

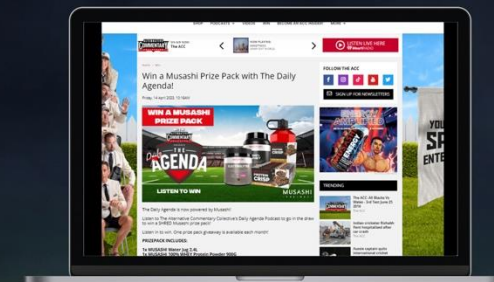
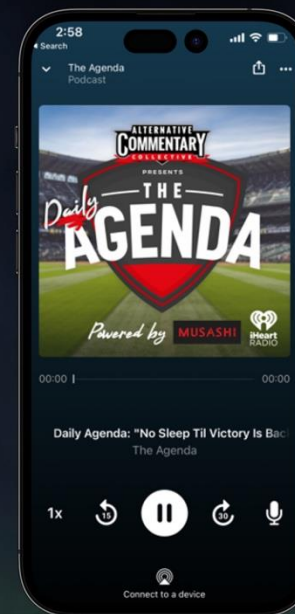


**MUSASHI**  
• T H E • W A Y •

# CASE STUDY

## OVERVIEW

Since March 2023, Musashi has brought listeners The Daily Agenda podcast from The Alternative Commentary Collective



## PROMOTIONAL ELEMENTS AND EXPOSURE

During the sponsorship period:

- Musashi's key messaging was integrated into every episode by the podcast host
- Promotion of Musashi Energy dinks and new products
- Pre and post roll spot for Musashi brand ads in every episode
- Musashi logo inclusion and tags in every ACC social post and webpage driving to the podcast
- Text to win competition to keep our audience engaged with Musashi products
- Short interviews with Musashi brand ambassadors on The Daily Agenda podcast
- Promotion of Musashi across other NZME radio brands including ZM, Flava and Radio Hauraki

## WHAT WE DID

### BOOSTED AWARENESS

- A third of Males 18-44 aware of Musashi unprompted, and jumps to 62% when prompted
- ACC Podcasts are the #1 place where Musashi has been seen/heard

### CONSIDERATION IS UP

- 45% of those who have seen or heard about Musashi through our The Agenda have purchased Musashi products, with 77% that would consider purchasing in the future

### INCREASED LIKEABILITY

- Once audiences are exposed to Musashi in environments like The Agenda and other ACC channels, the brand is seen as more likeable with two thirds (66%) saying they like Musashi

### ENGAGEMENT

- Over 1 million impressions via The ACC's social media
- 103,873 downloads of The Agenda podcast in August (an all-time record!)



**BE SEEN. BE HEARD. EVERYONE'S HERE.**