

**24Ore**  
**Podcast**

**BRANDED**

0:53

03:15



**PODCASTS**



# 01

# THE 24ORE GROU

# OFFERS BRANDED PODCAST

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02:4

6



24Ore  
Podcast

The 24 Ore Group epitomises authoritative and quality information.

Its products and services are essential informative and updating tools for entrepreneurs, managers and professionals.

For us, podcasting is the natural evolution of expertise that we have cultivated daily over many years.

24 Ore Podcasts are recognised for their depth and authority, editorial and narrative quality, ability to speak to vertical communities and to intercept young and digital audiences through multi-device, on-demand and cross-platform use.

In addition, our multimedia communication system allows us to powerfully amplify podcast content and engage with our exclusive target audience.

# 02

## 24 ORE PODCAST YOU'RE IN THE RIGHT PODCAST

24 Ore Podcast builds tailor-made, flexible and customised audio projects based on the brand's communication needs.

Thanks to the editorial quality, creativity and strength of the 24 ORE Group network, each Branded Podcast is characterised by premium-level content and also benefits from a powerful dedicated amplification capable of reaching and engaging the public effectively.

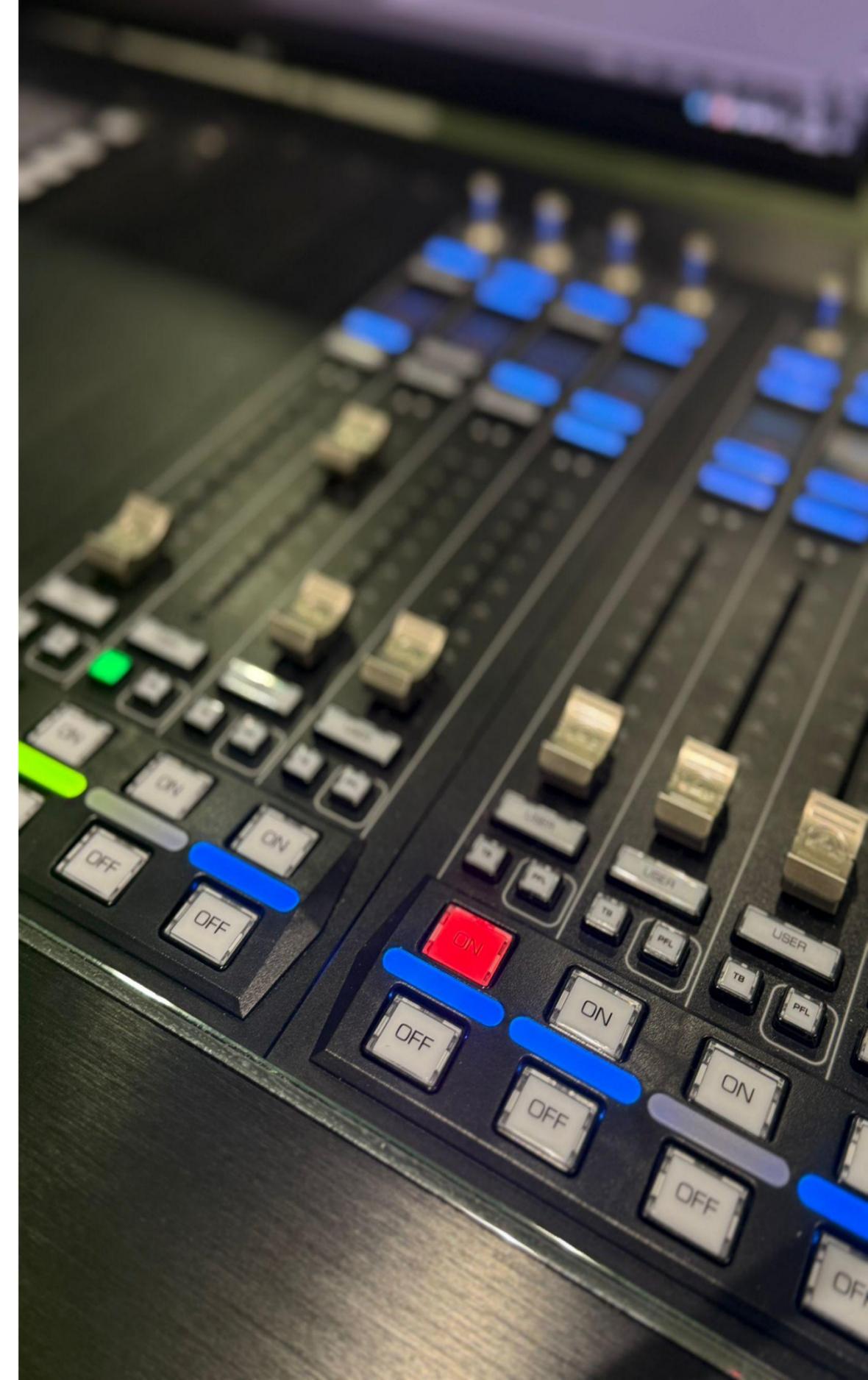


# 03

# BRANDED PODCASTS

## REASON WHY

- Because more than 15.5 million Italians listen to podcasts.\*
- Because it is a value-based storytelling project that remains available for listening over time.
- Because it is available on demand, forever, on multiple platforms.
- Because it creates a lasting and authentic bond with its audience over time, which doesn't fade but wins over.
- Because it can be built for a specific target.
- Because it is a complementary tool to advertising campaigns.



# 04

## FORMAT

Our standard format includes a production in 6 episodes, designed to ensure narrative continuity and maximum engagement.

Each episode has an approximate duration of 15 minutes, a strategic time that optimises listening, even on the move.

Distribution takes place on a large and integrated ecosystem:

- Il Sole 24 Ore website and app
- Radio 24 - 4.0 platform: website, mobile and automotive app, Google and LG CTV app, Alexa Smart Speaker
- Main audio streaming platforms: Spotify, Apple Podcasts and Amazon Music to reach a broad, cross-cutting and profiled audience

The episodes are intended for release as a one-shot.

Planning Adv provides support for the episode release phase and the subsequent promotion phase, with timings to be defined.

*Any project can still be customised for the individual brand.*

24Ore

Podcast



# 05

# DESIGN AND PRODUCTION

## Design

Identification of the format and development of the most suitable content for the objectives, through the skills and professionalism of Radio 24 and Il Sole 24Ore.

## Production and publication of the podcast

A complete cycle consisting of six episodes published within the podcast area of [ISole24Ore.com](http://ISole24Ore.com), [Radio24.it](http://Radio24.it) and the main audio listening platforms.

## Dedicated sound design

Design and production of an original sound signature, to enhance the brand identity and improve the listening experience.

## Audio creative production

Conceptualisation and production of promos, trailers and audio advertising materials for the launch and promotion of the podcast.

## Development of social, digital, and print creative content for promotion

Development of visual content and copy dedicated to promoting the podcast on our social media platforms to amplify visibility and engagement.

## Performance reporting at 3 weeks and beyond

Detailed analysis of listening, distribution and audience data, at two measurement points to assess the progress and effectiveness of the project.

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**Podcast**



# 06

# VISIBILITY

Podcasts are enhanced with **tailored placements** to ensure maximum visibility:

## Visibility on ISole24Ore.com

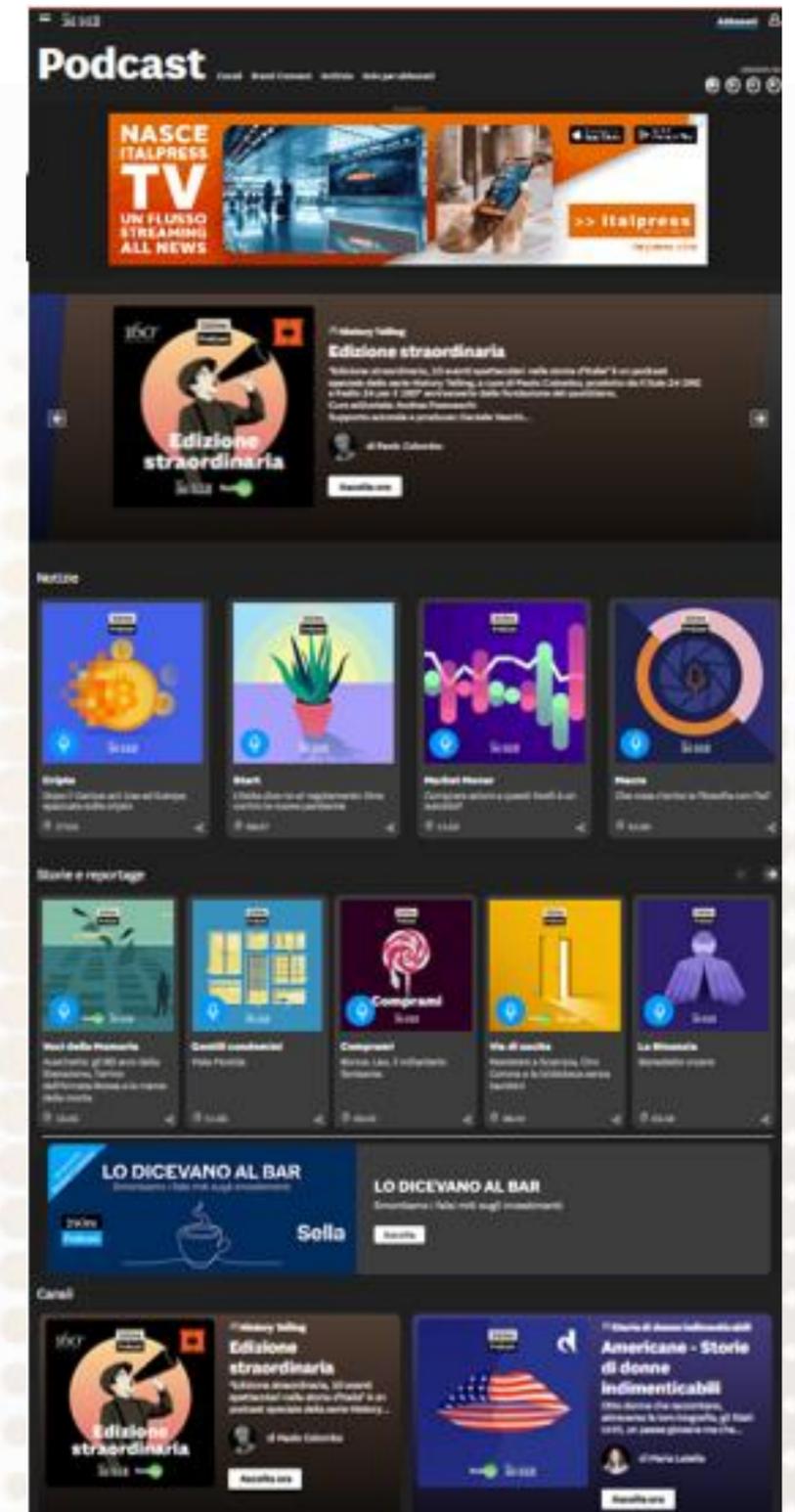
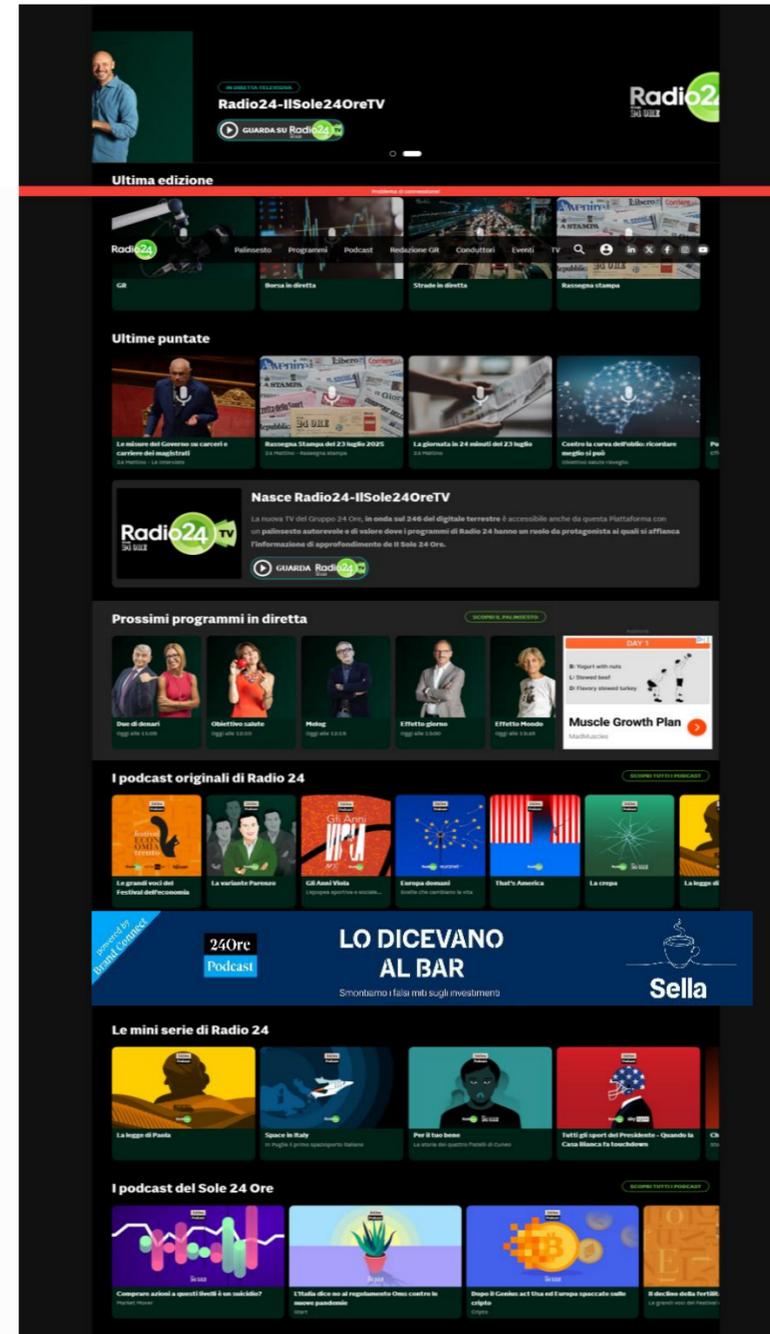
Branded podcasts are promoted on the home page and in the dedicated area.

## Visibility on Radio24.it

Branded podcasts are featured on the homepage.

## Visibility on 24orePodcast.com

A single digital space that brings together the Group's original productions under the 24OrePodcast brand. The page features organized thematic rails.



# 07

# ADVERTISING

## Social Amplify Campaign

Planning on META IIsole24Ore.com and Radio24.it accounts and 24 ORE SYSTEM LinkedIn page.

2 flights are planned:

- during the episode publication phase
- during the subsequent Adv promotion phase

## Digital Audio Campaign

800,000 total audio impressions planned on the Digital Platforms of Radio24.it and IIsole24Ore.com:

- 400,000 impressions during the episode publication phase, 200,000 per week
- 400,000 total impressions during the next Adv promotion phase, 200,000 per week

## Radio 24 Campaign

63 30-second Cobrand Promos (of which 5 seconds for the client) during the episode publication phase:

- 42 promos the first week
- 21 promos the second week

## Digital Campaign

400,000 impressions in the Masthead Cobrand Cross Device format

- 200,000 impressions during the episode publication phase
- 200,000 impressions in the next promotion phase

## II Sole 24 ORE Press Campaign

Footer Position

1 in the episode publication phase and 1 in the subsequent promotion phase.

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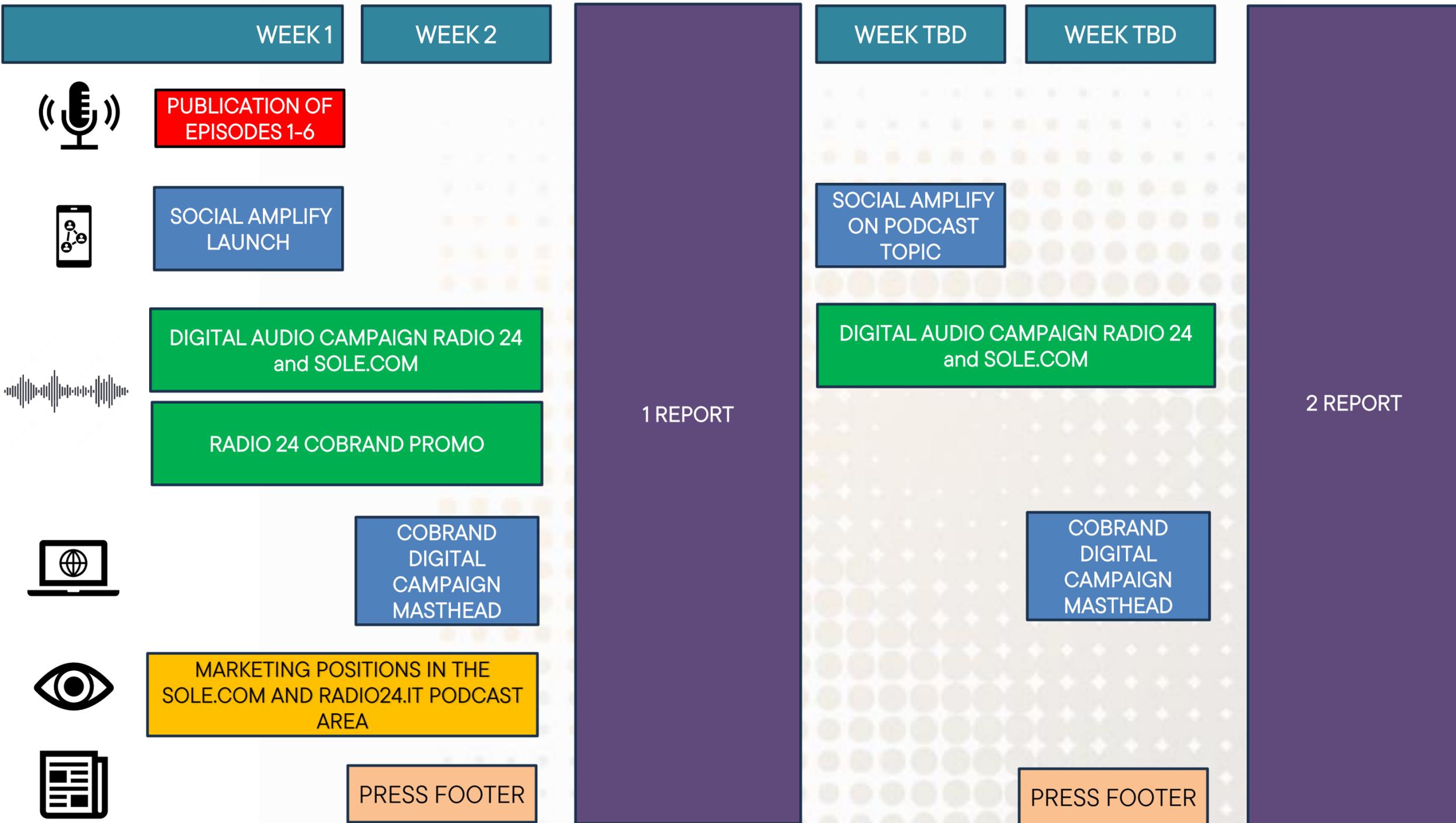
# 08

# PLANNING

Notes:

*This proposal is an example of a reference plan that we suggest and that can be customised on an as-needed basis.*

*The dates of the second flight adv and the second report can be agreed with the client.*



# REPORTING AND KPIS

Reporting is provided at two points:

the first report at the end of the first Adv flight and the second report at the end of the second Adv flight to monitor the progress of the campaign and evaluate its effectiveness throughout and after completion.

	1st report	2nd report
When:	<ul style="list-style-type: none"> <li>At the end of the first Adv flight</li> </ul>	<ul style="list-style-type: none"> <li>At the end of the second Adv flight</li> </ul>
Podcats KPIs:	<ul style="list-style-type: none"> <li>Total number of listenings</li> <li>Total number of listeners (reach)</li> </ul>	<ul style="list-style-type: none"> <li>Total number of listenings</li> <li>Total number of listeners (reach)</li> </ul>
Promotion KPIs:	<ul style="list-style-type: none"> <li>Digital audio campaign impressions</li> <li>Reach of the digital audio campaign</li> <li>Digital campaign impressions</li> <li>Radio campaign reach, frequency and Grp's</li> </ul>	<ul style="list-style-type: none"> <li>Digital audio campaign impressions</li> <li>Reach of the digital audio campaign</li> <li>Digital campaign impressions</li> <li>Brand view (total)</li> </ul>

*NOTE: The number of listenings indicates the number of times the podcast has been played.*

# 10

# ECONOMICS



Complete production of branded podcasts  
tailored to the client's needs

**starting from**  
**€ 45,000 net**

The final investment will be defined on the basis  
of the individual project to be carried out

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# THANK YOU

