

**MARKETING INSIGHTS FROM SCC - STUDENT ACTIVITY****INSTRUCTIONS**

Think about your favorite brand, and identify five different podcasts where the brand might consider advertising to reach its target audience. Explain how each podcast will help the brand connect with consumers. After identifying five different podcasts, write a script for your advertisement.

1. Which brand did you choose? How long will your podcast advertisement be?

2. Podcast #1:

3. Podcast #2:

4. Podcast #3:



MARKETING INSIGHTS FROM SCC - STUDENT ACTIVITY

5. Podcast #4:

6. Podcast #5:

7. Ad Script: