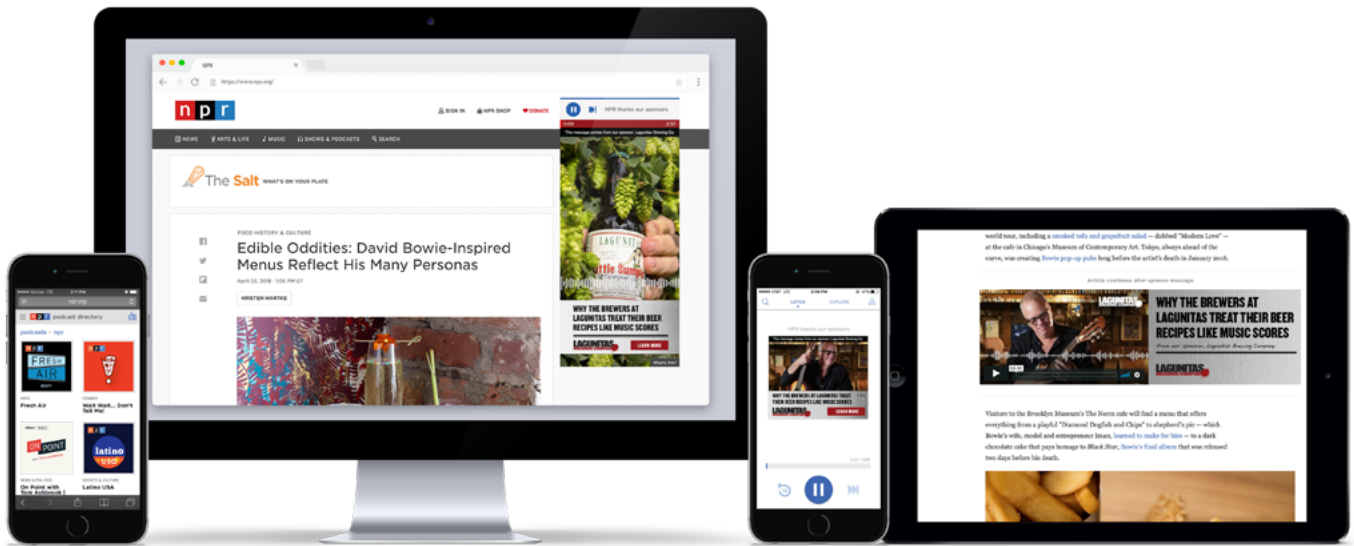# Brand Soundscapes

What are Brand Soundscapes?

You already have a great story. National Public Media will help you tell it with top-notch audio. To create your Brand Soundscape, a producer will work with you to capture audio on location and expertly craft it to showcase your mission, brand values or successes. A professional composer will also score your Soundscape with original music. Once completed, National Public Media tailors your audio to be shared in custom-designed sponsorship units across NPR's digital and audio platforms.

Where can Soundscapes be shared?

Brand Soundscape
where you can put your new Brand Soundscape to use

NPR APPS

The NPR App provides 1.4 million monthly iOS users easy access to NPR articles and live station streams. The NPR One app is a personalized, on-demand audio app.

NPR.ORG

Reach up to 45 million monthly users on NPR.org through high-impact display placements, the fully responsive Center Stage unit, or NPR's award-winning audio player.

AUDIO PLATFORMS

Leverage all audio platforms by incorporating Brand Soundscapes into a 30- or 60-second podcast mid-roll, or smart speaker voice landing page.

ANYWHERE

Once completed, the Brand Soundscapes custom audio piece is yours to keep and share across your brand channels and marketing initiatives.

Podcasts

NPR podcasts have the largest audience in the industry, with 12.3 million unique monthly users.[1] The Brand Soundscapes custom audio can be incorporated into a 30 or 60 second mid-roll, based on availability.

See a demo of the Brand Soundscapes in a Podcast mid-roll.

NPR Player

The NPR Player is fully responsive and persistent, bringing audio to the forefront of the NPR.org experience for 1.5 million monthly users.[2] Brand Soundscapes can be promoted with interstitials between pieces of NPR audio content, served with dynamic, sponsor-branded visuals.
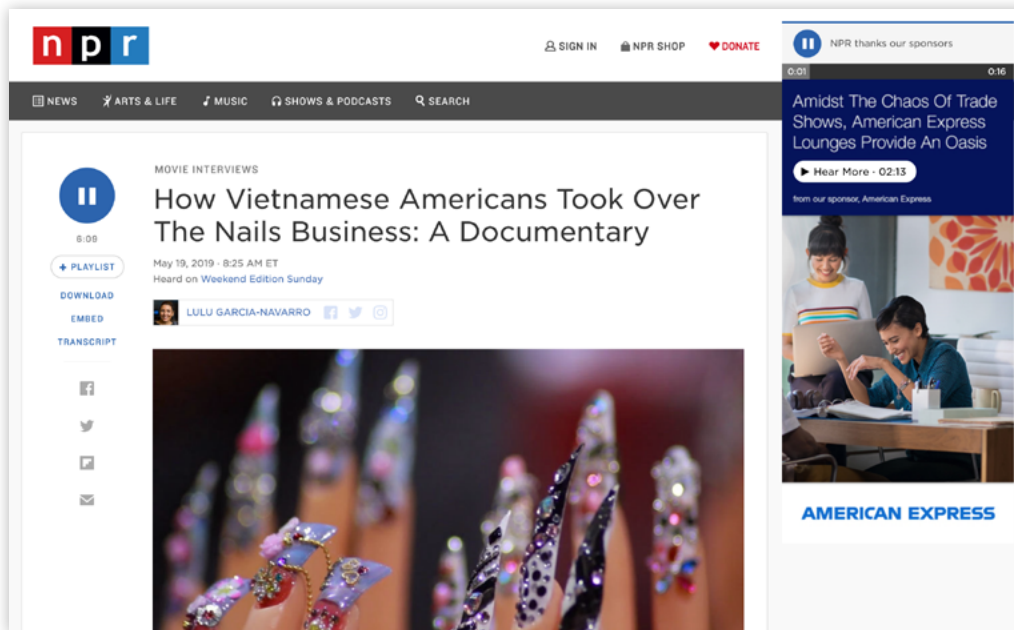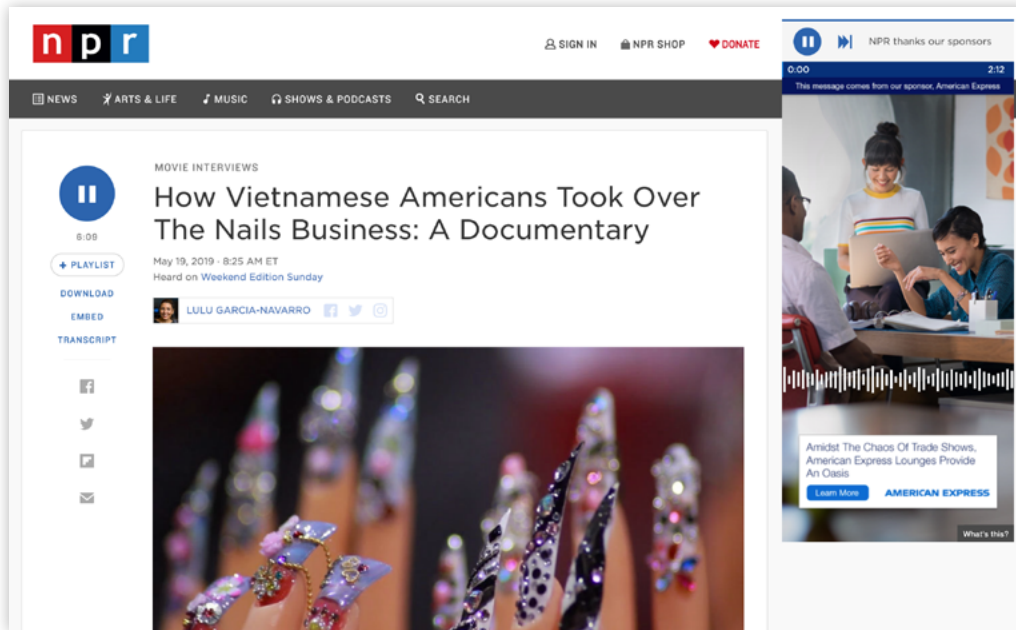

A custom-made promo 300x600 with 15-second audio invites users to listen to your Brand Soundscape.
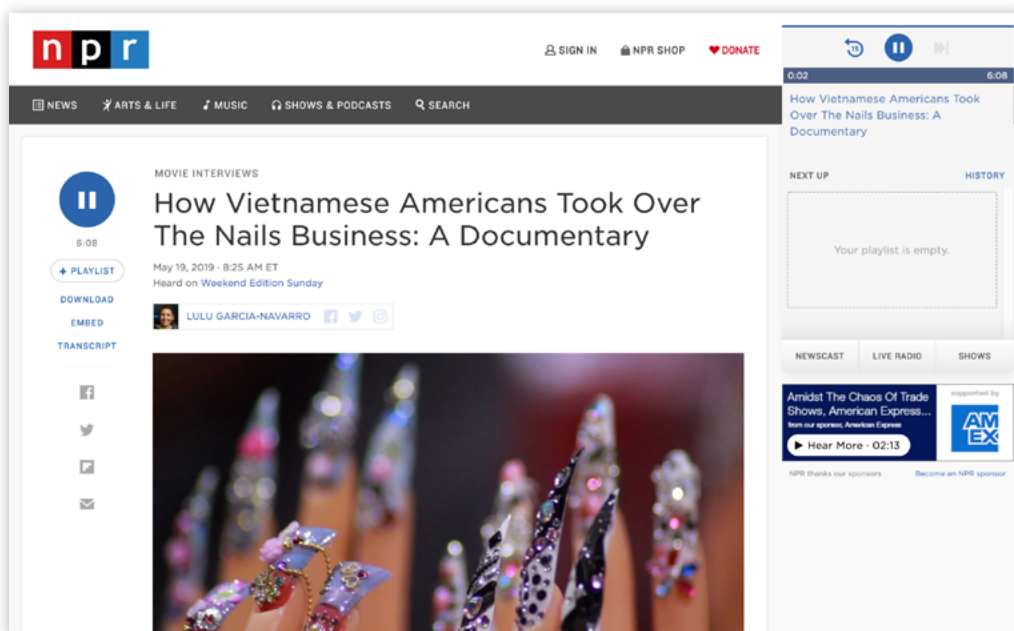
Users may also access the Brand Soundscape after the promo completes through a custom-made interactive 300x100 leave behind.

NPR Player

continued

When the user clicks Hear More, a custom-made 300x600 paired with the Brand Soundscape custom audio piece loads in the audio player. The 300x600 is designed with custom animation that keeps the user engaged while maintaining focus on the audio.
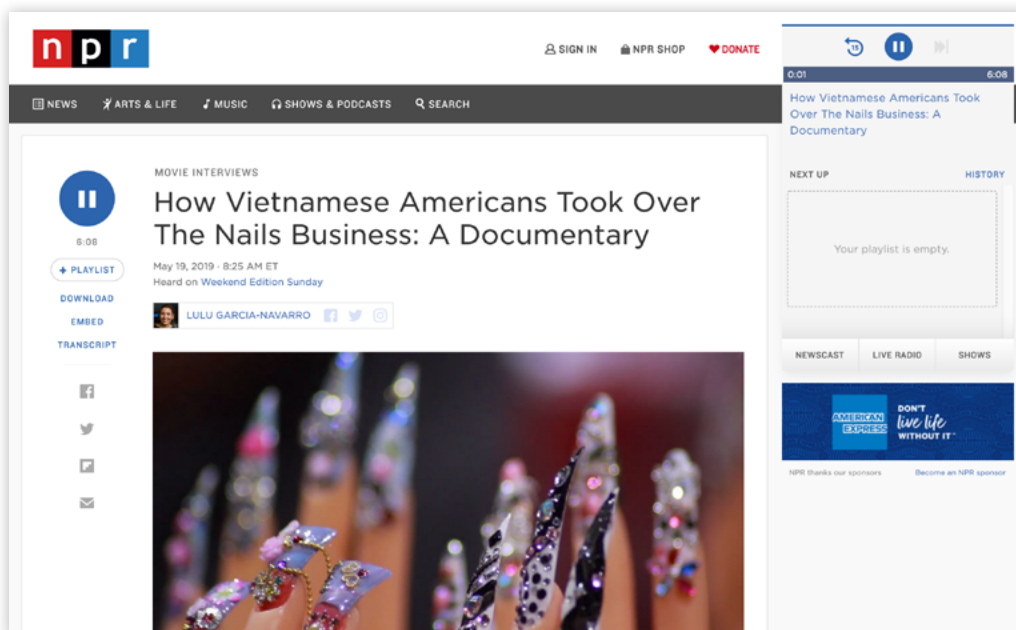
When the Brand Soundscape is complete, the user continues listening to NPR content and receives a 300x100 leave behind that clicks through to the sponsor's website.

If you have an internal design team or agency that you would like to have complete the visual assets you can use these Brand Soundscapes *PSD templates*

NPR Player Creative Variations

The Brand Soundscapes can be accompanied by either a custom waveform animation or a slideshow of images.

1. Brand Soundscapes with custom waveform animation

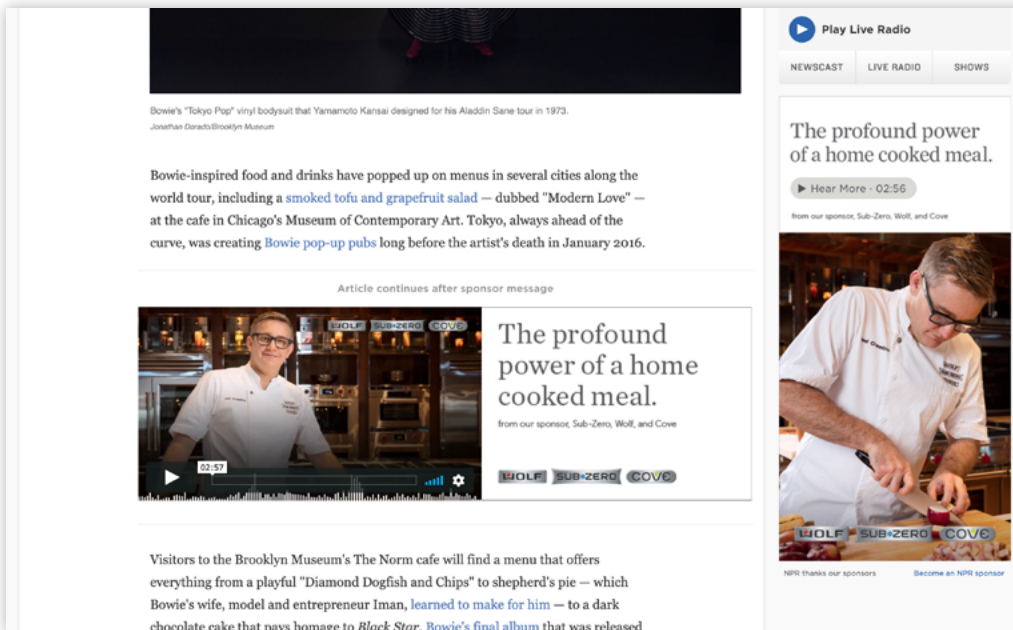*See a demo*

2. Brand Soundscapes with slideshow animation

See a demo

Center Stage

Center Stage is NPR's fully customized, responsive canvas for your brand. Center Stage can appear on the NPR homepage, on the NPR Music homepage, or across NPR story pages to reach the website's 36.9 million monthly users.[3]

As the user scrolls through the NPR site, they are presented with the Center Stage banner and its persistent, 100% viewable 300x600 companion.
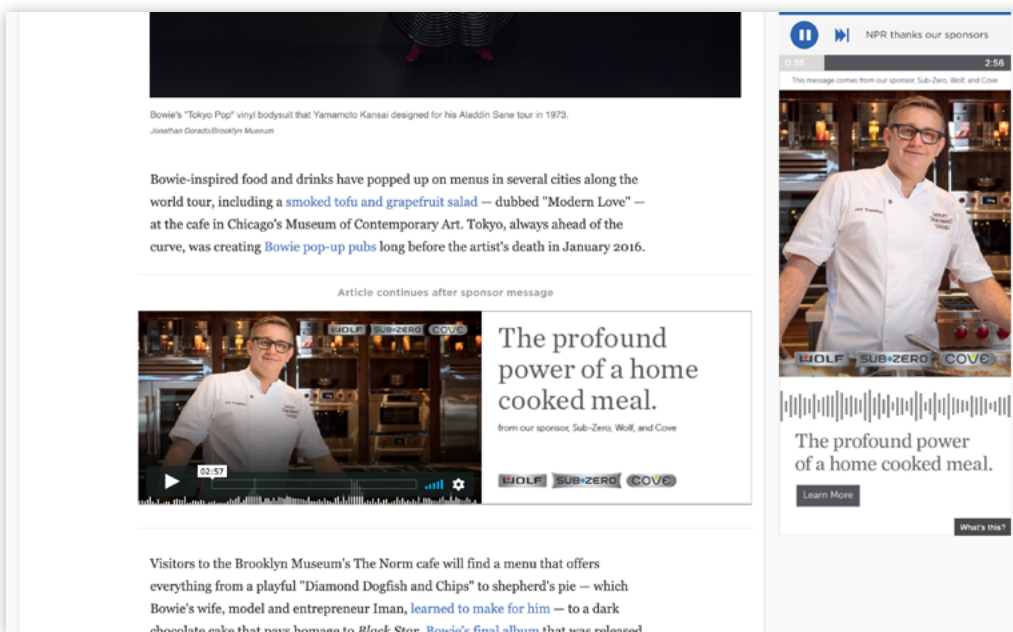
The user can listen to the Soundscape by playing the Audiogram video in the Center Stage or by clicking Hear More on the 300x600 companion to launch the Brand Soundscapes animation in the NPR Player.

NPR One

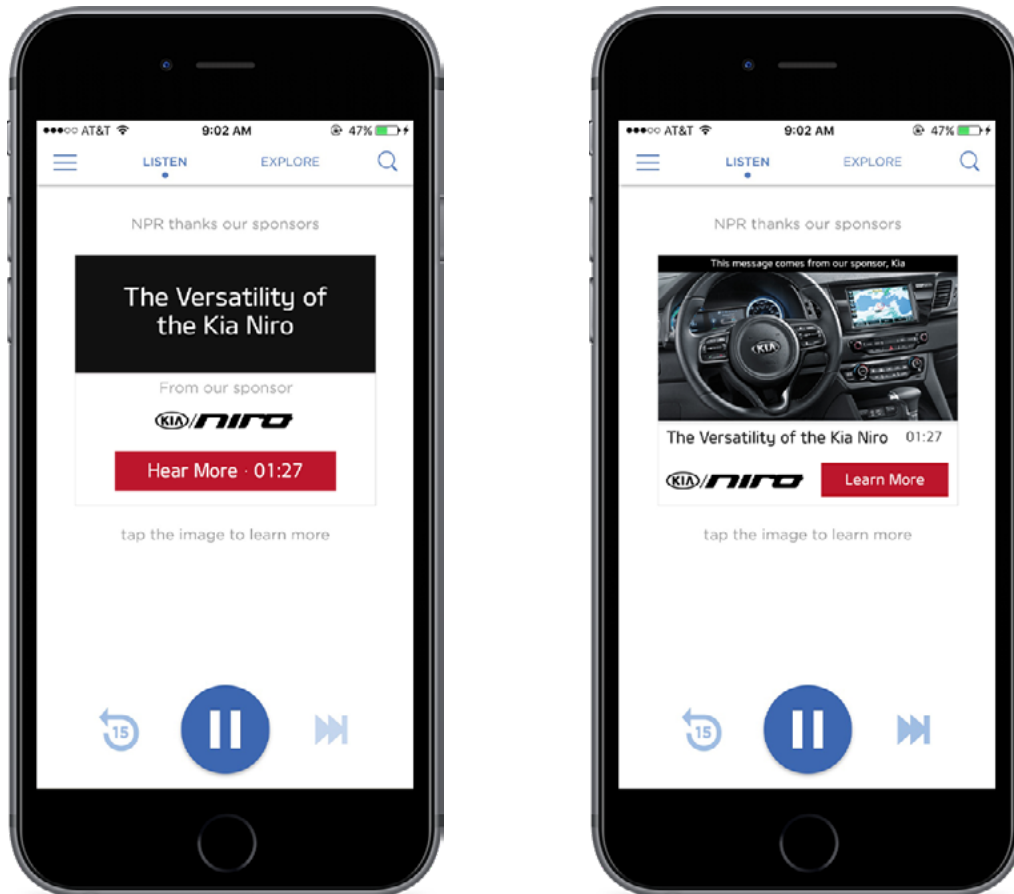The NPR One app delivers a personalized, on-demand mix of NPR audio to 616,000 monthly users.[4] Brand Soundscapes can be featured in between NPR One audio content.

1. A custom-made 600x500 promo with 15-second audio invites users to listen to your Brand Soundscape.

2. Custom sponsor recognition with a 600x500 brand image that directs to the sponsor's website.

When the Brand Soundscape audio experience is complete, the user continues listening to NPR One content.

See a demo of the Brand Soundscapes in the NPR One app.

If you have an internal design team or agency that you would like to have complete the visual assets you can use these Brand Soundscapes *PSD templates*

NPR App

Share your brand's mission, values, or success stories with over a million monthly users[5] in Brand Soundscapes for NPR's flagship iOS app.
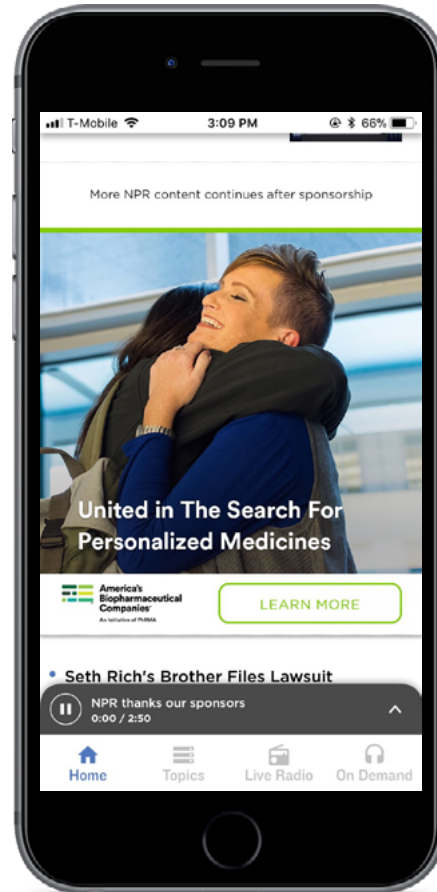
The NPR app placement is responsive across iOS mobile devices to ensure that your creative assets appear properly across all screen sizes.

Anywhere

Once the Brand Soundscapes custom audio piece has been completed, sponsors are free to share the Soundscape audio across their marketing platforms.

BRAND SOUNDSCAPES

Production Timeline*

*production schedule will be modified based on scheduling and client turnaround times

Client tasks • NPM Creative tasks

Pre-Production

○ Kick-off call

○ Creative Brief

Concept approved ○

Recording & Pre-Interview scheduled ○

○ Pre-Interview

Production

○ Recording
8 weeks before launch

Post-Production

Visual assets delivered ○
7 weeks before launch

○ First draft of scripts & visuals
6 weeks before launch

Feedback ○
4 weeks before launch

○ Second drafts & audio
2 weeks before launch

Final feedback & approval ○
1 week before launch

○ Launch

Post-Launch

○ Reporting

BRAND SOUNDSCAPES

Custom Audio Concept

What story does the client want to tell?

Ex: the development of an innovative design
Ex: how the client has made a meaningful impact
*   through a product or philanthropy*
Ex: excitement about a new project on the horizon
Ex: an origin story
Ex: a passionate customer testimonial

Who should be telling that story, and why them?

Ex: employees or designers that work to create a brand's
*   identity and fulfill its mission*
Ex: an ecstatic customer with a unique perspective
Ex: a C-suite executive who's seen the company change
*   over time and is excited about the future*
Ex: a specific location or activity that speaks to the
*   brand's identity*

BRAND SOUNDSCAPES

NPM Will Provide

1. Statement of work agreement

2. Audio producer

3. Creative strategy

4. Pre-interview(s) with the subject(s) of the Soundscape

5. Recording studios and equipment, as necessary

6. Interview questions

7. Scripts based on the interviews for both midrolls and full Soundscapes

8. Two rounds of edits to the audio piece

9. Final audio files

10. Visual creative to accompany Brand Soundscape audio placements

11. Metrics for all campaign placements

BRAND SOUNDSCAPES

Assets Required from Client

1. Brand Soundscape creative brief

2. Signed photo/video releases for all interview subjects

3. Font file package

4. Tagline/branding language/calls to action for audio and visual assets

   - If there are multiple lines of copy, please specify how fonts should be used and what proportions or spacing the copy should follow

   - For NPR App, please provide call to action language containing a maximum of 12 characters

5. Editable branding imagery: used to make accompanying banners (300x600 and 300x100 in the Player, fully responsive banner and 300x600 for Center Stage, and/or 600x500 for NPR One)

   - Layered Photoshop or Illustrator files

   - Logo(s) in vector format. If vector format is not available, a medium or large PNG of the logo with a transparent background is also acceptable

   - For Center Stage Brand Soundscape, please provide a background image of 1300x300px

   - For NPR App, please provide a branding image of at least 414x340px, with all necessary imagery/information falling within 320x340px

6. Branding guidelines/style guide, if available

7. Current campaign creative guidelines/examples, if available

8. Tags and trackers, if available. All trackers must be https compliant

9. Permission to use all aspects of the final product across platforms

10. If you have an internal design team or agency that you would like to have complete the visual assets you can use these Brand Soundscapes *PSD templates*

BRAND SOUNDSCAPES

Tags and Tracker Details

NPM accepts the following types of tags or trackers for Brand Soundscapes. All tags and trackers must be HTTPS-compliant.

• 1x1 impression tag
• Click tracker

BRAND SOUNDSCAPES

Metrics

Podcasts

• Podcast downloads

NPR Player

• Promo 300x600 impressions
• Promo 300x600 'Hear More' clicks
• Promo 300x600 'Hear More' CTR
• 300x100 leave behind impressions
• 300x100 leave behind sponsor clicks
• 300x100 leave behind sponsor CTR
• Audio 300x600 sponsor clicks
• Audio 300x600 sponsor CTR
• Audio Completion Percentage
• Audio Completes

Center Stage

• Total Center Stage impressions
• Viewable Center Stage impressions
• Center Stage sponsor clicks
• Total Center Stage sponsor CTR
• Viewable Center Stage sponsor CTR
• Center Stage 'Hear More' clicks

BRAND SOUNDSCAPES

Metrics
continued

- Total Center Stage 'Hear More' CTR
- Viewable Center Stage 'Hear More' CT
- Companion 300x600 impressions
- Companion 300x600 CTR
- Audio Completion Percentage
- Audio Completes

NPR One

- Promo 600x500 impressions
- Promo 600x500 taps
- Promo 600x500 TTR
- Custom Audio 600x500 impressions
- Custom Audio 600x500 sponsor taps
- Audio Completion Percentage
- Audio Completes

NPR App

- Impressions
- Taps and TTR
- Audio Starts
- Audio Start rate
- Audio Completes

BRAND SOUNDSCAPES

Sources

[1] Podcasts: Podtrac, January 2017

[2] NPR.org Player: Google Analytics, November 2016-January 2017

[3] NPR.org/Center Stage: Google Analytics, 3-month average, October – December 2016

[4] NPR One: Google Analytics, 3-month average, October – December 2016

[5] NPR App: Google Analytics, July 2018