BAKED-IN PODCAST ADS IN 2020

HOST-READ BAKED-IN ADS ACROSS 2020

SPONSORSHIP
INTELLIGENCE

Podcasts in 2020

Podcasts have blown up this year - in 2020, 55% of Americans aged 12 or older listened to a podcast, with 37% listening at least once a month. With this increased audience for podcasts, more marketers than ever are realizing the power and potential of this medium.

We track baked-in, host-read, ad reads - the ads that are delivered by the podcast hosts themselves and remain part of that podcast episode forever (unlike the fleeting nature of dynamically inserted ads). We are currently tracking 12,000 podcasts and adding more everyday.

ThoughtLeaders

About Thought Leaders

ThoughtLeaders offers both brands and creators a powerful marketing intelligence tool and branded content ad network rolled into one. Our sponsorship intelligence platform collates data scraped from 10 million content pieces every day to analyze the ever-growing world of branded content, and find the best thought leaders to represent your brand.

Visit thoughtleaders.io to learn more.

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About Sponsorship Intelligence

Sponsorship intelligence is the power that fuels our company. We are data junkies, and luckily we have access to a lot of it: we're tracking 45k+ brands and 50k+ content creators.

All that data means we can show you what brand is sponsoring where, give you an overview of their entire content strategy and even show you which creators have performed best for each campaign.

All this information allows you to avoid testing channels that don't work, and learn from your competitors successes and failures.

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Top brands across 2020

Q1 2020

1. Better Help
2. HelloFresh
3. Best Fiends
4. ThirdLove
5. Native Deodorant

Q2 2020

1. Better Help
2. Best Fiends
3. ExpressVPN
4. Manscaped
5. BlueChew

Q3 2020

1. Better Help
2. Raycon
3. HelloFresh
4. Best Fiends
5. Manscaped

Q4 2020

1. Better Help
2. Manscaped
3. HelloFresh
4. ExpressVPN
5. Best Fiends

Ranked in accordance with the number of podcasts each brand appeared on across the quarter

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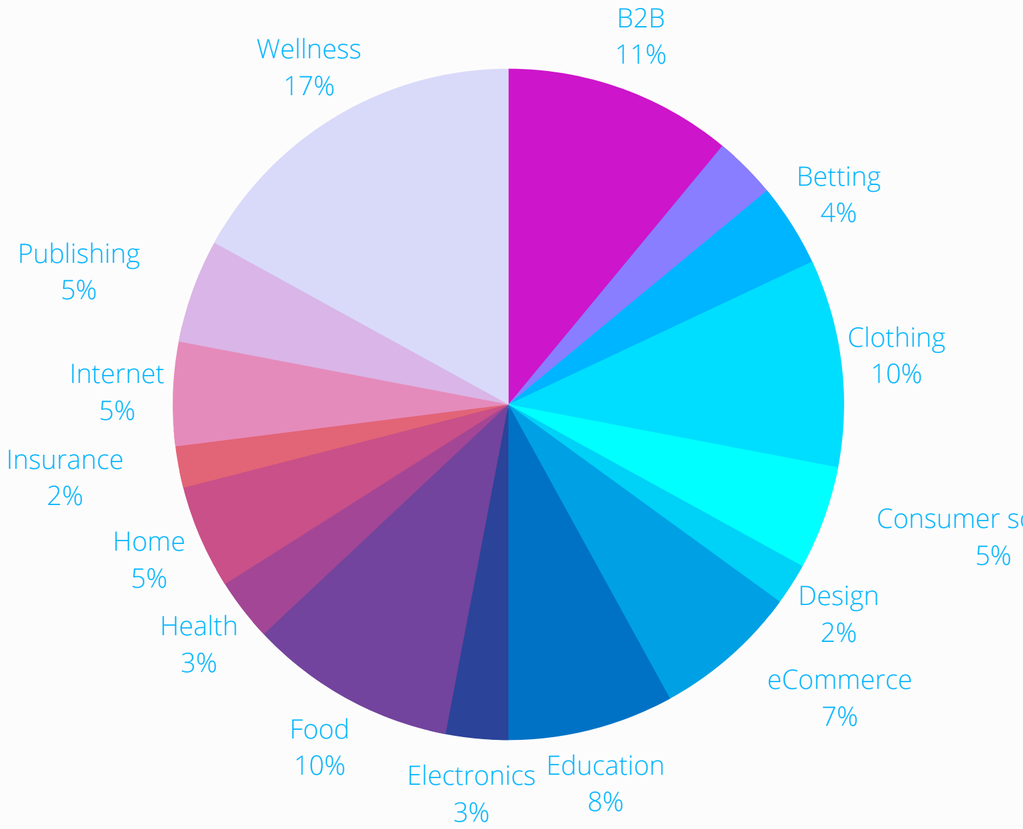
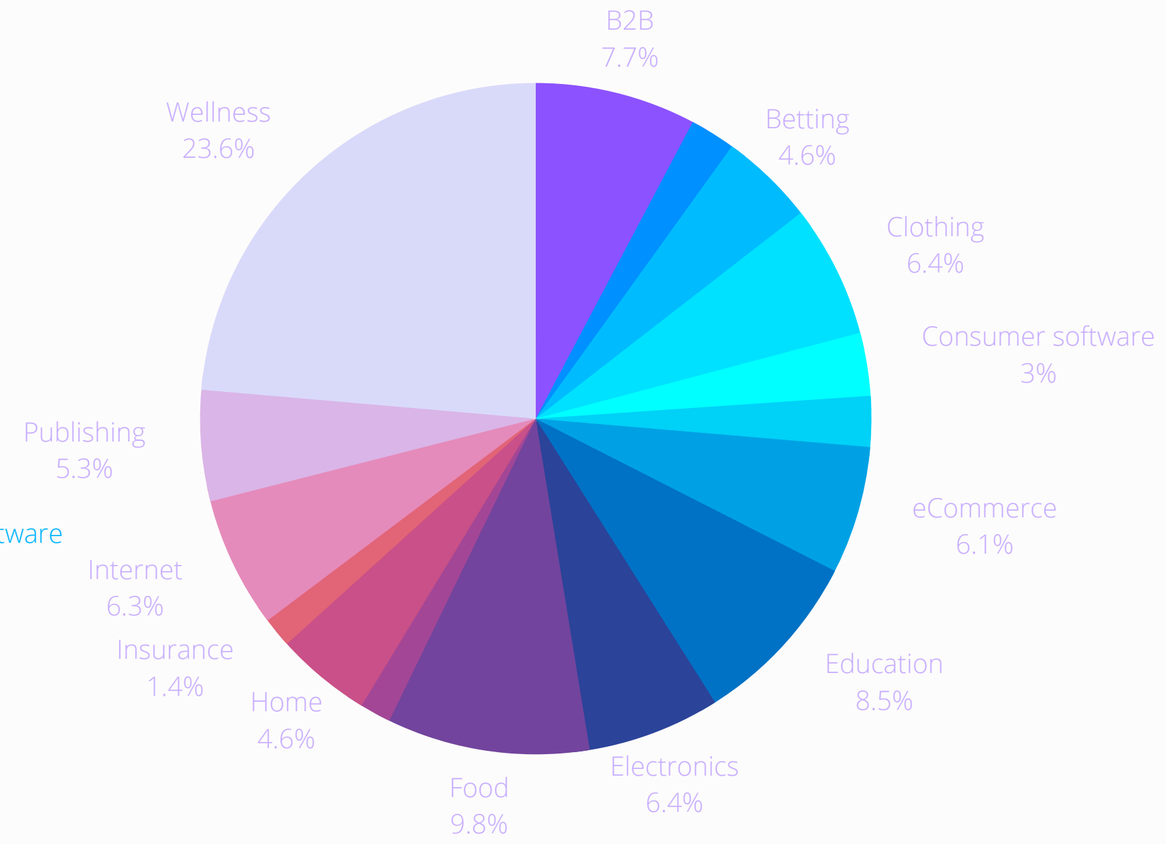
Top 100 sponsors

Industry breakdown

We looked at the 100 brands with the most podcast mentions in 2020, and looked at which industries were most represented.



Breakdown of brands by industry

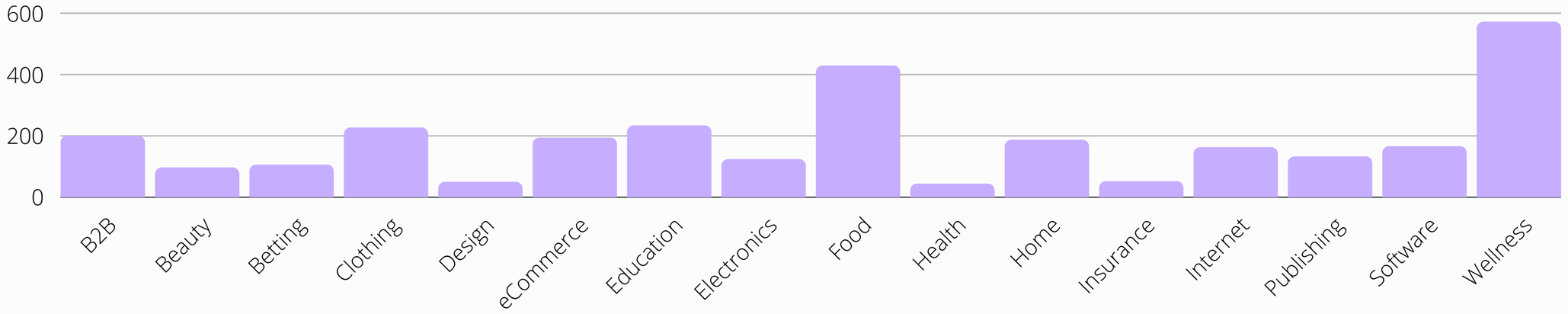


Total mentions divided by industry

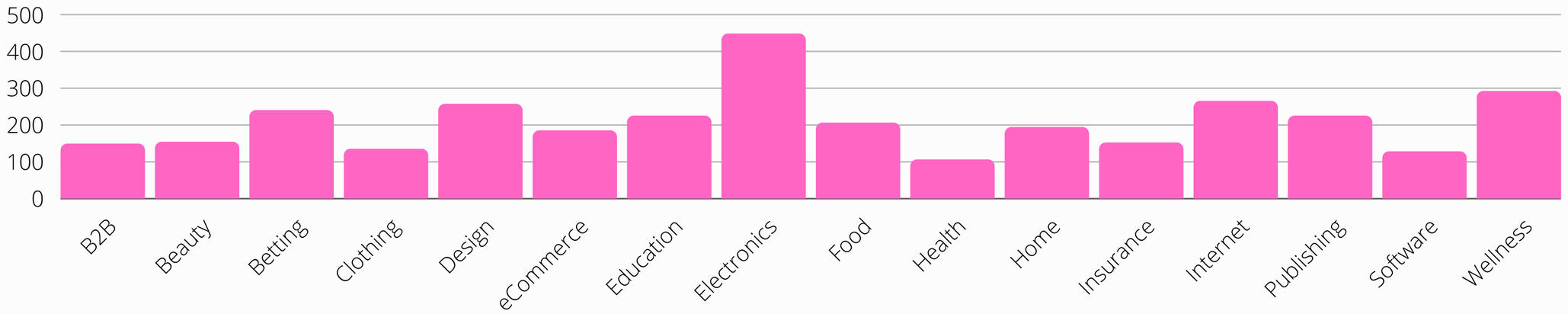
Industry breakdown

We compared average mentions with total number of podcast appearances to understand which industries tested widely, and which built strong relationships with fewer titles

Total number of podcasts shows sponsored by each industry



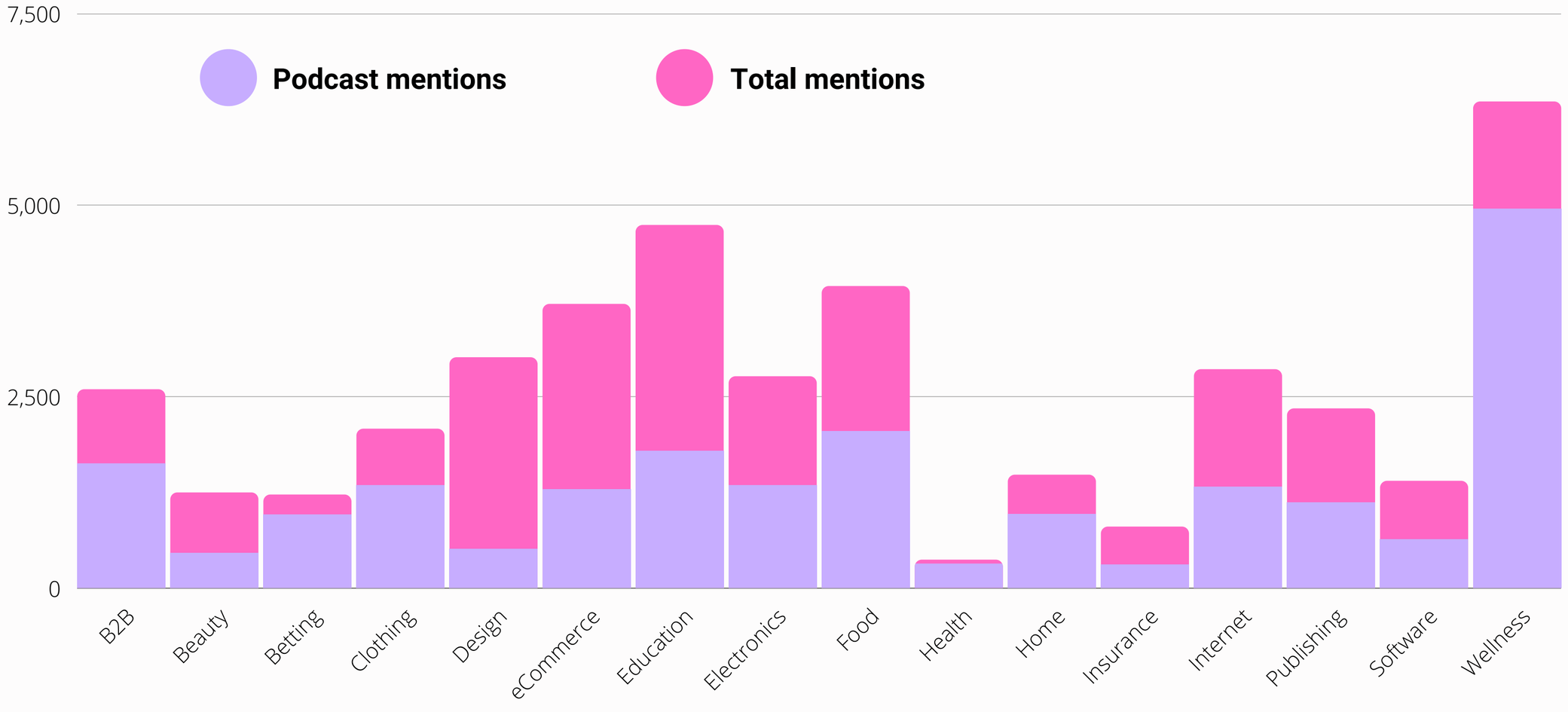
Average number of mentions across each industry



Industry breakdown

How do the total podcast mentions for each industry compare with the total sponsored mentions across podcast, YouTube, newsletter and blogs?

Podcast mentions as a proportion of total mentions



Cross-format spending

Podcasts in proportion

How does the spending distribution for podcasts, in comparison to other formats, vary between different industries?

51%

Average podcast mentions as proportion of total mentions

The industry where podcast mentions are contribute to the largest proportion of overall mentions is **HEALTH**

86%

The industry where podcast are the smallest proportion, and of 137% lower than YouTube mentions is **DESIGN**

17%

Cross-format spending

Podcast spending

How many of these top 100 brands spending on podcasts didn't sponsor any other formats during the course of the year?

96%

of brands also appeared on YouTube

76%

of brands also appeared in newsletters

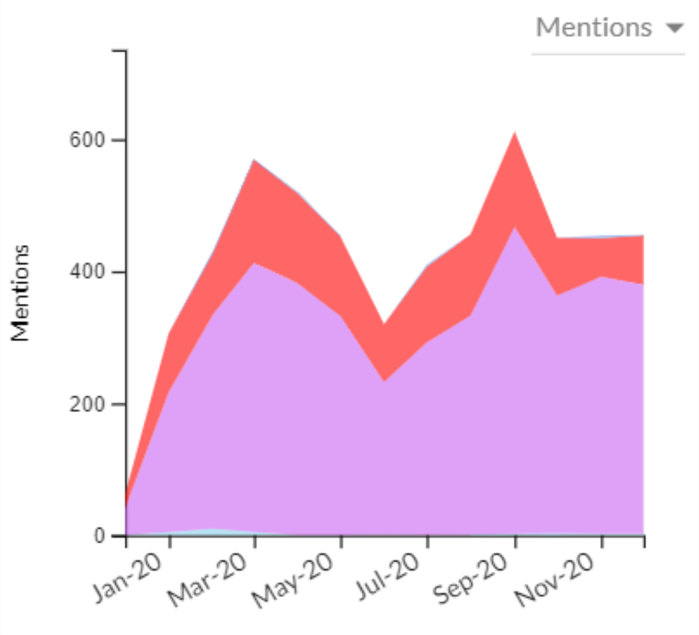
Only **2%** appeared on podcasts exclusively

Cross-format spending

Spending spikes

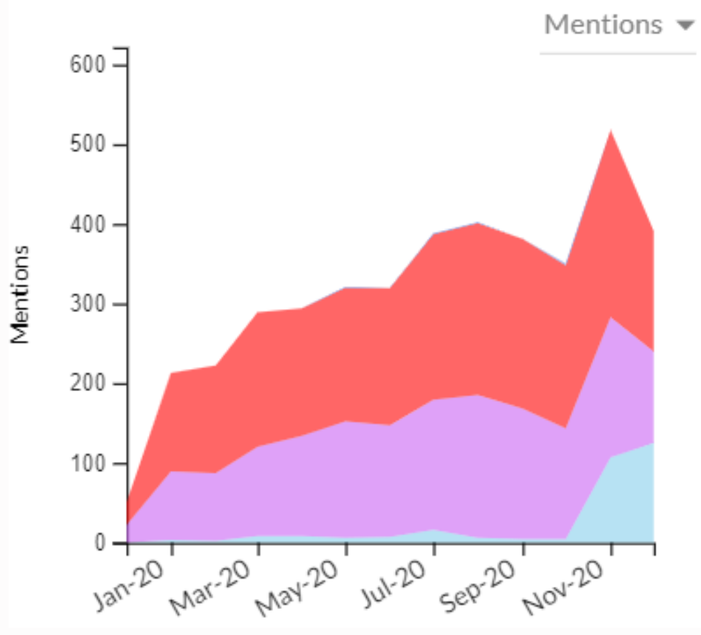
Do brands increase their spending across multiple formats at the same time?
We took a look at 3 of the brands that have dominated podcasts in 2020 to find out.

BetterHelp



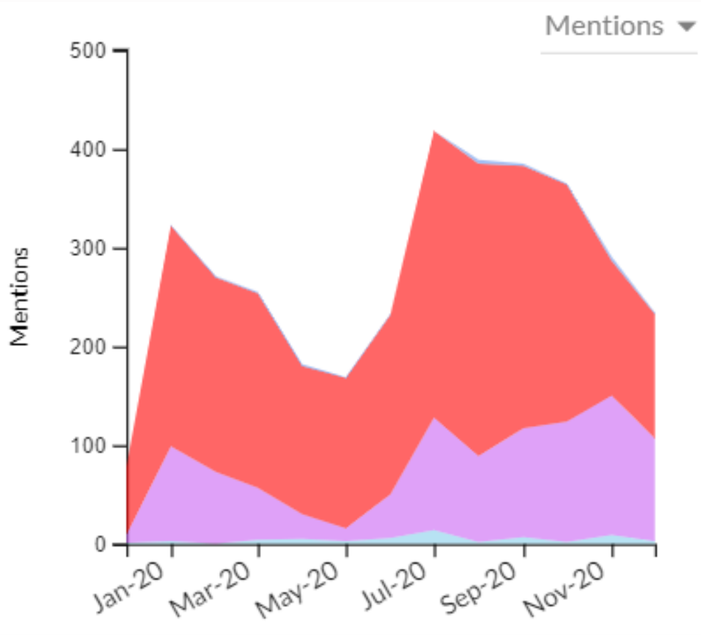
While podcast was the primary format for this brand in 2020, spikes of podcast activity are precisely mirrored by spikes in YouTube spending.

Manscaped



YouTube inclines more steeply than podcast spending for Manscaped, and their newsletter push in Q4 is matched by an increase in the other formats.

HelloFresh

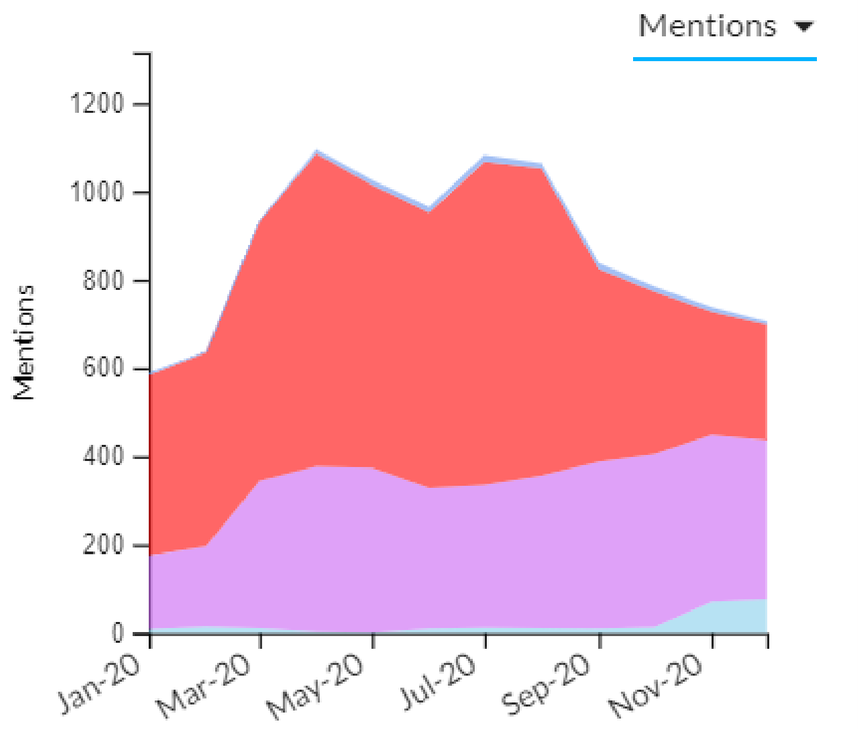


Even as HelloFresh's podcast spending is slightly dwarfed by their YouTube investment, the peaks and troughs of activity remain consistent across both.

Spending spikes

Are these brands representative of the industry as a whole? We took a broader look at the top 10 brands sponsoring podcasts to see if these trends were consistent:

Mentions



While the formats share the same upwards spike in Q2 2020, later in the year we see that podcast spending increased while YouTube decreased

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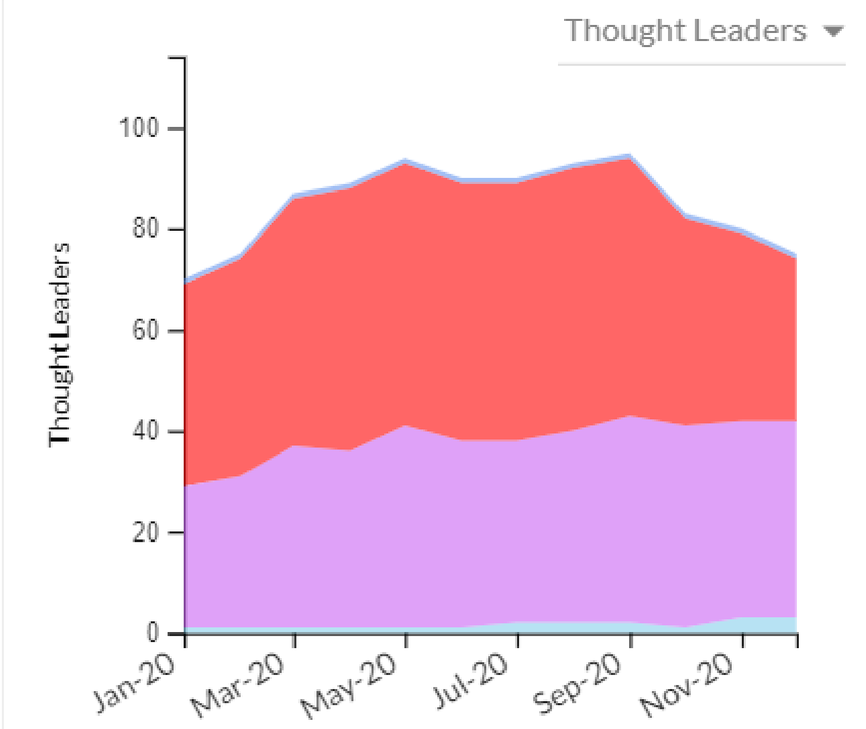
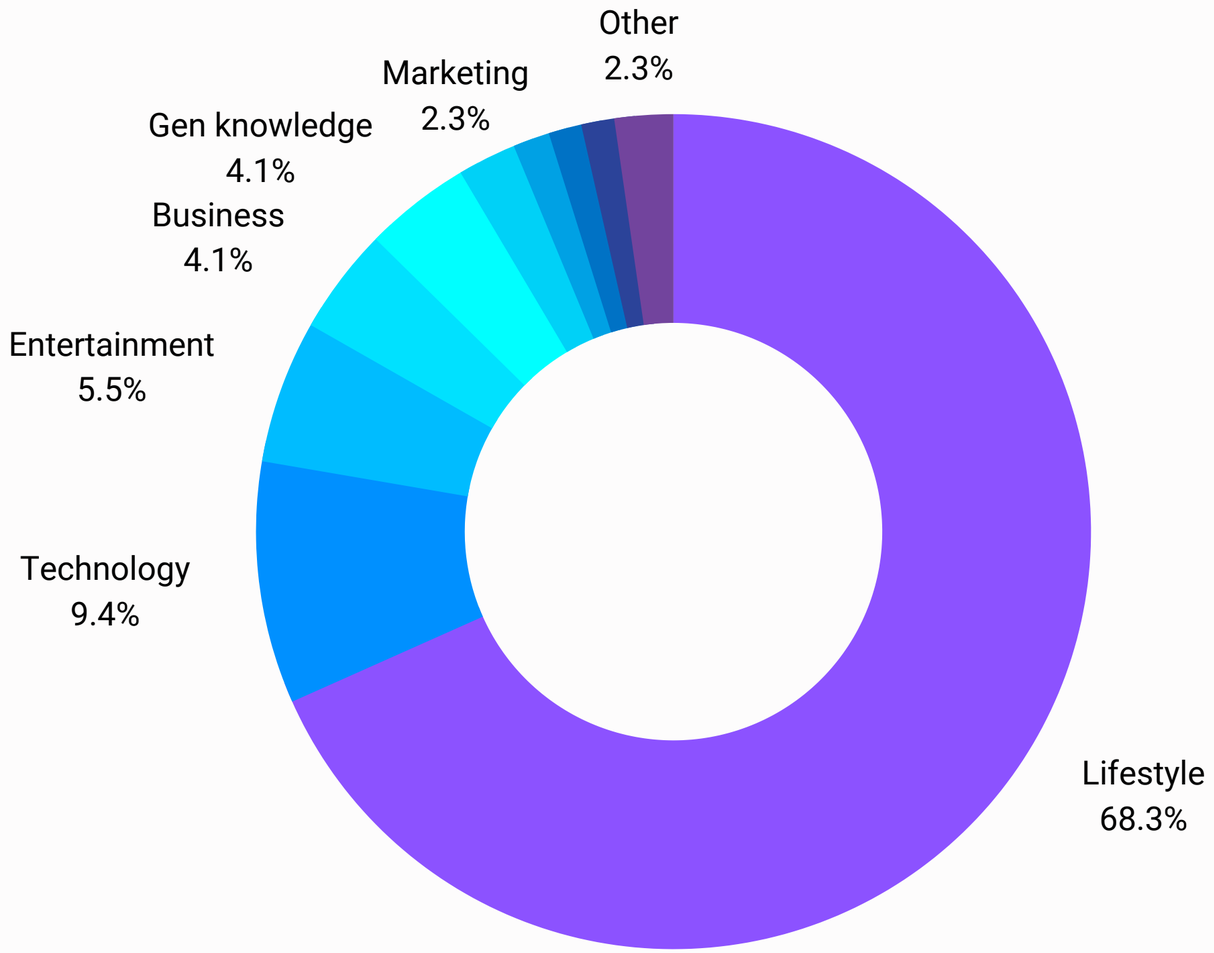


The thought leaders graph shows more consistency, suggesting that these brands run concurrent tests with new thought leaders across both formats.

Content breakdown

Which content categories are most appealing to advertisers? We looked at the categories of the most popular podcasts with advertisers



Brand case studies

A closer look at three of the brands that have spent most on podcasts in 2020

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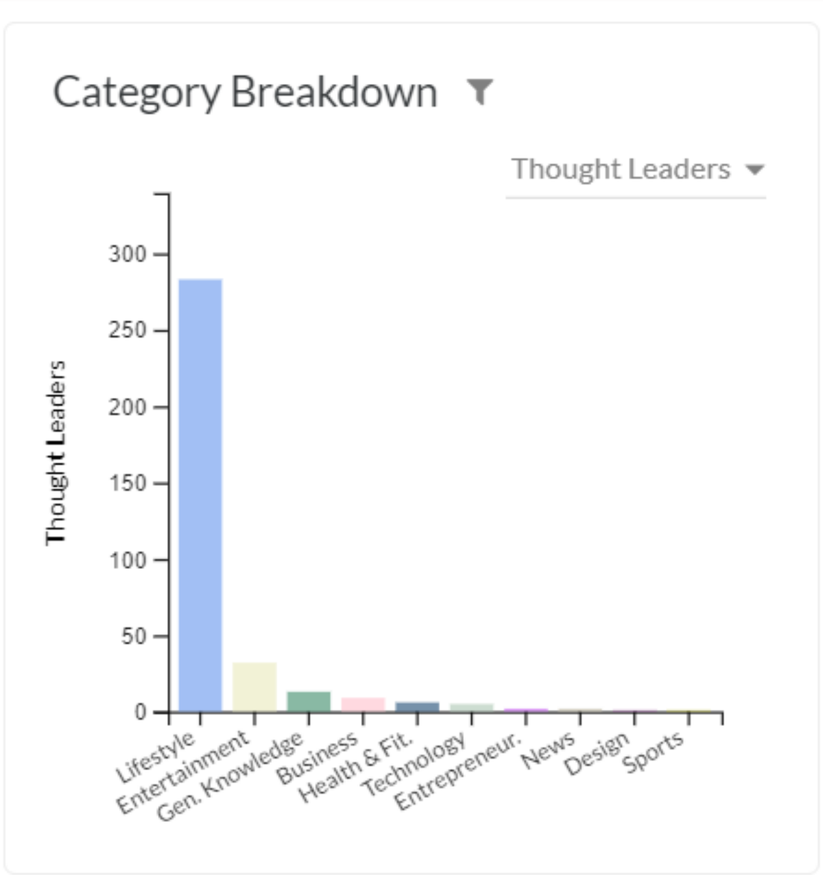
1 Better Help

WHO ARE THEY? Better Help offers affordable, private online counseling. Anytime, anywhere.



TOTAL PODCASTS IN 2020:

372

TOTAL EPISODES IN 2020:

4k

CHANGE FROM 2019:

+115%

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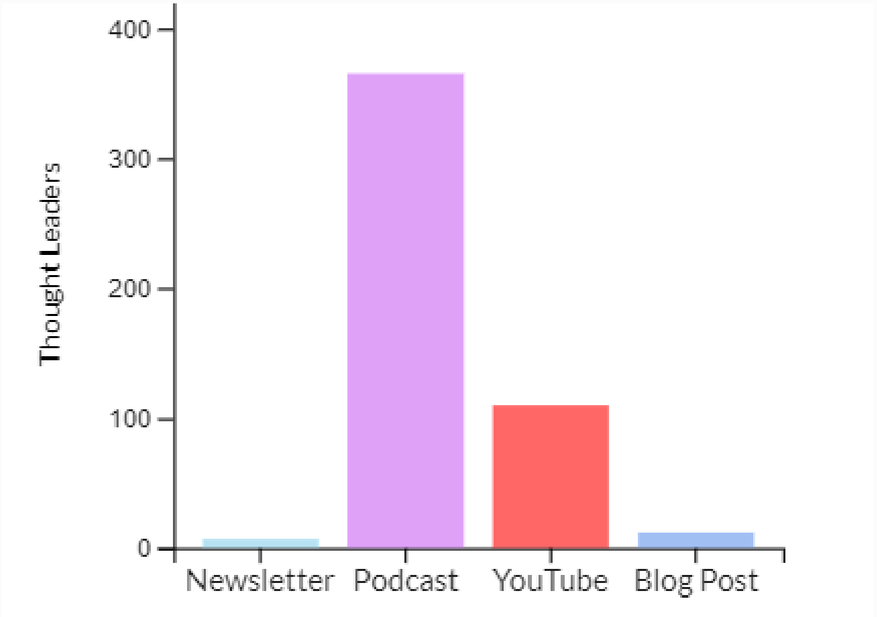
Better Help

FIRST PODCAST SPONSORSHIP: April 2015

CLOSEST COLLABORATOR: *Optimal Relationships Daily*
103 mentions since Feb 2020

EXAMPLE AD READ: *If you're feeling alone, anxious, or stressed we can't recommend our sponsor enough. Go to BETTERHELP.COM/offercode and get **10% off your first month** and chat with a licensed therapist about the things going on in your life*

PODCASTS IN COMPARISON TO OTHER FORMATS:



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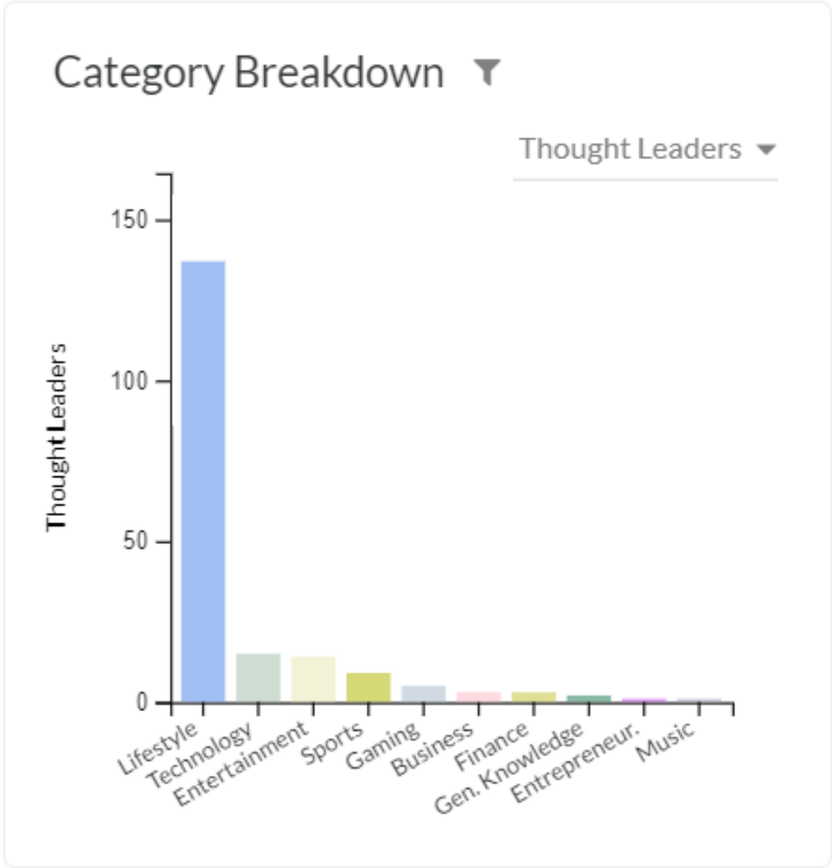
2 Manscaped

WHO ARE THEY? DTC products designed for below-the-waist men's grooming and hygiene



TOTAL PODCASTS IN 2020:

195

TOTAL EPISODES IN 2020:

2k

CHANGE FROM 2019:

+74%

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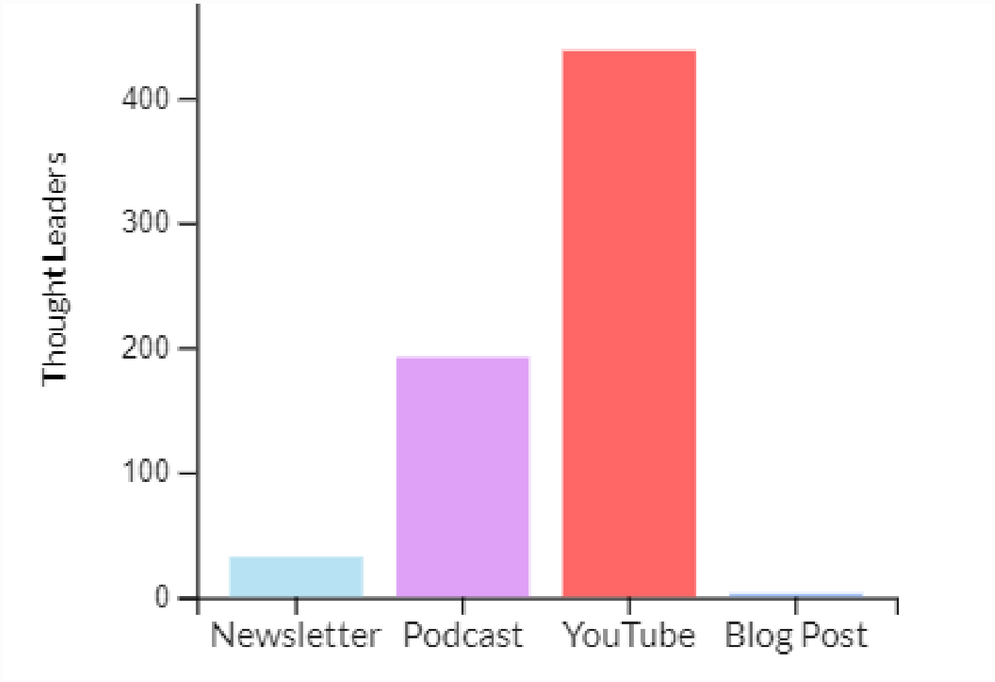
Manscaped

FIRST PODCAST SPONSORSHIP: February 2019

CLOSEST COLLABORATOR: *Tin Foil Hat With Sam Tripoli*
195 mentions since Jul 2019

EXAMPLE AD READ: *This podcast is brought to you by: Manscaped - **Get 20% off your first order and a travel bag** if you purchase "The Perfect Package" at Manscaped.com*

PODCASTS IN COMPARISON TO OTHER FORMATS:



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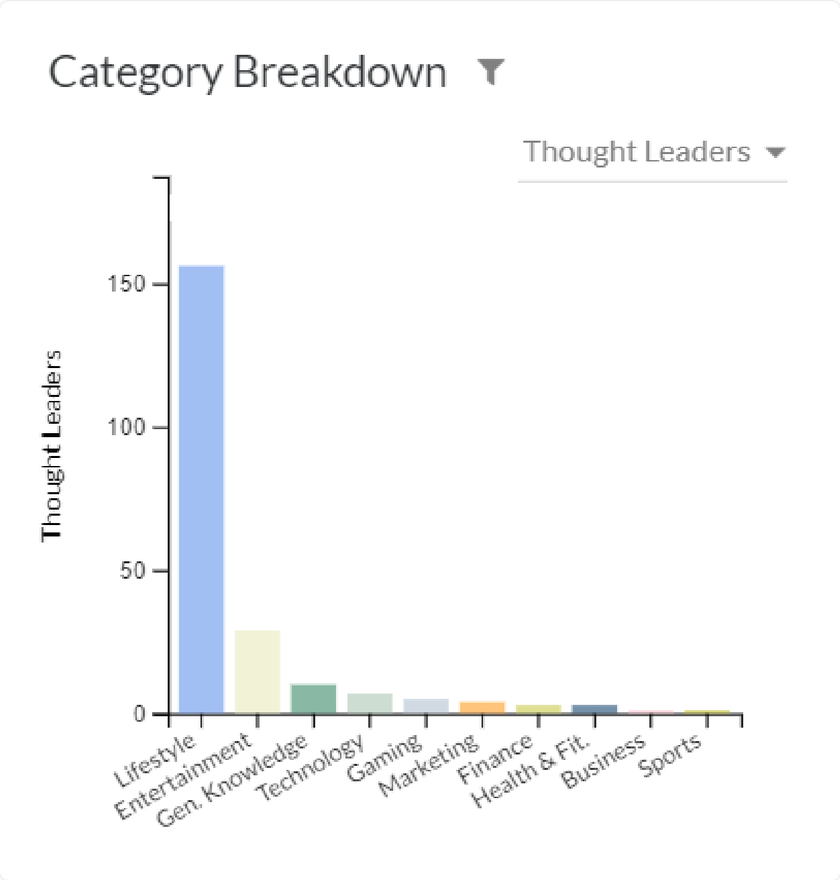
3 HelloFresh

WHO ARE THEY? A meal delivery service that ingredients and recipes to your door



TOTAL PODCASTS IN 2020:

230

TOTAL EPISODES IN 2020:

1k

CHANGE FROM 2019:

+32%

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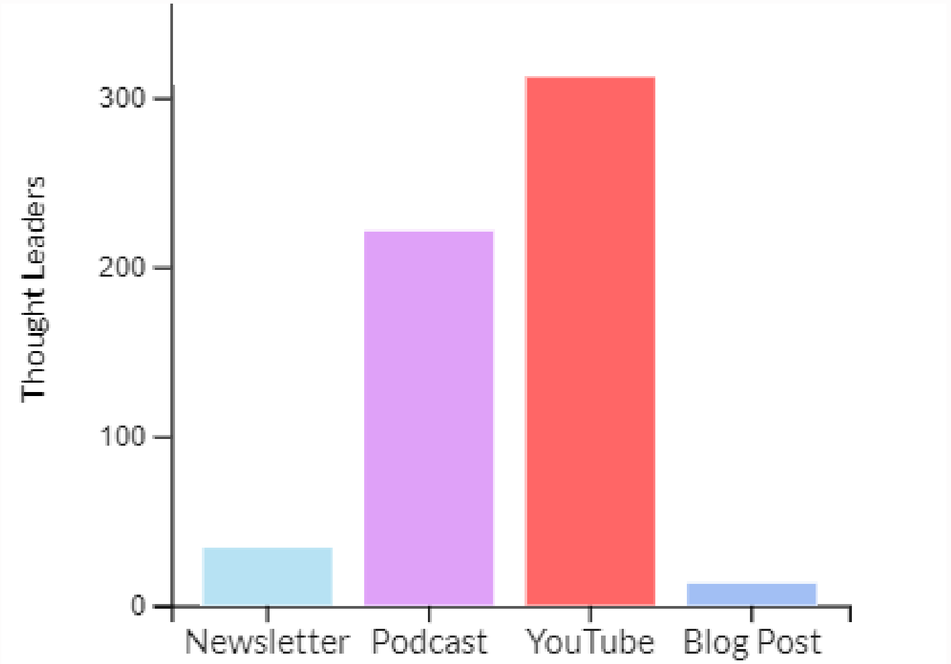
HelloFresh

FIRST PODCAST SPONSORSHIP: May 2014

CLOSEST COLLABORATOR: *Somewhere in the Skies*
79 mentions since Sep 2017

EXAMPLE AD READ: *Get fresh pre-measured ingredients delivered to your door with Hello Fresh. Go to www.Hellofresh.com and use the Promo Code to get* ***$80 OFF and FREE shipping*****.**

PODCASTS IN COMPARISON TO OTHER FORMATS:



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Conclusions

From the sponsorship data we gathered in 2020, it is clear that podcast spending doesn't come at the "expense" of spending in other content areas - in fact the spending patterns are mostly consistent across different formats. Furthermore, finding success with other content types can encourage brands to begin testing podcast sponsorships.

Although trends exist across different industries that dictate where they are prioritizing their spending, most of the biggest brands in podcasts are also running extensive sponsorship programs with other formats, particularly with YouTube.

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Our take

The close relationship we have tracked between podcast spending and YouTube activities indicate that looking at only one format in a vacuum prevents us from seeing the full picture of any given brand's sponsorship activities.

Watching the spending patterns across different formats allows us to see the full picture of their content strategy and make informed predictions about where their podcast spending is headed next.

To learn more, head to our website and search for ANY BRAND to learn more about what formats and creators they are sponsoring.

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Want to learn more?

Sign up to our newsletter to be the first to hear about new industry reports

Follow us on Linkedin for regular brand insights

Book a demo today to see Sponsorship Intelligence in action!

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Thanks for reading!

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