

Call For Participants



How Brands use Podcasts to Convey Brand Messages

30 min(s) to complete

£10 Amazon Voucher

Interview

Online

Birkbeck University of London

This research project looks at the medium of branded podcasts and how they enable brands to tell stories and convey messages to consumers in a more effective way than other branded content formats. This research project involves interviewing people who are actively listening or have previously listened to a podcast made by a brand i.e. a specific company like Prettylittlething.com, Superdrug, Harrods, Nike, M&S, etc. and are happy to describe their experience on Skype (audio only).

Find out more online

Poster printed on 29/04/2024

Study expires on 29/08/2019

More info

by scanning the QR code
or visiting the URL

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