

Podcast

PODCAST AS ORIGINAL AND EFFECTIVE FORM OF PRESENTATION

Do you want to present your services, your products or inspire your employees in a modern way? We will walk through your company with you and let you describe your individual departments, processes and your successes. In just a few minutes, you can authentically present your company's operations right in the middle of the action.



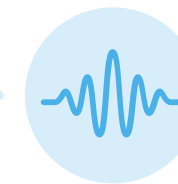
20-40 min.

most common podcast length



up to 8

podcasts listened to weekly by an average listener



80 %

listener will listen until the end of the episode



67 %

population in the Czech Republic listens to podcast

Brand building:

Podcasts provide a platform for companies to showcase their values, culture and stories to reinforce their brand.

Direct communication with the audience:

Podcasts allow companies to engage directly and personally with their target audience, which helps build trust and loyalty.

Customer education:

Podcasts are a great tool for companies to educate their customers about their products, services or industry.

Content marketing:

Podcasts are an effective way to create valuable content that can be shared and distributed across multiple channels.

Networking and partnerships:

Opportunity to present joint projects/key stages with your clients, partners, cooperating companies.

Increased visibility:

By making podcasts available on different online platforms (e.g. Spotify, Apple Podcasts), companies can reach a wider audience.

Strengthening company culture, e-learning of employees:

Internal podcasts can strengthen communication between employees and help build a stronger company culture. They can also serve as an effective e-learning tool.

Responding to current trends and events:

Podcasts allow companies to respond quickly and efficiently to current events and industry trends.

Improving SEO:

Podcasts can help improve the SEO of company websites by providing a new and valuable content that attracts visitors.

Diversification of marketing activities:

Podcasts represent another channel within a company's marketing strategy, helping to diversify and optimize marketing efforts.

Link to completed projects



Podcast

INCLUDED IN THE IMPLEMENTED BUDGET

1. Research & development

- meeting and cooperation with the client
- meeting with the guest speaker
- research
- preparing a tailored script

2. Production

- vocal preparation and training
- on-site presenter by COT
- directorial support during recording

3. Post-production

- audio and video editing, synchro
- soundmixing - adding background music and jingles
- confirming resulting audio with the guest speaker
- implementing suggested modifications

4. Branding of the podcast

- editing received visual and audiovisual materials
- mixing the audiovisual track with visual and sound effects
- creating graphic layout and branding of the the podcast
- confirming the result with the client
- implementing suggested modifications

5. Creating original sound and graphic design

- (one-time payment)
- tailor-made jingles
 - background music
 - graphic tiles for media platforms

MODEL CALCULATION

one podcast episode, roughly 30 mins long

- Production, recording, post-production **460 EUR**
- Graphic layout desing and audioformatting **190 EUR**
- Total **650 EUR**
- Sound design (one-time payment per series) **210 EUR**

Studio videocast

MODEL CALCULATION FOR 4 VIDEOCASTS

4x approx. 20 minutes + teaser for SoMe

recorded in attractive studio environment (approx. 60 minutes of preparation + 60 minutes of recording)

- 2 cameras
- make-up artist
- presenter
- customized sound design and graphic layout
- script, production, directing and postproduction done by COT
- lead-time approx. 15 days
- all episodes will be filmed in one shooting day
- classic interview setup
1:1 = 2 cameras
(2 x detail - guest, presenter, 1x longshot), 2 x cameraman
- 2x cameraman – **1 000 EUR**
- production – **550 EUR**
- make-up artist – **340 EUR**
- 4x script – **340 EUR**
- directions – **550 EUR**
- studio – **300 EUR**
- studio equipment - camera, lightning, sound – **800 EUR**
- post-production 4 x 20 min. interview – **1 500 EUR**
- sound and graphic design – **340 EUR**
- **price for the whole series – 5 670 EUR**
(prices are without VAT)

SELECTED REFERENCES



MINISTERSTVO
PRO MÍSTNÍ
ROZVOJ ČR



ELEKTRON

