

BRANDAUDIO

**HELLO.
WE ARE
BRANDAUDIO.**



BRANDAUDIO

We and our Global IRF Audio Team, are BrandAudio Media.



Sabrina Pesenti &
Darryl von Däniken
Managing Partners

Gabby Sanderson
Creative Head

Nik von Frankenberg
Content Head

Normski
Music Head

BRANDAUDIO

We are an Anglo-Swiss 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 broadcasting authority.



BRANDAUDIO

Over the past ten years, we have built 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 clients, tech developers and leading broadcasters.

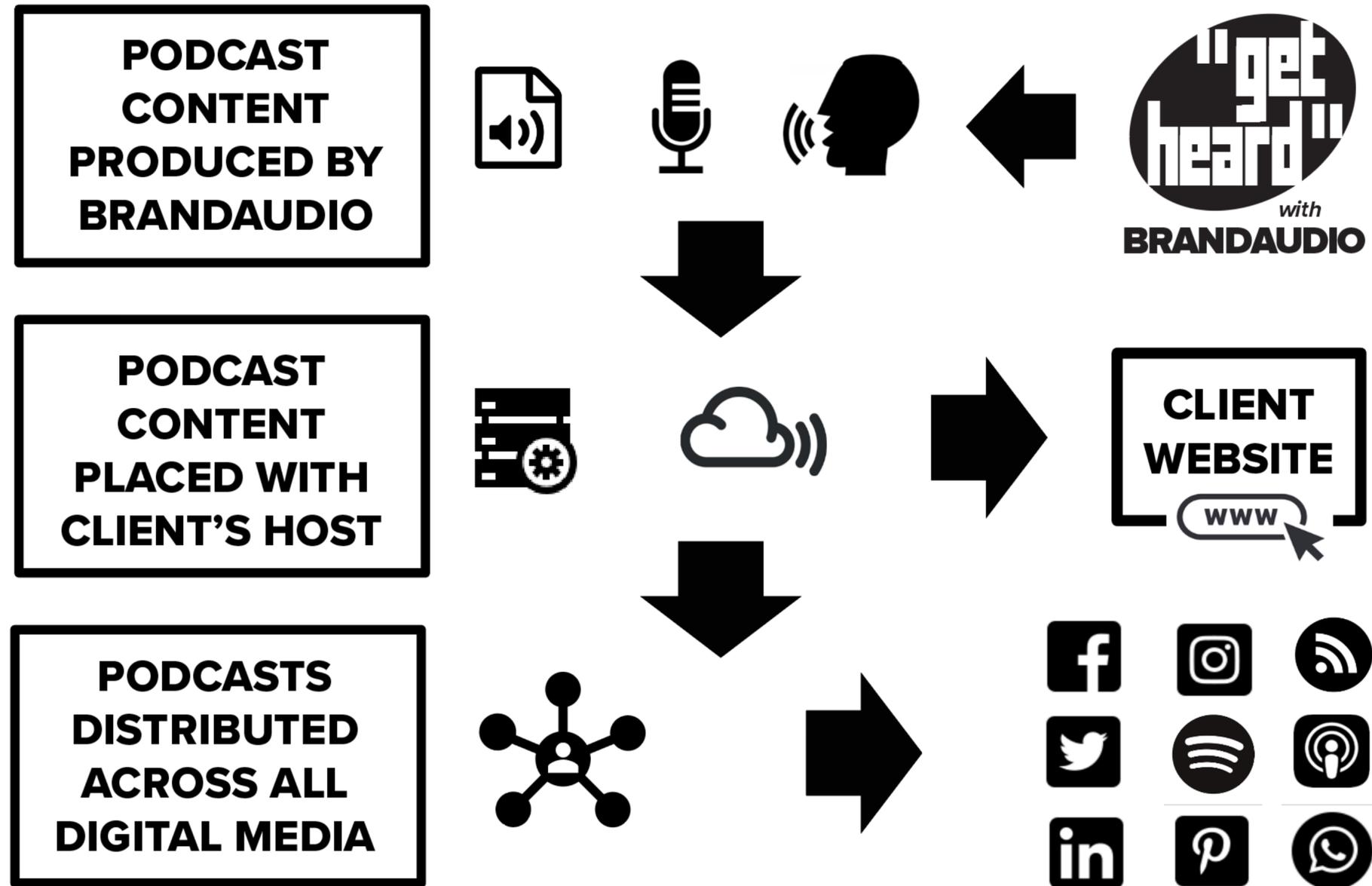


BRANDAUDIO

We take care of everything that is ‘audio storytelling’ 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

BRANDAUDIO STEPS TO GREAT BRANDED AUDIO.



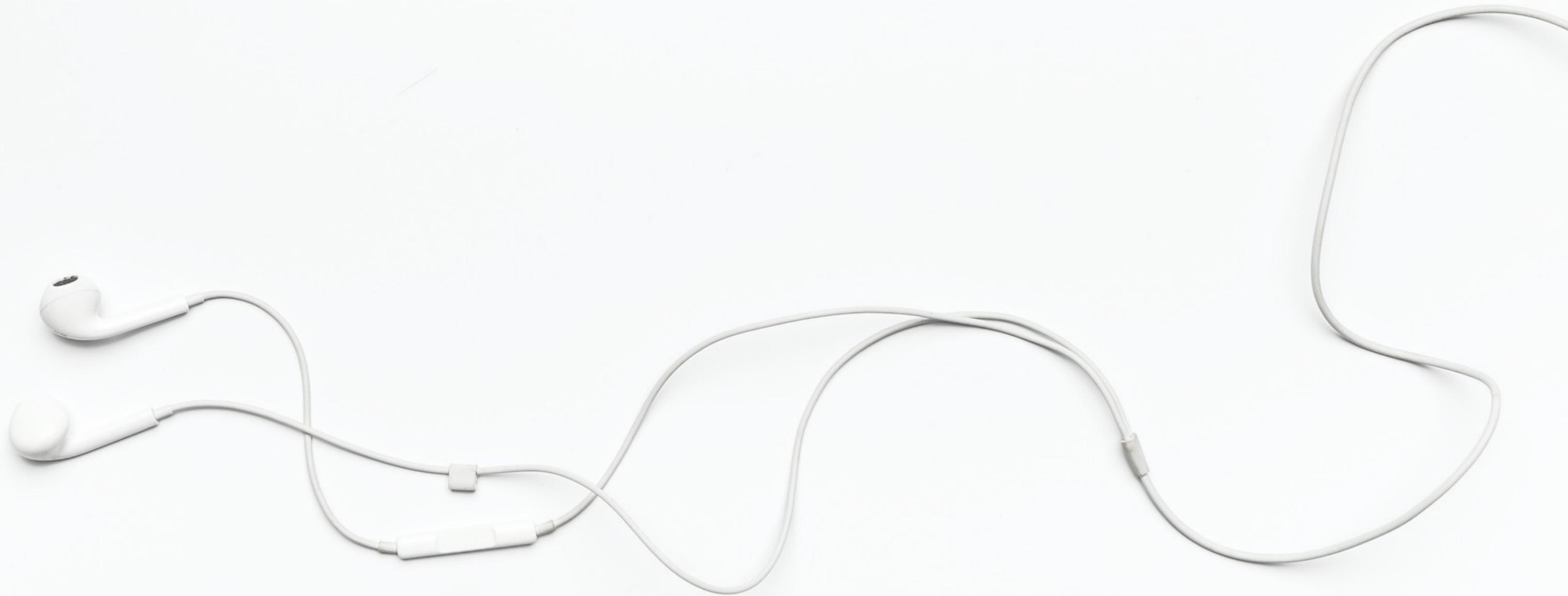
1. Client Liaison
2. Define Storyline
3. Curate Script
4. Choose Guests
5. Record Story
6. Sound Design
7. Sign Off / Rights
8. Distribution
9. Subscription / RSS

BRANDAUDIO

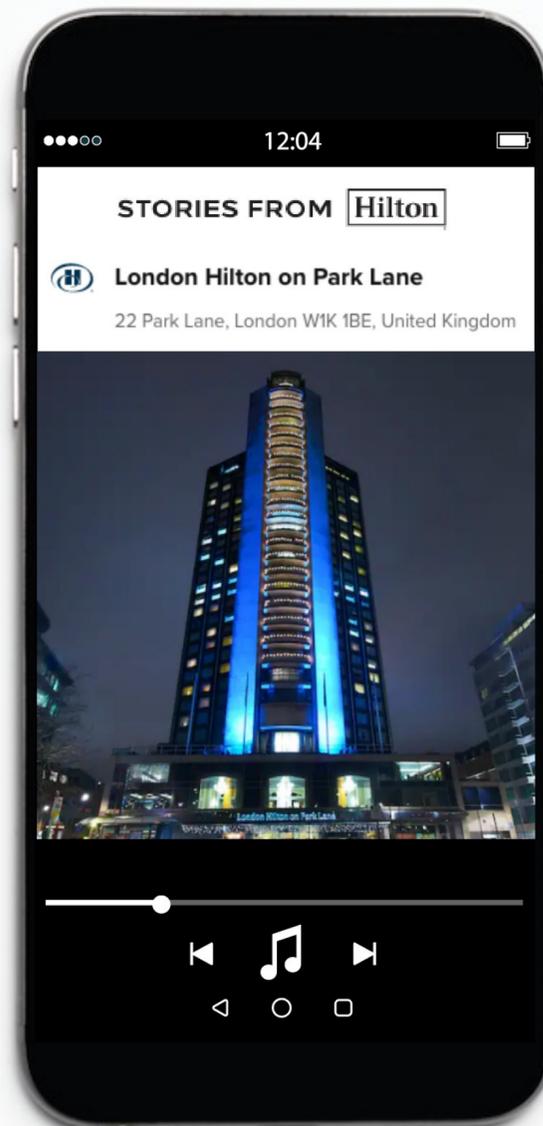
**THIS IS
OUR MISSION.**



**WE WANT TO SUPPORT HILTON
TO GET HEARD...**



**... IN THE PODCAST SPACE
OF THEIR CUSTOMERS...**



BRANDAUDIO

... FILLING THE AUDIO VACUUM IN THE MEDIA MIX...



Source: [BBC Media Centre](#)



**... AND TO TAP INTO AN AUDIENCE
OF 500 MILLION LISTENERS.**



BRANDAUDIO

ABOUT THE IMPACT OF PODCAST MEDIA



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



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.

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



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

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BLOW YOUR CUSTOMERS AWAY WITH AUDIO MEDIA.



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

BRANDED PODCASTS ARE ENDURING.



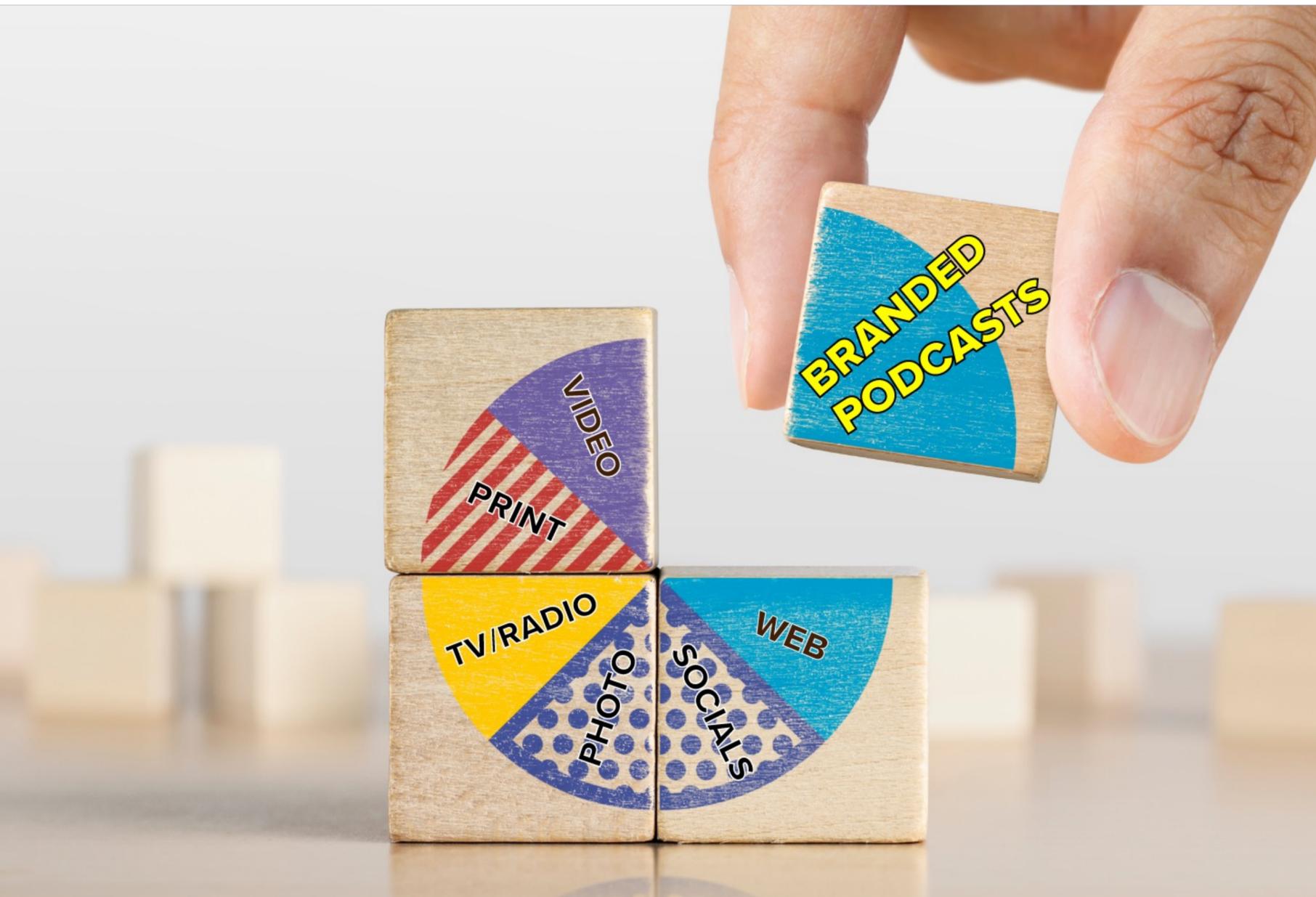
On average branded
podcast media remains
relevant for 3+ years
delivering highest ROI
for marketing efforts.

AUDIO OUTPERFORMS ALL OTHER MEDIA.



Branded podcast
content outperforms all
other media:
images by 9:1, and
videos by 3:1

PODCAST MEDIA GENERATES IMPACT UND AUTHENTICITY.



Branded podcast media delivers maximum brand impact:

+14 % purchase intent

+24 % favourability

+57 % consideration

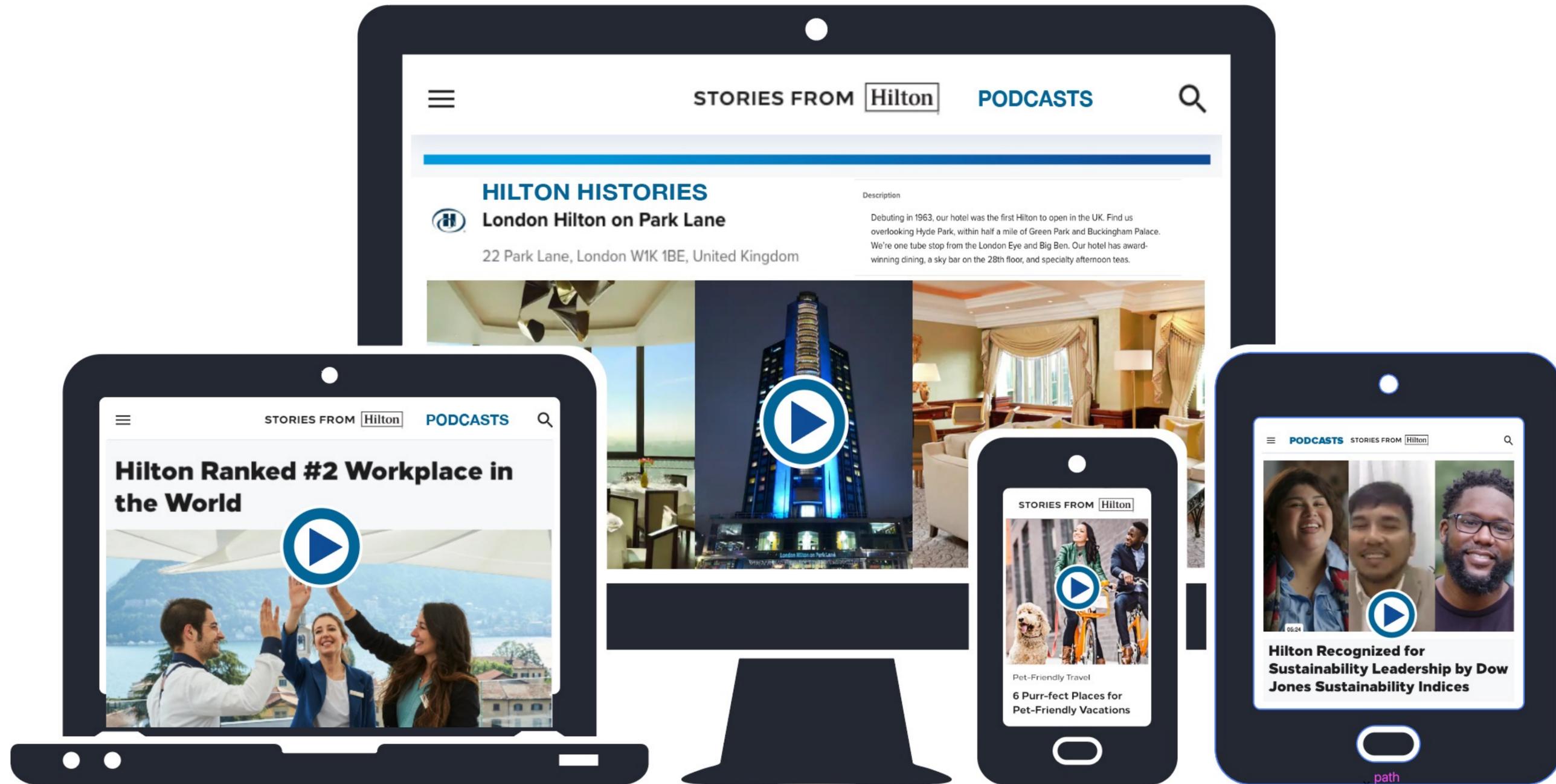
+89 % awareness

BRANDAUDIO

**HILTON
BRANDED PODCAST
STORYTELLING**



HILTON STORYTELLING FOR ALL

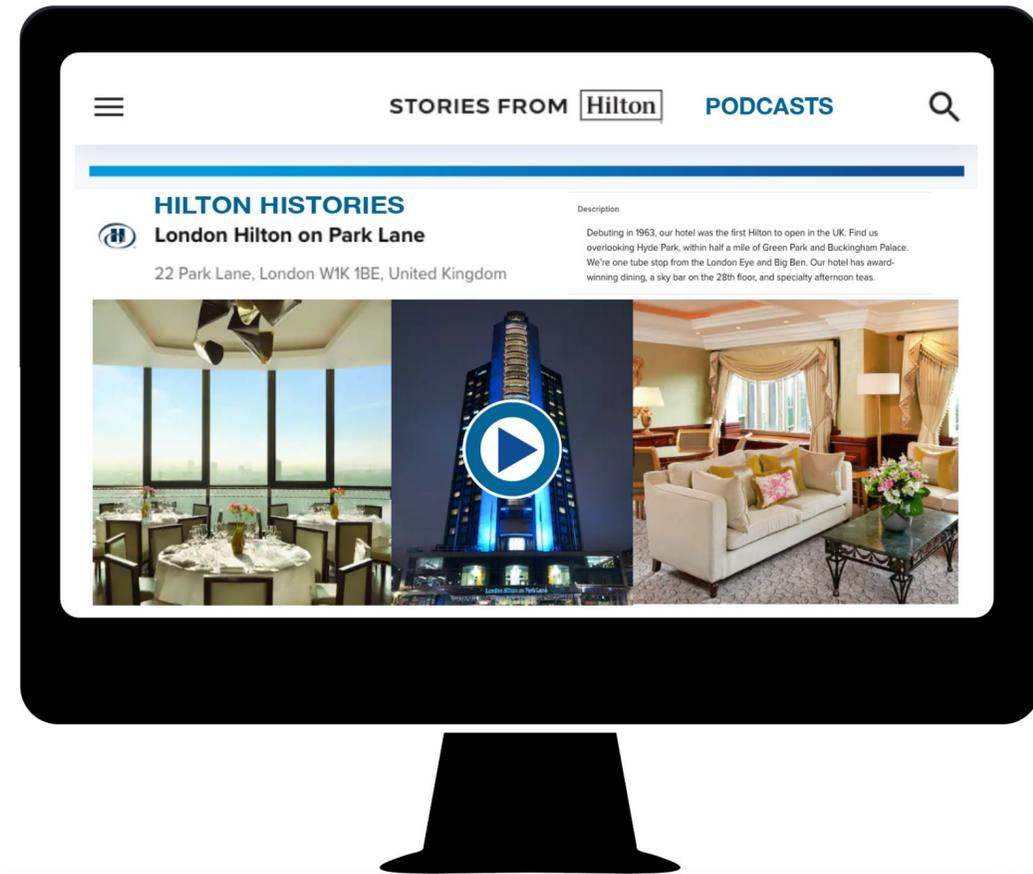


HILTON PODCAST STORIES

A wealth of Hilton stories to tell, about:

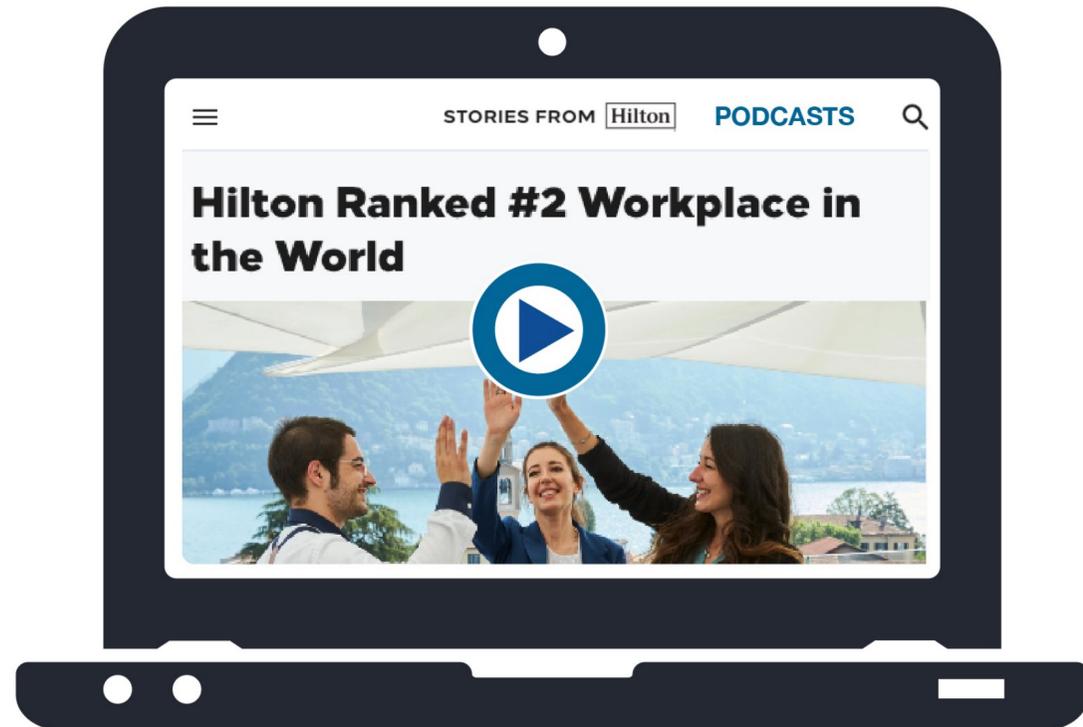
- Heritage, Properties, Milestones, Celebrities...
- Travel, Culture, Finance, Art, Music, Food & Sport...
- Products, Services, Values & Brand History...
- Sustainability, Social Responsibility & mental Health...
- Founders, Influencers, Customers, New Talent...
- ... and more.

HILTON HOTEL HISTORY STORIES



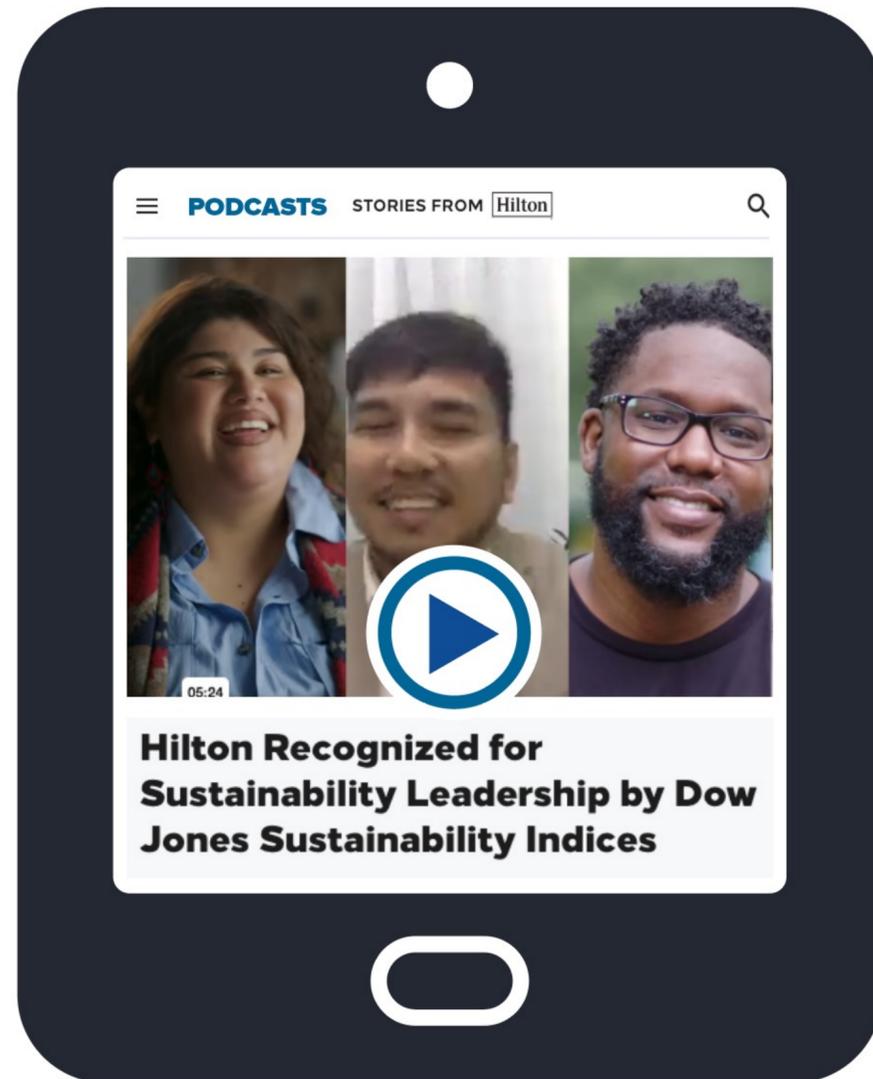
- ✓ Amplifying the unique personalities of the respective Hilton Hotel properties.
- ✓ Adding an authentic voice to the Hilton heritage and its famed buildings.
- ✓ Bringing to life the core values of Hilton's renowned hospitality.

HILTON NEW TALENT STORIES



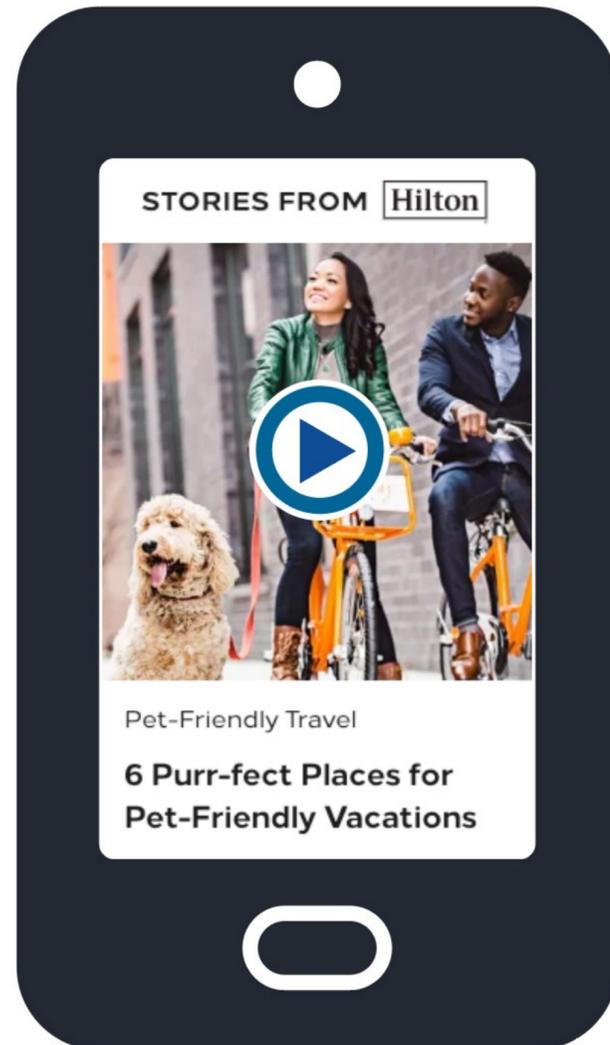
- ✓ Offering New Talent search an authentic channel to amplify the attributes and benefits when joining the Hilton Team, all about:
- ✓ Culture, Diversity & Inclusion
- ✓ Career Growth / Apprenticeships
- ✓ The Hilton Effect / Heart of House

HILTON SUSTAINABILITY STORIES



- ✓ Impactful storytelling about Hilton's care for the community and planet.
- ✓ All about the Hilton Effect Foundation and the Grantees and Project Managers talking about:
- ✓ Environmental & Social Impact
- ✓ Climate Leaders & Conservation
- ✓ Sustainability

HILTON 'FOR THE STAY' STORIES



- ✓ Storytelling all about Hilton's hospitality approach, promising the home from home feeling, for:
- ✓ Pet lovers
- ✓ Culture vultures
- ✓ Family days away
- ✓ Romantic time off
- ✓ Business travels

BRANDAUDIO

**THANK YOU.
QUESTIONS?
NEXT STEPS.**





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