

Product Inspiration Mid-rolls

INFORMATION AND SPECS

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NATIONALPUBLICMEDIA

60-second Product Inspiration Mid-rolls showcase a unique, engaging story to drive awareness to your brand.

Inspired by a specific product or company initiative, these custom mid-rolls are written and produced by NPM Creative to showcase brand stories that capture and maintain listeners' attention.

Product Inspiration Mid-rolls can be read by NPR hosts! The following NPR podcasts feature host-read mid-rolls:

- **TED Radio Hour** with host Manoush Zomorodi
- **Wait Wait...Don't Tell Me!** with Peter Sagal and Emma Eun-joo Choi
- **The Limits** with Jay Williams
- **Wisdom From The Top** with Guy Raz



To create your custom 60-second Mid-roll, NPM Creative will:

- Partner with you to pick authentic, engaging stories about the **creation of a product or initiative**
- Share draft scripts providing two different narrative directions
- Work with NPR podcast hosts to record the final custom mid-roll

The stories featured in each mid-roll are intended to:

- Highlight the **unique history** of a product or initiative and how it came to be
- Introduce listeners to **historic product creators**
- Showcase **customer stories**
- Share stories about the ways a brand is working to **give back to their community**

Production Timeline



Creative Alignment

4 weeks before launch

- Background on campaign and and storytelling goals shared with NPM Creative



Scripting

3 weeks before launch

- Scripts drafted and approved by NPR legal and podcast teams
- First draft of scripts shared with client



Revisions + Recording

2 weeks before launch

- Revised scripts shared with client
- Approved scripts shared with podcast hosts for recording



Launch

- Product Inspiration Mid-rolls live