

NZME PODCAST CASE STUDY

WILD SECRETS X SEX.LIFE

Wild Secrets partnered with the Sex.Life podcast, hosted by Morgan Penn and Hayley Sproull, exploring Morgan's time at a sex school in rural New Zealand.

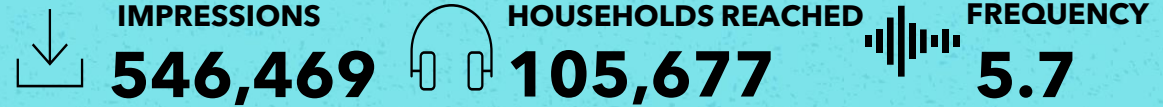
Over eleven weeks, Wild Secrets communicated their messaging via seamless integration. Podcast audiences are highly engaged, with 60% of listeners taking some form of action after hearing a brand or product mentioned in a podcast. This made it the perfect channel for Wild Secrets to reach a receptive audience eager to explore and expand their sexual selves.

Wild Secrets enhanced their reach and engagement, incentivising listeners to explore their offerings with discount codes. By integrating and aligning their products with the podcast's content, Wild Secrets created an immersive and authentic experience for the listeners.



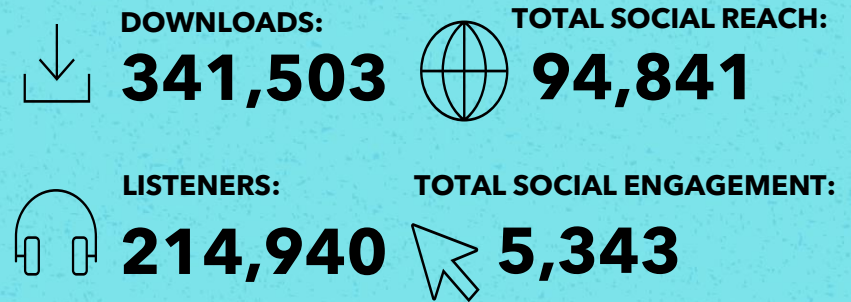
AD CAMPAIGN RESULTS

CAMPAIGN DATES: 17TH APRIL - 30TH JUNE



PODCAST RESULTS

NZ ONLY. LISTENING PERIOD: 17TH APRIL - 30TH JUNE



BE SEEN. BE HEARD. EVERYONE'S HERE.

SOURCE: Campaign Data from Podsights Ad Analytics platform. Podcast Data from Triton Metrics
NZME TellMe Podcast Study Feb 2023 n-500 *Based on Podcast Listeners

NZME PODCAST CASE STUDY

WILD SECRETS X SEX.LIFE

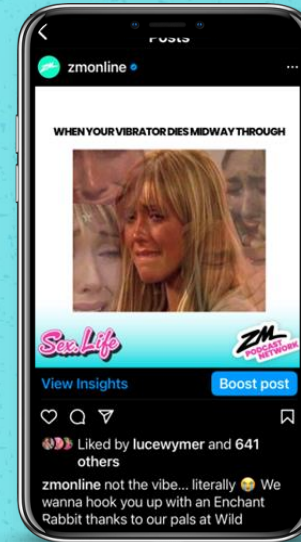
This sponsorship garnered Wild Secrets a

166% ROI

- 30% uplift in brand search
- 15% uplift in sales
- x10 uplift of Enchant Rabbit sales

"The podcast is a hit and working fabulously in the market. Our Auckland customers especially have increased. This podcast has worked a treat for our NZ market."

- Sally Brady, PR and Media Manager, Wild Secrets



This successful partnership surpassed client expectations, generating impressive impressions and social media engagement.

Through strategic positioning, use of discount codes, and seamless product integration, Wild Secrets solidified their brand as a trusted resource for individuals seeking to enhance their sexual experiences.



BE SEEN. BE HEARD. EVERYONE'S HERE.

