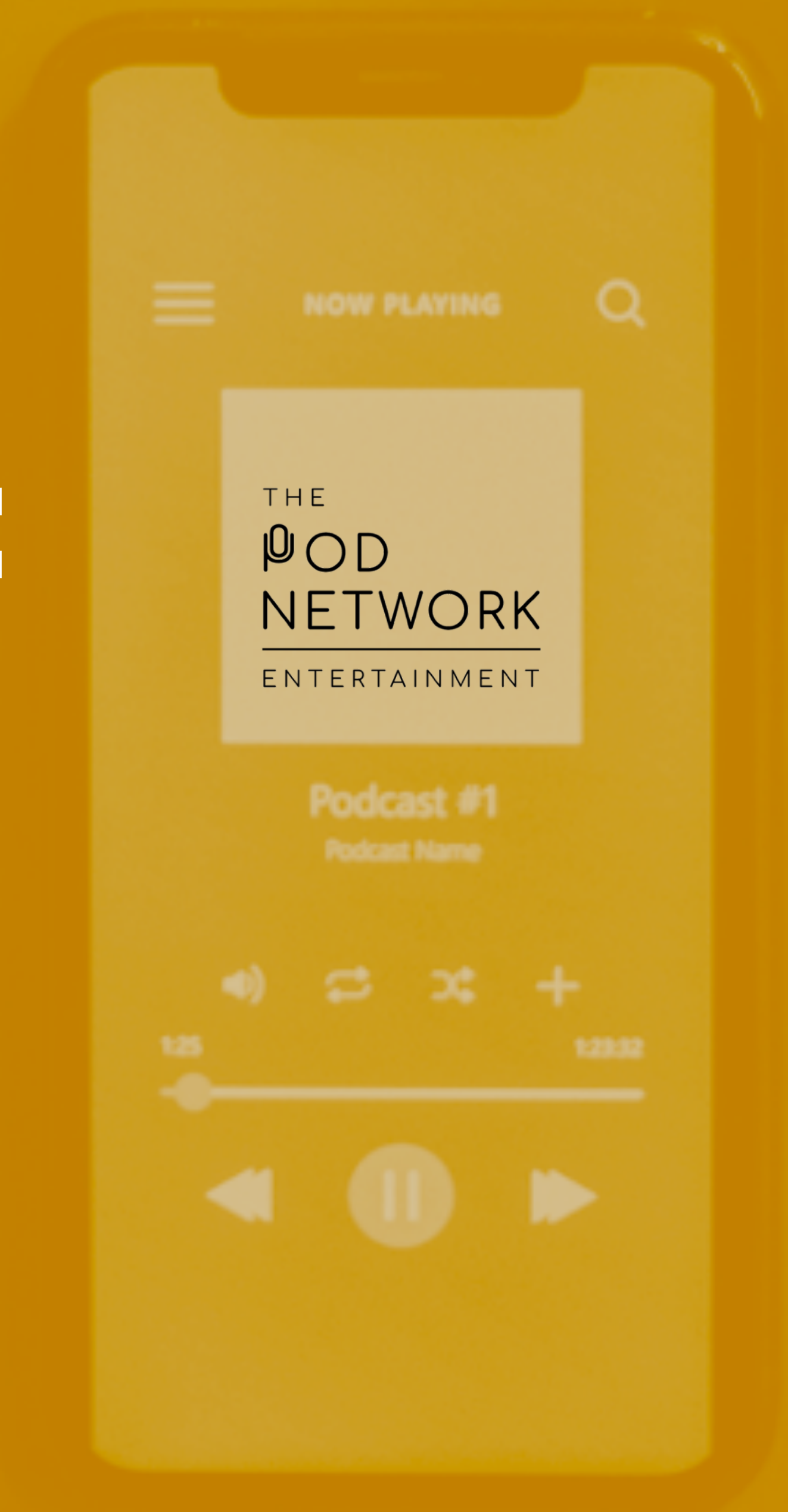


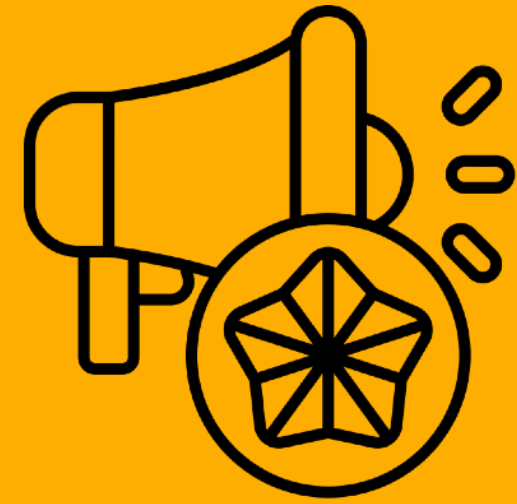
Narrative Marketing: Crafting Stories at the Heart of Listener Passions

Alan M Fontanilla
CEO & Co-founder
The Pod Network Entertainment



Narrative Marketing

The strategic art of weaving brand stories with listener passions to create content that resonates on a personal level.



**Brand
Story**



**Narrative
Marketing**



**Listener
Passions**

Listener Passion Points in the PH



Entertainment
and Pop Culture



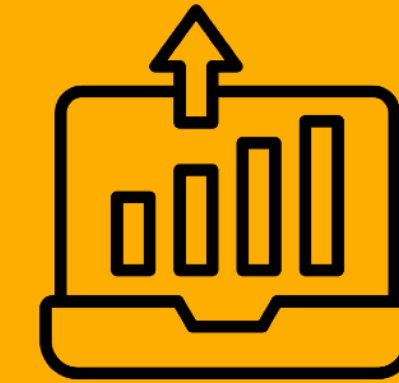
Comedy and
Humor



Storytelling and
Drama



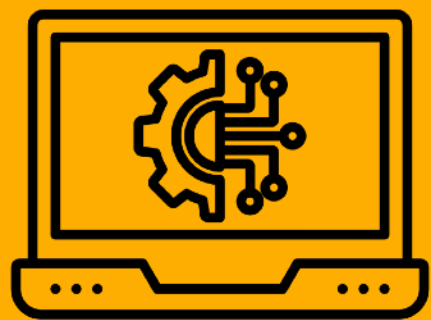
Social Issues and
Advocacy



Business and
Finance



Health and
Wellness



Technology and
Innovation



Food and
Cuisine



Family and
Parenting



Education and
Learning



Sports and
Recreation



Travel and
Adventure

Molly's Playroom

Molly's Playroom



Brand Story

- **Pioneering Sexual Wellness**
- **Retailer specializing in women's sex toys and wellness products.**
- **Advocates for sexual wellness, empowerment, and breaking down taboos.**



Narrative Marketing

- **Segment Sponsorship in 'Lady Boses'**
- **Sponsorship focused on self-discovery and sexual wellness themes.**
- **Integrated discussions encourage openness and normalization of female sexuality.**



Listener Passions

- **'Lady Boses' Audience: Seeking Empowerment**
- **Women interested in personal growth and well-being.**
- **Values content on self-discovery, sexual health, and breaking societal norms.**

Molly's Playroom



Gojek

Gojek



Brand Story

- Ride-hailing giant with a creative edge in marketing.
- Known for service innovation and culturally resonant content.



Narrative Marketing

- “Spooky Horror Stories”
 - Series of ride-hailing themed horror stories with local cultural twists.
 - Engaged listeners with relatable content blending thrill and entertainment.



Listener Passions

- Southeast Asia's Love for Horror
- Deep-rooted tradition of supernatural storytelling in Singapore and beyond.
- Horror stories as a medium for entertainment and cultural connection.



PODCAST

Gojek Drivers' Spooky Stories

Gojek Singapore



Devices Available



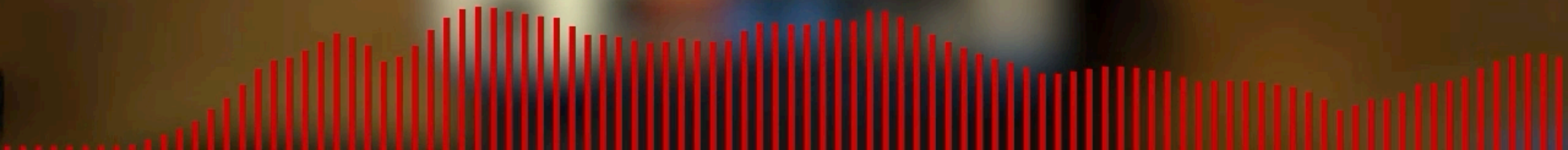
Drivers' Spooky Stories.

Discover What's Next: A Preview



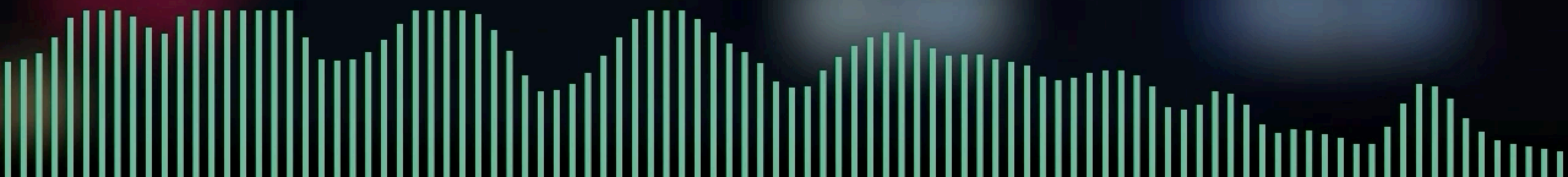
THE
DOD
NETWORK
ENTERTAINMENT

CONNECTED
CALL



JUST P^{OR} FUNDS\$

THE
DOD
NETWORK
PERFORMANCE



THE
OD
NETWORK
ENTERTAINMENT

Hello...



012345

"Wow wow wiwaw"

3

Song List

THE
DOD
NETWORK
ENTERTAINMENT

Discover What's Next:
A Preview



SCAN ME



**Brand
Story**



**Narrative
Marketing**



**Listener
Passions**

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