

COT CAST



1000

PODCASTS CREATED IN CZECHIA DURING 2021



60 %

OF THE PEOPLE IN CZECHIA ARE FAMILIAR WITH PODCASTS / PODCASTING



53 %

OF THE PEOPLE IN CZECHIA USE PODCASTS

PODCAST AS AN ORIGINAL AND EFFECTIVE FORM OF PRESENTATION

Do you want to introduce your services and product in an interesting way or inspire your employees? We will join you as you walk through your company, allowing you to describe the departments, the processes and your know how. In a matter of mere minutes, you can authentically present the inner workings of your company right in the center of action.

WHY DO YOU NEED YOUR OWN PODCAST?

- ✓ You will gain an advantage over your competition.
- ✓ Can be used for both internal and external marketing communications.
- ✓ Your communication mix will be better rounded (Integrated marketing communications).
- ✓ Your target group will receive a bigger amount of information in more acceptable form.
- ✓ Thanks to the unique distribution and reception of the information, you will have an impact even on customers uncaptured by other marketing channels.
- ✓ Your announcement reaches the listener in a natural way, increasing its memorability.
- ✓ You can choose from several announcement forms (commentary, case study and many, many more...)



ADDITIONAL SERVICES PRICELIST

- ✓ Professional recording studio
- ✓ Sound design
- ✓ Professional redactors
- ✓ Podcast distribution
- ✓ Script cooperation
- ✓ Sound editing
- ✓ Graphical layout of your podcast based on your CI

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UNIQUE FORM OF MARKETING
COMMUNICATION

DISTRIBUTION CHANNELS

The opportunities for placing and distributing your podcasts online are numerous. We will help you with placing your podcast on chosen online platform and will take care of supplementary paid campaign so your podcast reaches your target audience.

COMPANY'S COMMUNICATION CHANNELS

- WEBSITE
- NEWSLETTER
- SOCIAL NETWORKS – FACEBOOK, LINKEDIN, INSTAGRAM, YOUTUBE

SPECIALISED PLATFORMS PROVIDED BY COT GROUP

- AGAST
- SPOTIFY

As a part of the realization of your project, we will support the distribution of your podcast on COT Group's communication channels.

- www.celyoturismu.cz – news site for tourism
- www.komoraplus.cz – Czech Chamber of Commerce news portal, partner of Seznam.cz
- Social media, mostly Facebook and LinkedIn
- Specialised podcast platforms – Spotify, Apple Podcasts, Google Podcasts



MODEL PRICE CALCULATION

PODCAST – ONE EPISODE, approx. 30 MINS

Production, realisation, postproduction	11 000,00 CZK
Graphical layout proposal and audioformatting unification	4 500,00 CZK
Total	15 500,00 CZK
Sound design (one time purchase for the whole series)	5 000,00 CZK

CHOSEN REFERENCES



· LIDL ČESKÁ REPUBLIKA



· PRAŽSKÁ ENERGETIKA



· BIG SHOCK RACING



· COT GROUP