

Getting Started

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:

- *How I Built This* with host Guy Raz
- *Ask Me Another* with host Ophira Eisenberg
- *TED Radio Hour* with host Manoush Zomorodi

To create your Product Inspiration 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:

- Showcase unusual aspects of a product's development
- Highlight the unique history of a product or initiative and its evolution
- Introduce listeners to historic product creators

Product Inspiration Midrolls

Production Timeline

