earphone generation, meeting audiences increased demand for high quality themed podcast content, and thereby also filling the audio vacuum in HHG's media and communication mix across all its digital channels, because no medium generates more brand affinity with target audiences than podcast media can ([BBC Media Centre](#)).

BAM will support HHG in the entire podcast production process including full recording and editing of all audio content to broadcast production standards; storyline curation, research, onboarding and coaching of host and guests; third party voice over, music design, audio hosting and cover art advice; short and long trailers for social media, plus aggregator management for third party podcast platform distribution; in summary, BAM will provide an A-Z podcast production service to and for HHG. The BAM team will consist of a team of three audio professionals plus host, and it is proposed that all recordings take place at each of the chosen HHG properties using BAM's mobile studio infrastructure.

A. PODCAST PRODUCTION PROCESS SUMMARY

1. Audio Asset Assessment: to define respective storyline opportunities, key guests, and target audiences.
2. Podcast series format evaluation and development: to define subject matters, number of episodes, tonality, languages, and speakers.
3. Content Curation: to facilitate comprehensive guest research; defining production schedule and script; host and guest coaching, sound design and cover art strategy.
4. Production: recording episodes; editing raw cuts for content check; trailer production; final treatment for publishing.
5. Podcast Release: content hosting guide; third party distribution through aggregator partner (Podbean).
6. On-going support in developing further audio podcast formats.

B. PODCAST SERIES SCOPE

1. Podcast series title : Hilton Stories
2. Format : Lounge style fire-side talk; relaxed; personal; anecdotal; knowledge driven
3. Recording environment : BAM ships mobile recording studio hard & software to each respective property
4. Studio location : BAM mobile studio infrastructure set up in soundproof room at each property
5. Recording period : TBD
6. Recording time : The guest speaker should make at least 120 mins time available for recording
7. Episodes & length : aprx. 12 episodes for 12 chosen properties @ aprx. 25-45 mins long each
8. Trailers : Corresponding trailers for each episode for social media, 20 & 40 secs long
9. Language : Native English
10. Host : TBD, travel affine journalist with audio experience
11. Guests : The General Manager or appropriate person of each chosen property
12. Intro & extro : Third party voice over; voice and content to be defined
13. Sound design : Composed exclusively for series, all rights to HHG
14. Curation/research : 14 days in advance
15. Edits/rough cuts : Time permitting, first rough cuts within 1-2 days of first recording
16. Final edits : Aprx. 5-10 days following rough edit approval of each respective episode
17. Podcast series release : to be defined by HHG. BAM suggests series of 12 is released simultaneously

C. PODCAST SERIES PRODUCTION BUDGET

This BAM budget proposal strives to achieve a future driven long-term working relationship with HHG, for BAM to support HHG as its gateway to 'everything' audio.

1. Format fee	GBP	0.00.-
2. Audio Asset Assessment and format definition	GBP	7'974.-
3. Research, storytelling strategy, tonality, management, curation	GBP	13'556.-
4. Host Fee	GBP	9'569.-
5. Host & guest management, audio coaching, on-boarding	GBP	7'974.-
6. Audio recording and production	GBP	12'758.-
7. Audio edit, incl. raw-cut edit and final podcast episodes with trailers	GBP	18'340.-
8. Sound design, and cover art support	GBP	3'190.-
9. Distribution and aggregator management, 12 months	GBP	6'379.-
<u>Total all-inclusive Budget for 1st series of 12 episodes</u>		GBP 79'740.-

D. PODCAST SERIES HOST

It is suggested that the host of the "Hilton Stories" podcast series should match that of a travel affine journalist (hotel 'junkie') with radio/audio reporting experience. Recording will take place remotely, that means the host will be located in London/Zurich, and the guest speaker (General Manager) will be located at the respective Hilton property.

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E. HHG PROVIDED SERVICES

For on location guest speaker recording purposes each respective Hilton property to provide a sound proof room (carpeted, and with thick drapes over the windows. Full guidance will be given by BAM to all stakeholders).

F. CURRENCY, VAT & TERMS

BrandAudio Media is the trading name of Darryl von Däniken / BrandAudio / International Radio Festival. Costings are in Pounds Sterling exclusive of VAT, and offer is valid for one month from date of offer. Delivered audio content copyright transfers in perpetuity to the client following full remittance of all agreed costs. Terms 50% with confirmation, balance 30 days net following full content delivery.

Offer accepted by:

..... Date Place

Name

Position