



MA INTERNATIONAL MUSIC MARKETING
Term 1. PORTFOLIO

PATRIZIA CHIARAPPA
2118439



Company Overview

Fresh Air Production was founded in 2006 by Neil Cowling. It's the UK's leading producer of branded podcasts. In 2018, after many years making broadcast radio shows and documentaries for stations like Radio 1, 2 and 5Live, the company decided to concentrate on podcasts and demand has exploded since.

Source: freshairproduction.co.uk

Neil Cowling
FOUNDER



Michaela Hallam
DIRECTOR OF CONTENT



Richard Blake
DIRECTOR OF MARKETING & GROWTH



Fresh^{Air} THE TEAM



ANNIE DAY
SENIOR PRODUCER



OLI SEYMOUR
ASSISTANT PRODUCER



IZZIE CLARKE
SENIOR PRODUCER



MARTIN POYNTZ-ROBERTS
SENIOR PRODUCER



ANOUSZKA TATE
SENIOR PRODUCER



ALEX KENNING
SENIOR PRODUCER



KATHARINE KERR
SENIOR PRODUCER



JULIE-ANNA NEEDHAM
SENIOR PRODUCER



JAYNE MORGAN
SENIOR PRODUCER



RAJ PANDER
SENIOR PRODUCER



PAUL RUSSELL
SENIOR PRODUCER



JULIETTE NICHOLLS
SENIOR PRODUCER



GRAHAM SEAMAN
SENIOR PRODUCER



ANNA RIGGS
SENIOR PRODUCER



MELVIN RICKARBY
SENIOR PRODUCER



JACK CLARAMUNT
SENIOR PRODUCER

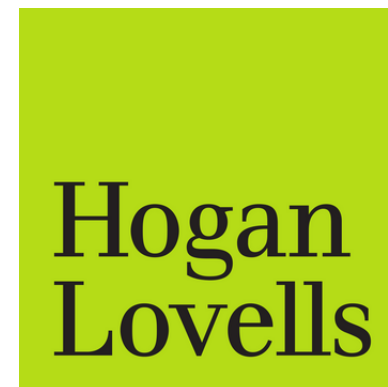


Core Values

- Transparency
- Reliability
- Efficiency
- Trustworthiness
- Passion
- Professionalism



Client Base





Partners



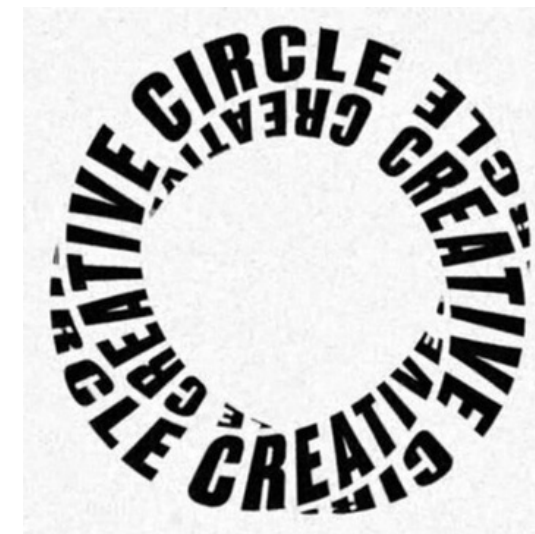
Snappin'
Turtle

wire *free*
productions

AiFiMedia



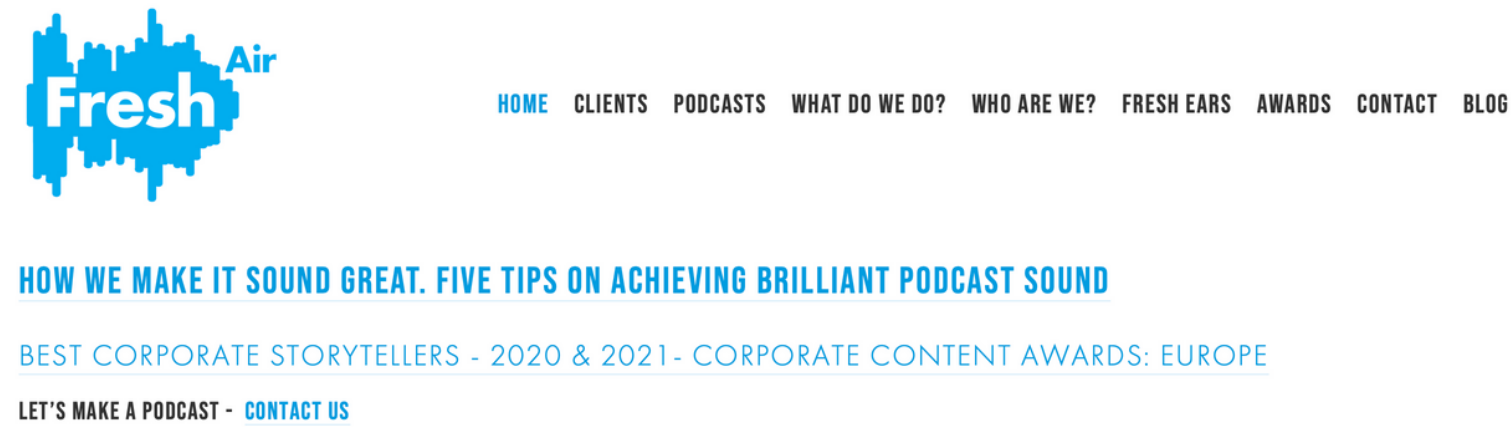
Company Awards



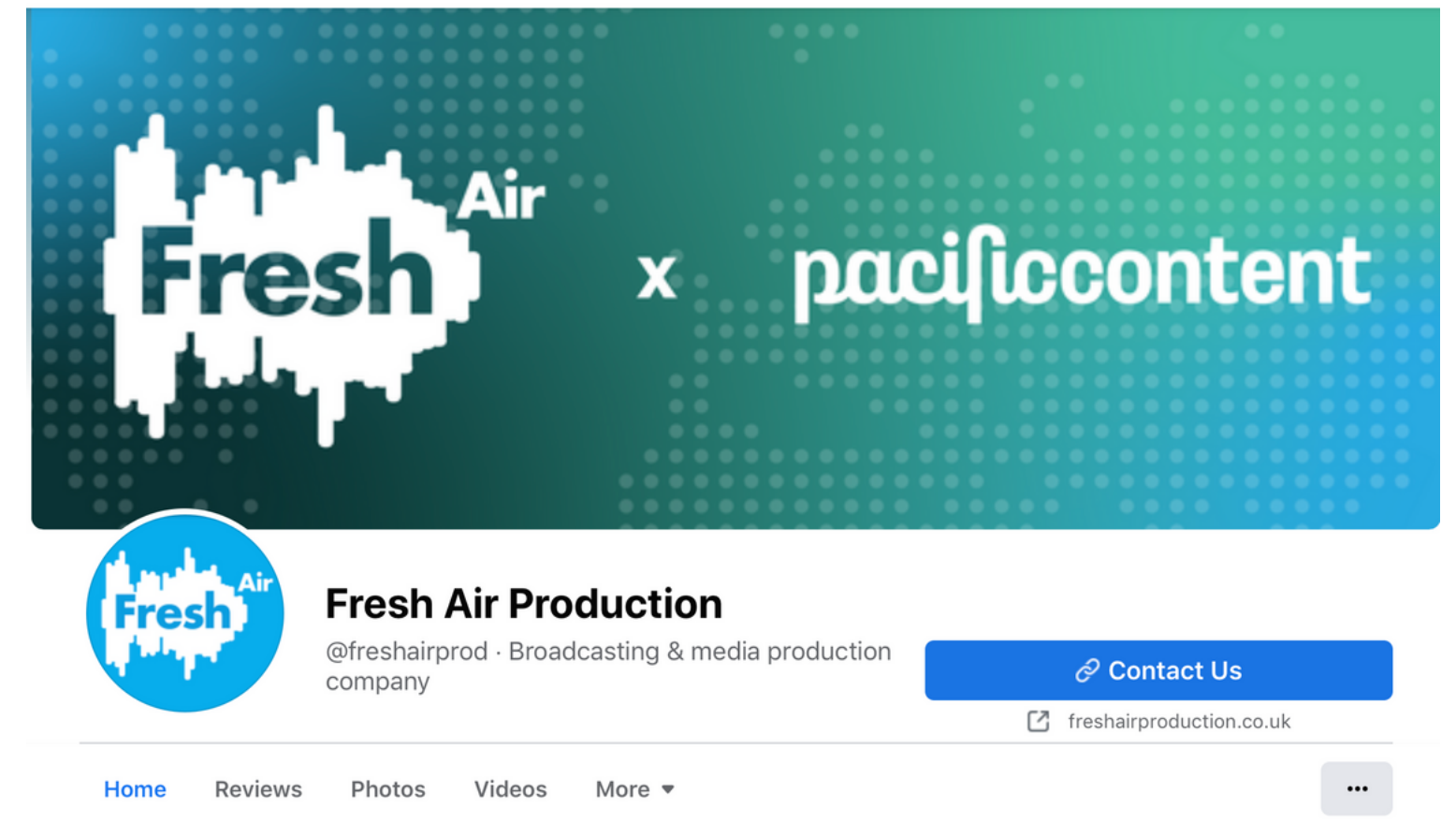


Social Media

Website Home Page



Facebook Page





Social Media

Twitter Profile



LinkedIn Profile



Fresh Air Production

The UK's leading producer of podcasts for brands. Creating audio with creative flair and commercial nous.

Broadcast Media

Lower Holloway, England • 777 followers

Fresh^{Air} Company's own Podcast





Existing Branding

Current Company's Logo:

Light Blue on White



White on Light Blue



Favicon (Tab Icon)





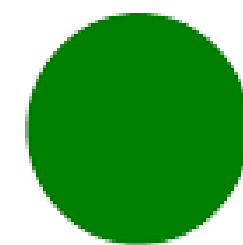
Similar Logos from unrelated Companies



Fresh^{Air} Competitors in UK Logos



The Podcast
Guys[®]



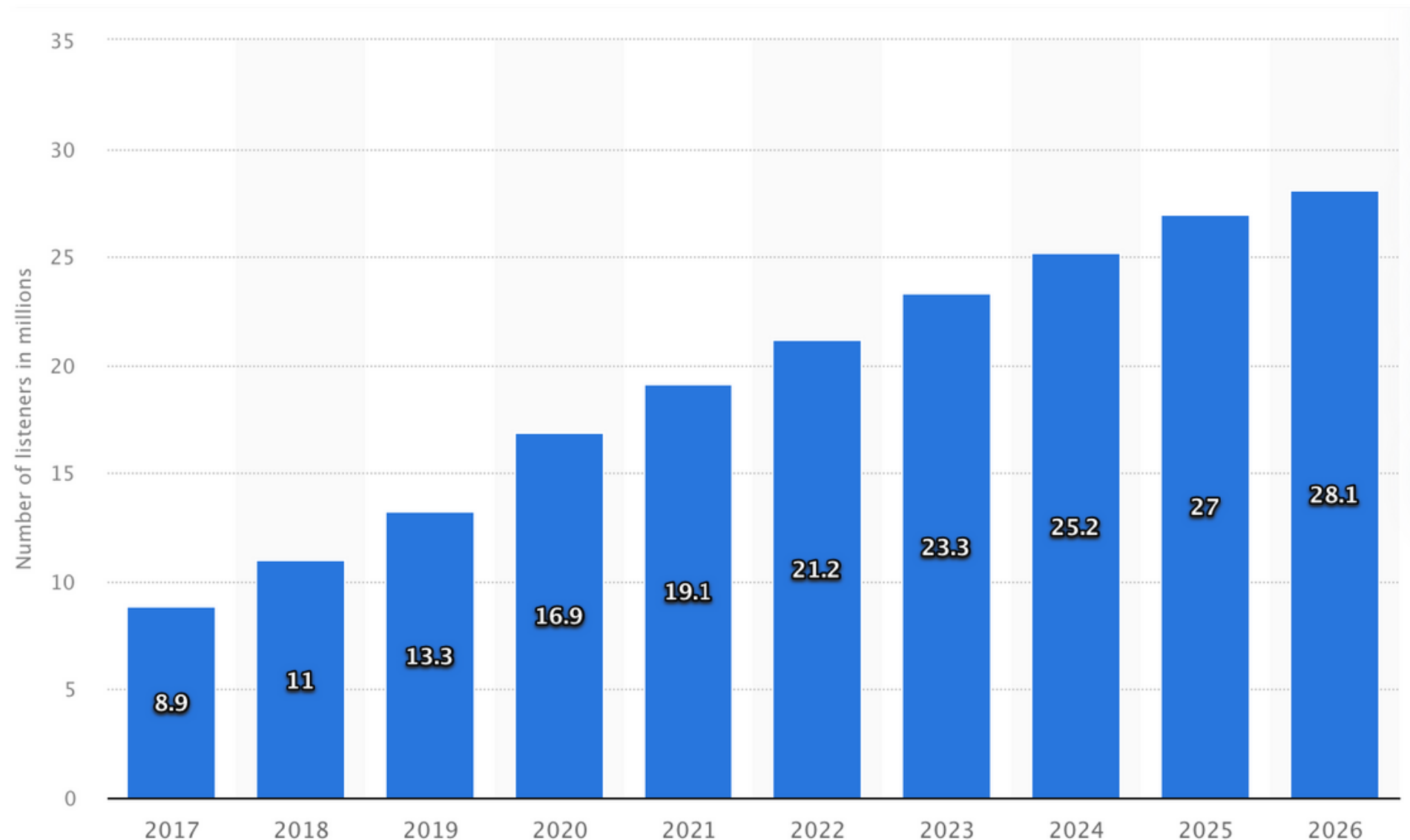
T P C

THE PODCAST COMPANY



Market Overview

- Estimated number of podcast listeners in the United Kingdom (UK) from 2017 to 2026 (in millions)



PODCAST LISTENERS IN THE UK

21.2m

PODCAST ADVERTISING EXPENDITURE IN THE UK

46m GBP

LEADING PODCAST PUBLISHER WORLDWIDE BY STREAMS AND DOWNLOADS

iHeartRadio

Source: <https://www.statista.com>



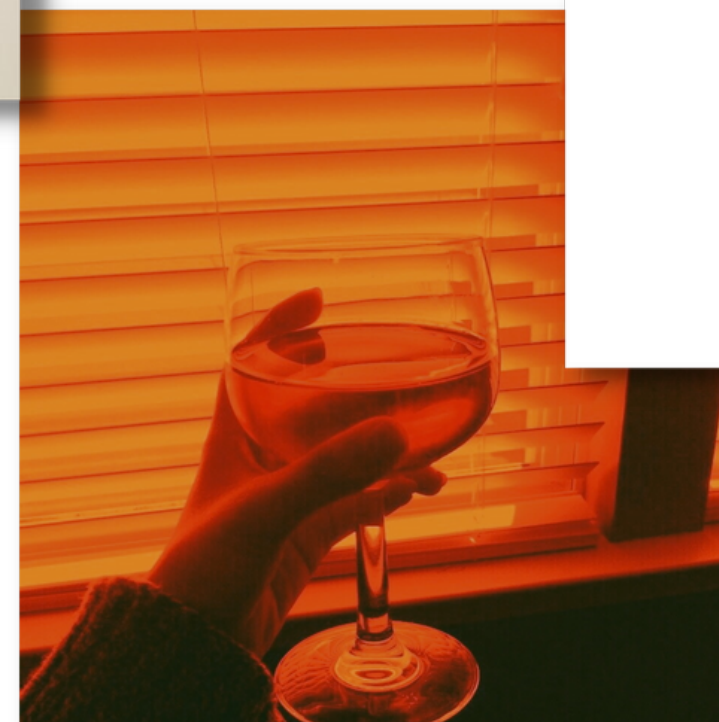
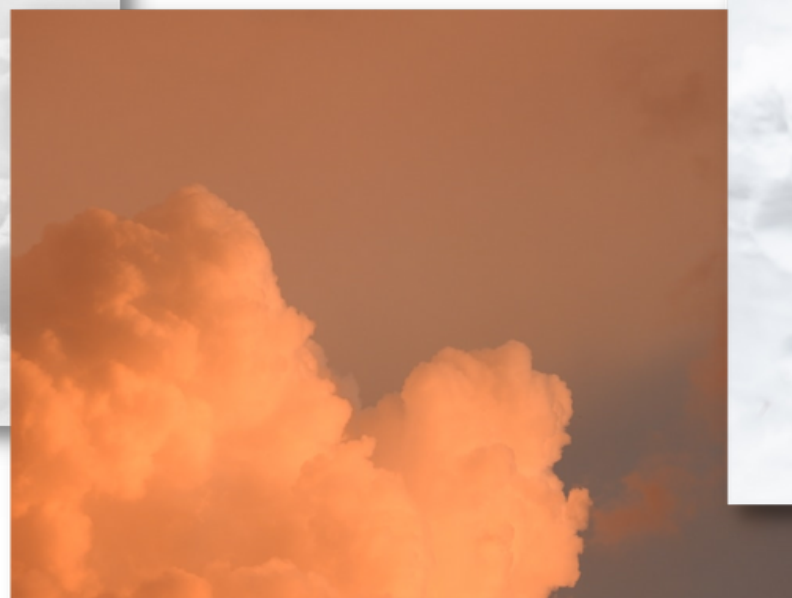
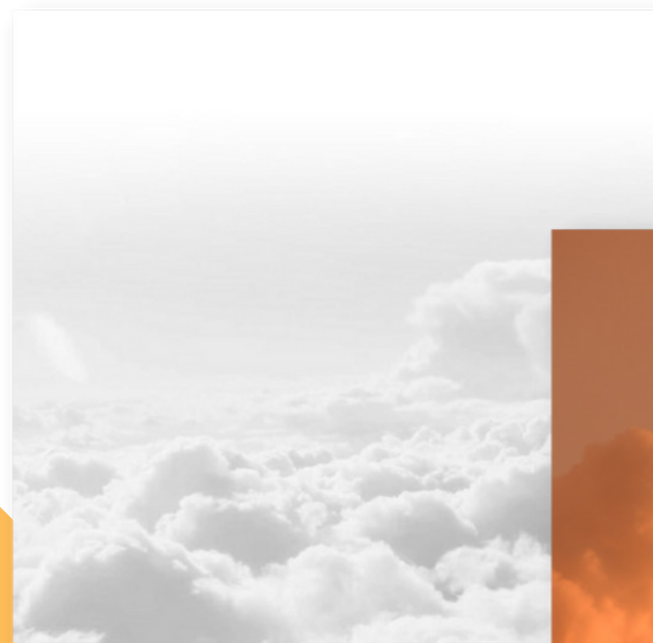
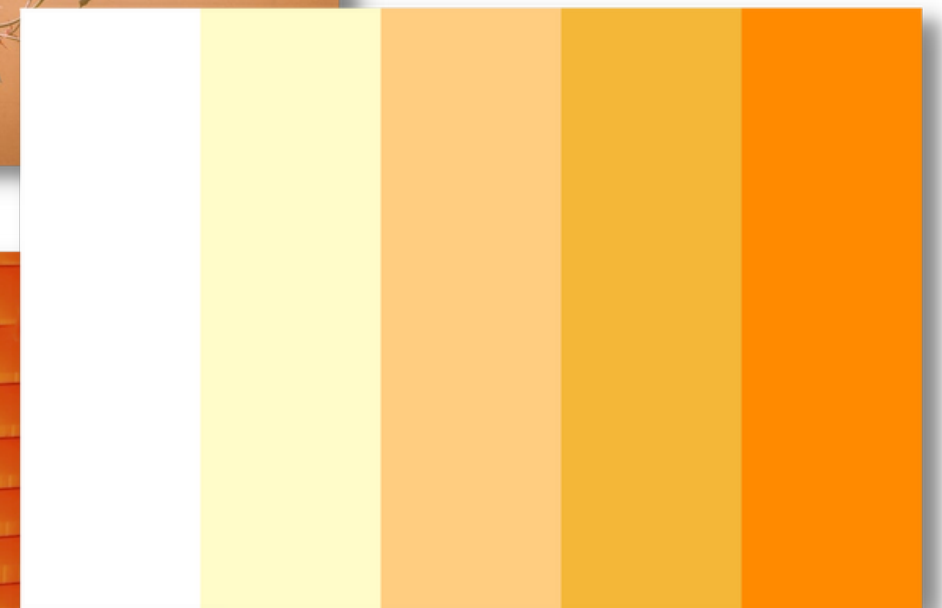
Market Overview

Age of listeners

Podcast listeners truly encompass all ages, which may be due to the fact that they're easily available and there are so many different topics to choose from. 38% of those aged 26-35 have been listening to a podcast during the last year, close to a third (31%) of those aged 15-25 have been listening to a podcast during the past 12 months, while only 12% of those aged over 56 have done so.

Age	Percentage that listen
15-25	31%
26-35	38%
36-45	27%
46-55	21%
56 or older	12%

New Branding Mood Board



New Branding Logo Ideas

Font: Kollektif

New Logo and Acronym Concepts



Favicon (Tab Icons)



New Branding Logo Ideas

Font: Killektif



New Branding Logo Ideas

Font: Kollektif

Final Logo Draft

New Logo



Acronym/Favicon (Tab Icon)





Social Media Re-Brand

Website Home Page



[HOME](#) [CLIENTS](#) [PODCASTS](#) [WHAT DO WE DO?](#) [WHO ARE WE?](#) [FRESH EARS](#) [AWARDS](#) [CONTACT](#) [BLOG](#)

[HOW WE MAKE IT SOUND GREAT. FIVE TIPS ON ACHIEVING BRILLIANT PODCAST SOUND](#)

[BEST CORPORATE STORYTELLERS - 2020 & 2021 - CORPORATE CONTENT AWARDS: EUROPE](#)

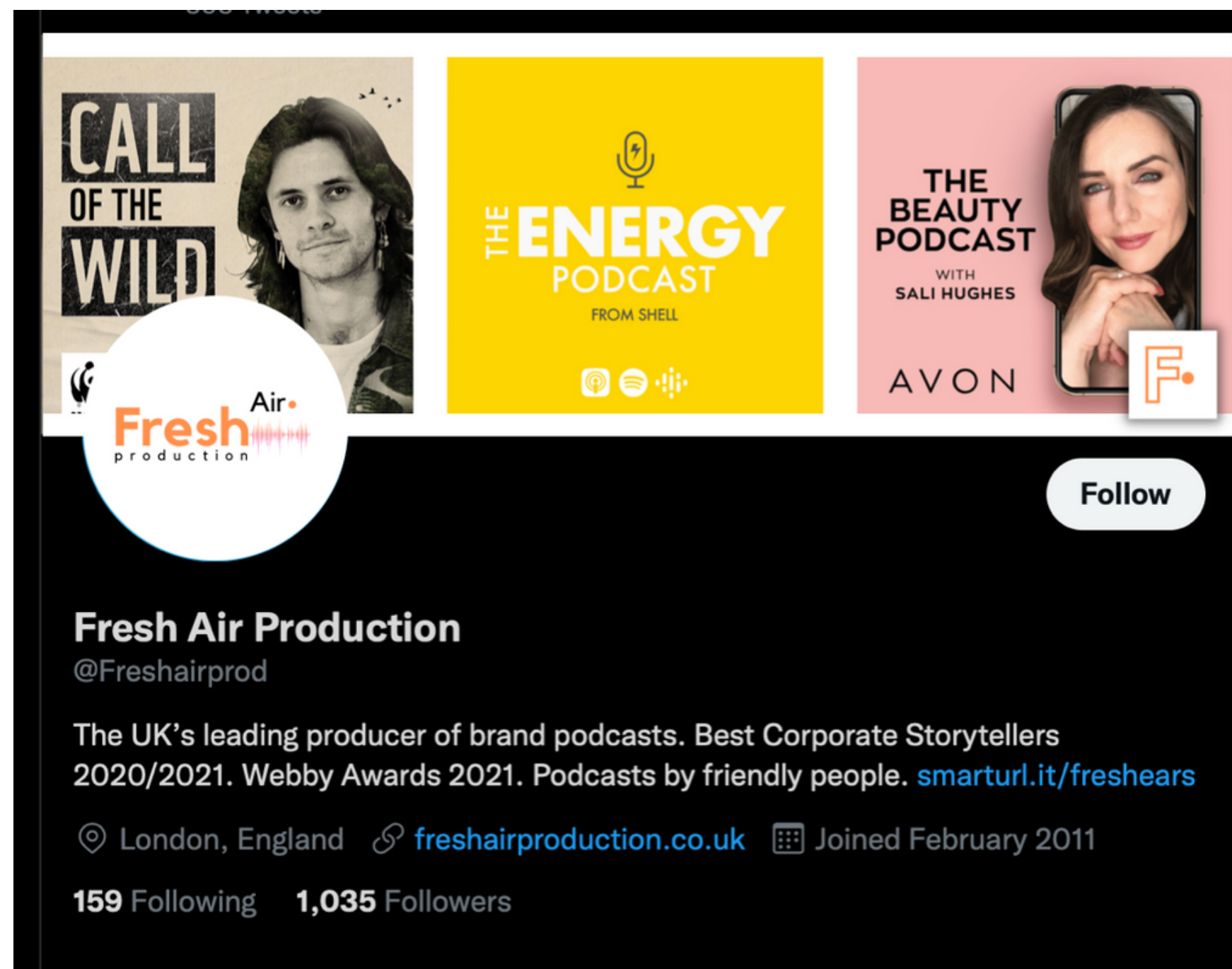
LET'S MAKE A PODCAST - [CONTACT US](#)





Social Media Re-Brand

Twitter Profile





Social Media Re-Brand

LinkedIn Profile



Fresh Air Production

The UK's leading producer of podcasts for brands. Creating audio with creative flair and commercial nous.

Broadcast Media

Lower Holloway, England • 777 followers



Social Media Re-Brand

Facebook Page



Fresh Air Production

@freshairprod · Broadcasting & media production company

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New Podcast Concept

Company's own Podcast becomes:



→ **FreshON** **Air**



New Interns Podcast

- As the Company's Podcast name changes to "**FreshON Air**", the new Interns Podcast will be taking the old name of the Company's Podcast: "**Fresh Ears**"

Fresh Ears new Concept:



Favicon (Tab Icon):





Strategy

Interns Podcast Social Media presence:

- Facebook
- Twitter
- Instagram
- TikTok
- YouTube



Strategy

Internships periods (4 months):

January - April

May - August

September - December



Project Timeline

Monday 4th of April



Fresh Air introduces new brand

Tuesday 5th of April



Fresh Air writes blog and posts about the new Interns
Program and Podcast name change

Tuesday 5th of April



Search for interns

Monday 2nd of May

Start of Internship Program



Thursday 2nd of June

End of contract

Heads of Terms and Agreements:

Heads of Terms and Agreements between the two parties

Party 1 - Patrizia Chiarappa

Party 2 - Fresh Air Production

Party 1 agrees to work for **Party 2** starting on the 30th of March 2022. The job will include the company's re-brand (Logo/Logos, Social Media Platforms, Website and necessary marketing strategies) with the brand re-launch set on Monday the 4th of April.

Party 1 also agrees to curate the new Internship Program with launch date set on the 2nd of May 2022, while also curating the logo/s, marketing strategy, interns recruitment and the new selected social medias until the 2nd of June 2022.

Party 1 agrees to respect all the deadlines and always confirm with **Party 2** before hand.

Party 2 agrees to pay **Party 1** an initial percentage of 50% out of the final total fee on date 30th of March 2022, and the remaining 50% on the last day of contract, set on the 2nd of June 2022.

Date:

Signatures:

Patrizia Chiarappa

Fresh Air Production

Budget

Fresh Air Logo	£500
Company Re-brand	£600
FreshOn Air Logo	£300
Fresh Ears Logo	£300
Interns Program Branding	£800
Interns Program Development	£1,500
TOTAL	£4,000
50% on 30/03/22	£2,000
50% on 02/06/22	£2,000

Reference and Sources:

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