

## BRANDVERGE ALLOWS ASSEMBLY TO ACTIVATE NEW PODCAST CAMPAIGN IN HALF THE TIME OF TRADITIONAL PROCESS

### CHALLENGE

Diana Van Eeuwen is a senior negotiator at Assembly accustomed to working with local radio and television media partners. She typically works with the same networks and stations, so when she needed to plan a podcast campaign, it was difficult for her to know where to start searching. This is a common theme for media professionals who are constantly challenged to stay informed on new products and technologies offered by the wide range of partners that exist. It takes a ton of time and effort to secure the

constantly evolving information that makes up their industry expertise. In this unfamiliar space that can be quite complex and fragmented, Van Eeuwen needed to develop an advertising strategy for an upcoming political campaign. Without BrandVerge, she would have spent a ton of time and energy manually researching, booking meetings, sending RFPs, waiting for responses, and negotiating.

ASSEMBLY

AdAge  
MEDIA AGENCY  
OF THE YEAR

### SOLUTION

The BrandVerge platform aggregates podcast sponsorship options in one smart dashboard, and provides unique search functionality that can pinpoint the right option for each brand. This on-demand access allowed Van Eeuwen and the team at Assembly to work efficiently and connect with the most optimal vendors. Starting her planning process with BrandVerge's transparent view of podcast options also helped Van Eeuwen eliminate the back-and-forth communication that is usually a hallmark of direct media partnerships. Instead of making reactive requests, she was able to absorb the initial idea on BrandVerge and then ask the media partner for specific changes and customizations.



**BrandVerge helps me work more efficiently. Without it, I would have spent over a week reaching out to a ton of vendors that might not have even made sense for my campaign. Being able to search from a known pool of options put me in control to work much more quickly.**



- Diana Van Eeuwen, Senior Negotiator, Assembly

# BRANDVERGE

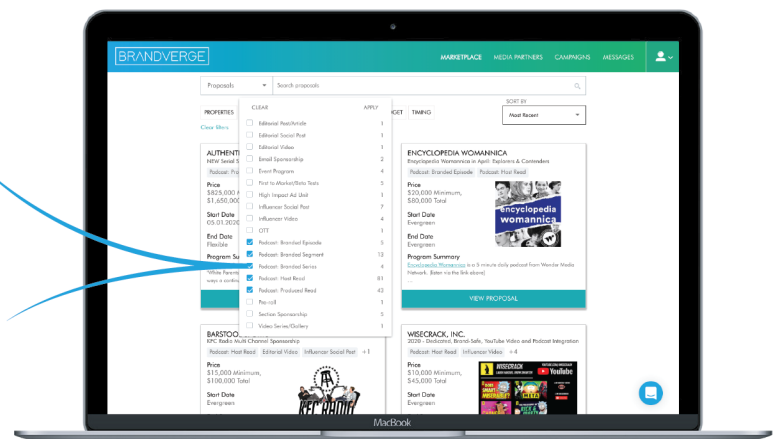
CASE STUDY | 2020

## RESULTS

Time is especially priceless during political campaigns. Instead of needing to go back and forth at least 2 or 3 times with potential partners to address revisions to proposals, Diana was able to cut her planning process down by 50%. BrandVerge helped to focus her search by cutting out extraneous information she would have otherwise needed to sift through before compiling her recommendation to the client. BrandVerge's intuitive search interface pointed her directly to the right partners, eliminating the tedious steps of starting her research from scratch and spending time to evaluate vendors that would turn out to not even be the right fit or offer the right type of partnership for her client.

“BrandVerge makes it possible to see all the vendors and know who to reach out to, when I'd typically have no idea where to start. The platform puts everything right there in front of me, and saves a ton of time from having to research on my own - and frankly, I don't even know where or how I would even do that.”

✓ Podcast: Branded Episode	5
✓ Podcast: Branded Segment	13
✓ Podcast: Branded Series	4
✓ Podcast: Host Read	81
✓ Podcast: Produced Read	43



**38%**

of all advertiser outreach on BrandVerge were Podcast specific RFP's

Podcast companies are the most requested media company type on BrandVerge

**58%**

of all searches run on BrandVerge in Q1 2020 were for Podcast specific offerings