Branded Podcast Research

Turning Consumer Insight into Award-Winning Strategy

Executive Summary

A multi-million-dollar baby lifestyle brand, Munchkin, needed to make a big decision about its branded podcast, StrollerCoaster. Was it working, and should they keep investing? Through a Coleman Insights Plan Developer perceptual study and one-on-one interviews, they uncovered strong, untapped appeal—and used that knowledge to evolve the show into a monetized, award-winning, multi-platform success.

Key Outcomes

Audience growth and advertising revenue in the latest season

Successful expansion on YouTube

Winner of Best Branded Podcast at the 2024 Digiday Content Marketing Awards

The Challenge

Branded podcasts have become a key part of many content strategies - but measuring their effectiveness can be challenging. This client wanted to ensure their show was achieving its goals.

They needed to understand:

- ✓ Are we choosing the right topics?
- ✓ Does our tone and host style resonate?
- ✓ What is the best way to market to this audience?
- ✓ Can we monetize it without damaging the brand?
- ✓ Is this worth continuing or do we pivot?
- ✓ What are our brand perceptions and behaviors among target consumers?

The brand didn't just want stats. They needed deep listener insights to inform a smarter, future-facing strategy.

Our Approach

Coleman Insights conducted a Plan Developer perceptual study, designed to go beyond surface-level metrics and explore how audiences truly perceive the show—its content, tone, brand associations, and competitive standing.

The research revealed:

- ✅ The podcast had strong appeal among its target audience.
- ✅ It occupied a relatively "open space" in the category, with limited direct competition.
- ✅ There were specific opportunities to improve reach and resonance through platform strategy and editorial focus.

Based on the study, we recommended focusing on content areas that aligned more directly with the brand's identity and audience interests. We also advised launching a YouTube channel and vertical video strategy to tap into visual engagement and expand reach beyond traditional podcast platforms. We recommended a monetization strategy to help with the ROI of the initiative.

The Results

The next season launched with a refreshed strategy rooted in audience insight. Targeted content led to stronger audience engagement, the new YouTube presence attracted a broader and more active viewer base (100,000+ views per episode), and the show began generating advertising revenue. StrollerCoaster was recognized with the Best Branded Podcast award at the 2024 Digiday Content Marketing Awards - solidifying its success both creatively and commercially.

Have questions or want to explore how research can work for you? Get in touch with us!

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