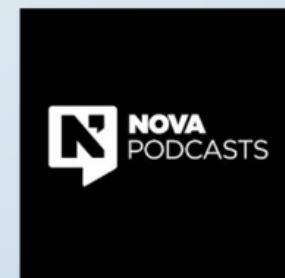




Podcast Trailers: A Playbook for Producing Successful Teasers

APRIL 2026

COLEMAN
INSIGHTS



Conducted by **Coleman Insights** in
partnership with **Nova Podcasts**
and **Pantheon Media**

Our Panel



Jay Nachlis

*VP/Consultant
Coleman Insights*



Arielle Nissenblatt

*Founder, Earbuds Podcast
Collective and Head of
Community and Content,
Audily*



Rachel Corbett

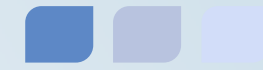
*Network Director
Nova Podcasts*



Peter Ferioli

*Co-Founder/COO
Pantheon Podcasts*

Target Sample Composition



Eligibility Criteria

All respondents must report **listening** to a podcast **at least a few times in a typical month.**



Sample Size

N=500

Nationally representative U.S. adults, balanced across age, gender, and ethnicity.

Podcast Listening Habits

AMONG ALL RESPONDENTS

83%

Weekly+ Listeners

35%

Daily Listeners

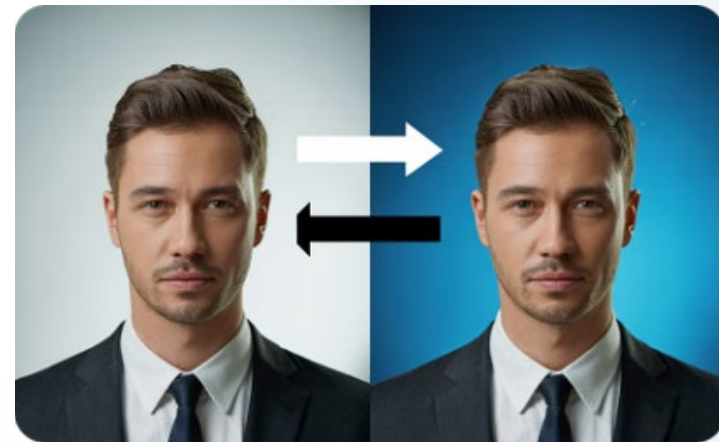


Study Methodology



Listen to Two Versions

Same trailer, one variable changed



Which Do You Prefer?

Forced-choice preference between Version A and B



What Do You Remember?

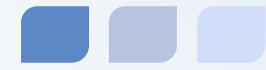
Unaided recall of trailer content and themes



How Likely to Listen?

Intent to listen to the show

Podcasts Tested



Four shows — each testing a distinct creative variable across trailer formats.



Host vs. 3rd
Person



AI vs.
Authentic

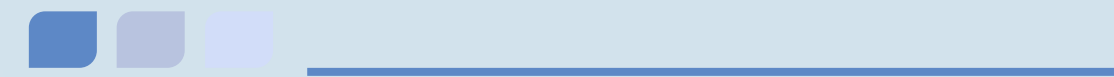


Sizzle vs.
Explainer



Intro 1 vs.
Intro 2

What Drives Trailer Preference



KEY THEMES FROM PREFERRED VERSION DESCRIPTIONS



Energetic / Upbeat Tone



Name of Show



Topic Clarity



Ease of Understanding



Authenticity



TRAILER EVALUATION

High Scrollers

Host vs. 3rd Person

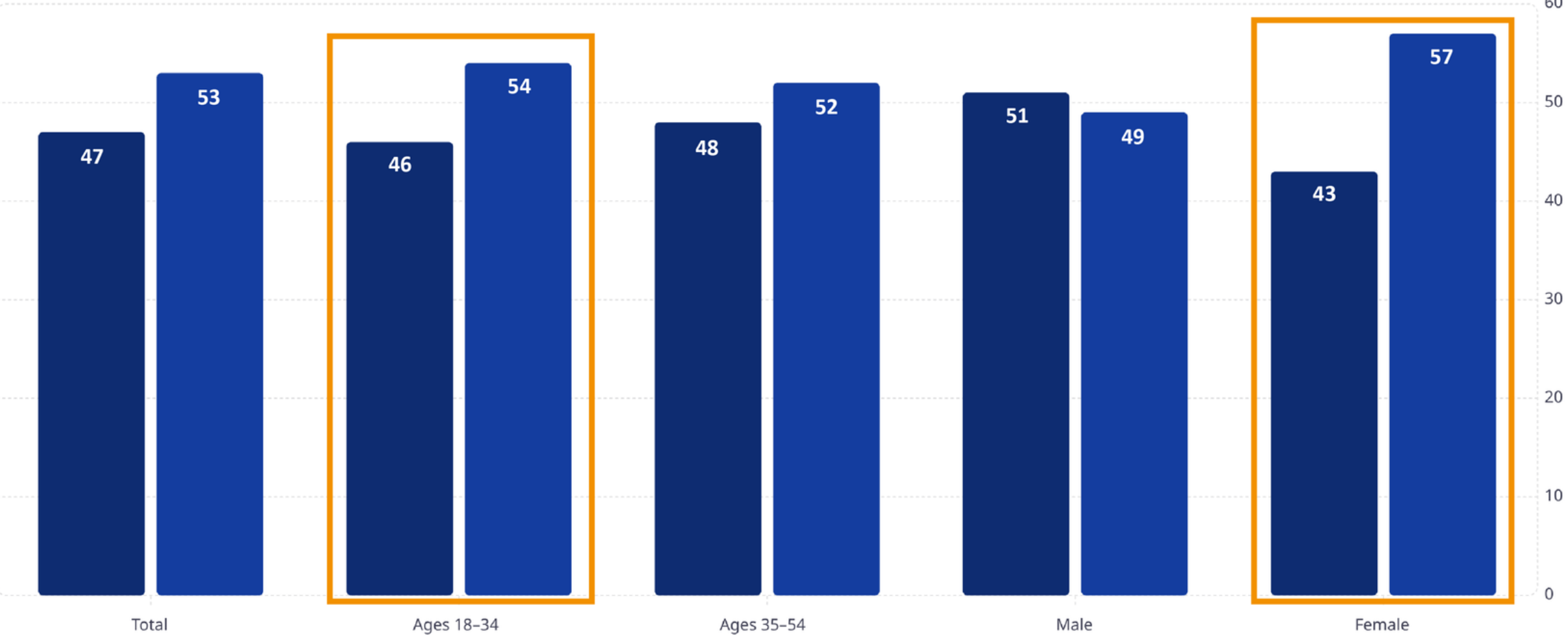
Version Preference: Host vs. 3rd Person



Version Preference

3rd Person-read version wins, especially with younger listeners and women

Version A (Host) Version B (3rd Person)



What Listeners Said - High Scrollers



Version A - Host Style

- Show name
- Energetic & upbeat tone
- Topic

"The energy in their voices is amazing. It's a podcast for people addicted to scrolling and that's definitely me."

Version B - 3rd Person

- Easy to understand
- Authentic
- Topic

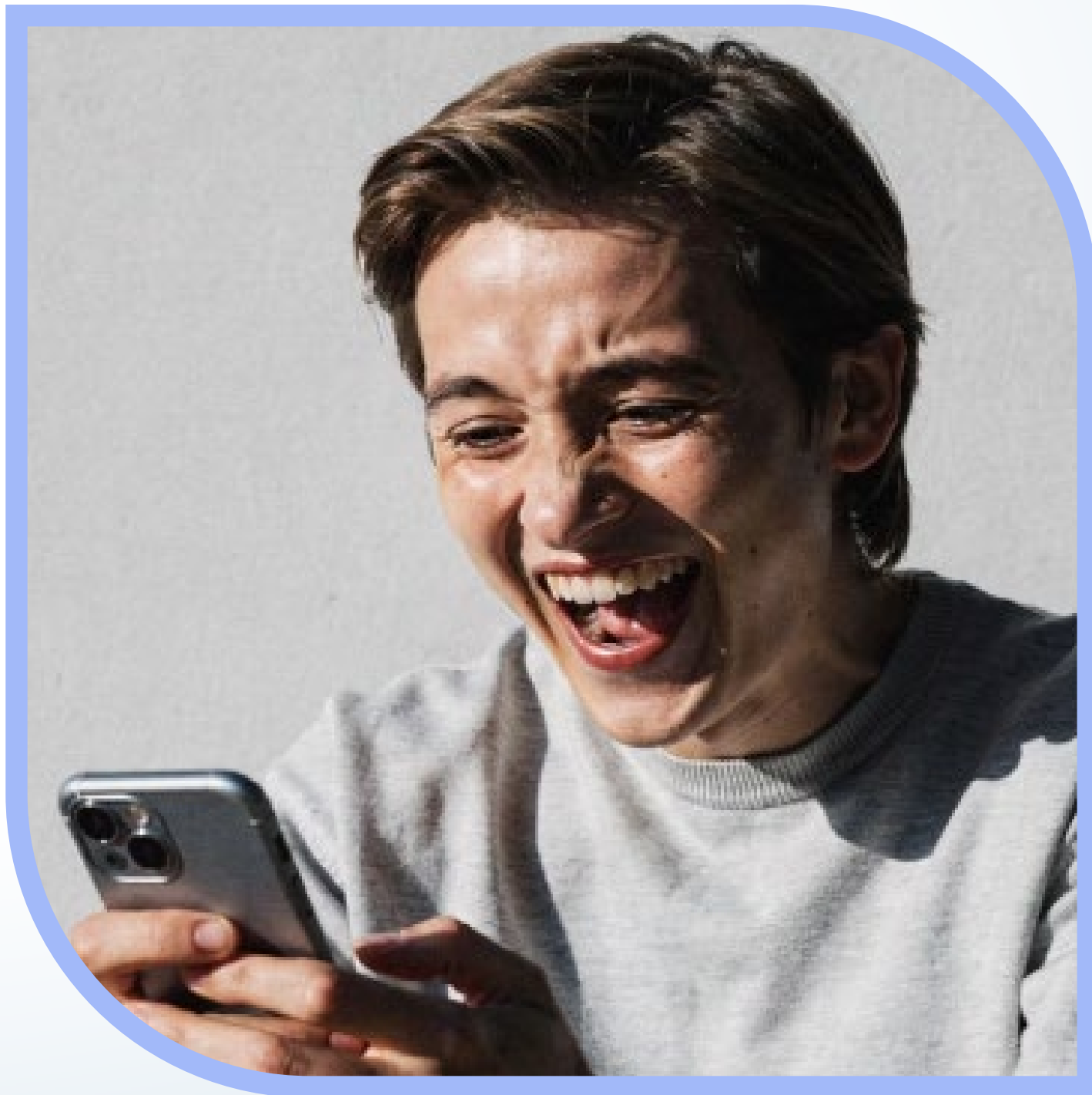
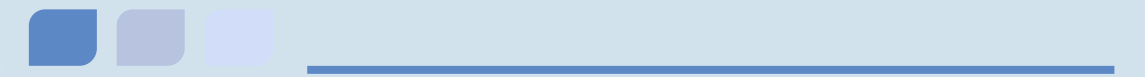
"It felt more authentic and relatable. I remember the clear messaging and high-quality production value."

"Everything felt smoother. It felt more natural and like an actual podcast, not an ad."

50% vs. 35%
preferred Version B
for clarity

45% vs. 25%
found it more authentic

High Scrollers: Listening Intent



"Very Likely To Listen"

Among Respondents Who Preferred Each Promo

Host fans

Men 41% 40%

3rd Person fans

Overall, 18-34s, Women, Daily podcast listeners

Key Takeaway

3rd person narrator wins preference and intent



**SuperFan
DIARIES**

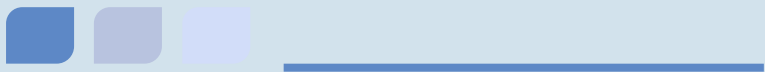


TRAILER EVALUATION

Superfan Diaries

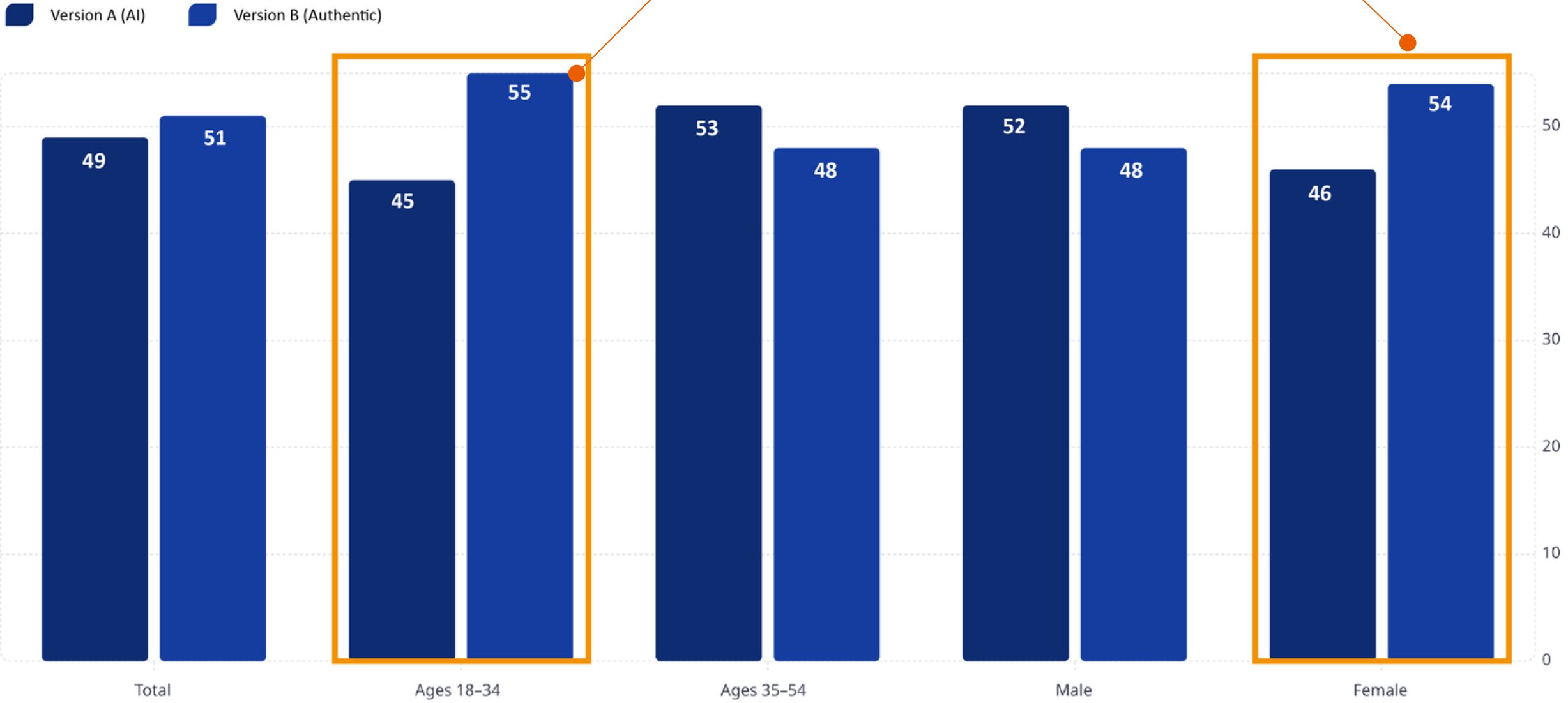
AI Vs. Authentic

Version Preference: AI vs. Authentic



Version Preference

Authentic version resonates with younger listeners and women



What Listeners Said - Superfan Diaries



Version A - AI

- Energetic & upbeat tone
- Topic

"I preferred Version A because of the energetic tone of the host."

"If I heard that promo, I'd think I've gotta hear those guys. I've gotta find out what it's all about."

Version B - Authentic

- Show name
- Easy to understand
- Authentic
- Topic

"It was more relatable, like a conversation with buddies. It was also shorter and more to the point."

"It sounded more real. Version A sounds like fake AI."

Superfan Diaries: Listening Intent

"Very Likely To Listen"

Among Respondents Who Preferred Each Promo

AI fans

Wins every intent measure including Overall, 18-34, Men, Daily listeners

Authentic Fans

Key Takeaway

Energy and tone may have impacted Intent





TRAILER EVALUATION

Better Than Yesterday

Sizzle vs. Explainer

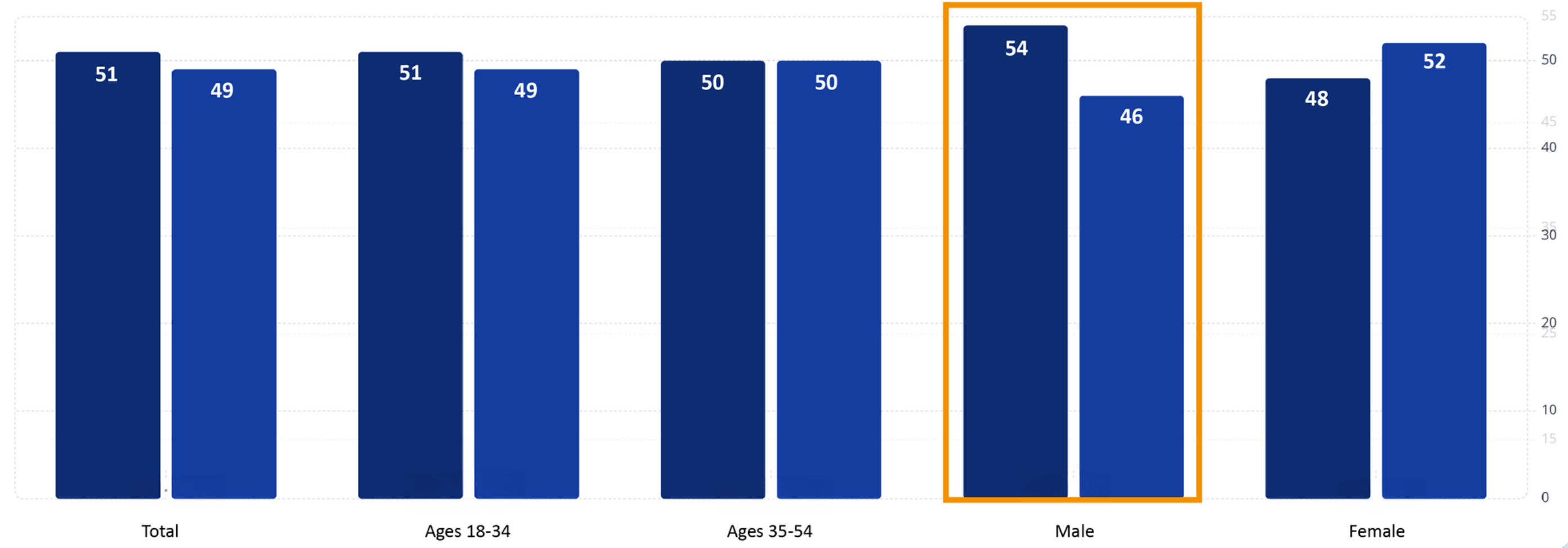
Version Preference: Sizzle vs. Explainer



Version Preference

Sizzle and Explainer very close, but Men prefer Sizzle version

Version A (Sizzle) Version B (Explainer)



What Listeners Said - Better Than Yesterday

Version A - Sizzle

- Energetic & upbeat

"I liked the clips. Gave me a better feel for what the podcast is about."

"It's sped up, fast, upbeat. Also shorter."

Version B - Explainer

- Show name mentioned
- Easy to understand
- Authentic
- Topic

"This was more personal. He had an experience that motivated him to do this."

"It had a more heartfelt tone that seemed more sincere."

66% vs. 46%

found Explainer easier to understand

71% vs. 41%

found Explainer more natural

Better Than Yesterday: Listening Intent



"Very Likely To Listen"

Among Respondents Who Preferred Each Promo

Sizzle Fans

Men very slightly have higher intent on the Sizzle version

Explainer Fans

All other measures, especially 18-34s, Women, and Daily listeners, have higher intent with the Explainer version

The Verdict

Heartfelt > Hype. Authenticity converted to Intent at a much higher rate.





TRAILER EVALUATION

Binge or Cringe

Intro 1 vs. Intro 2

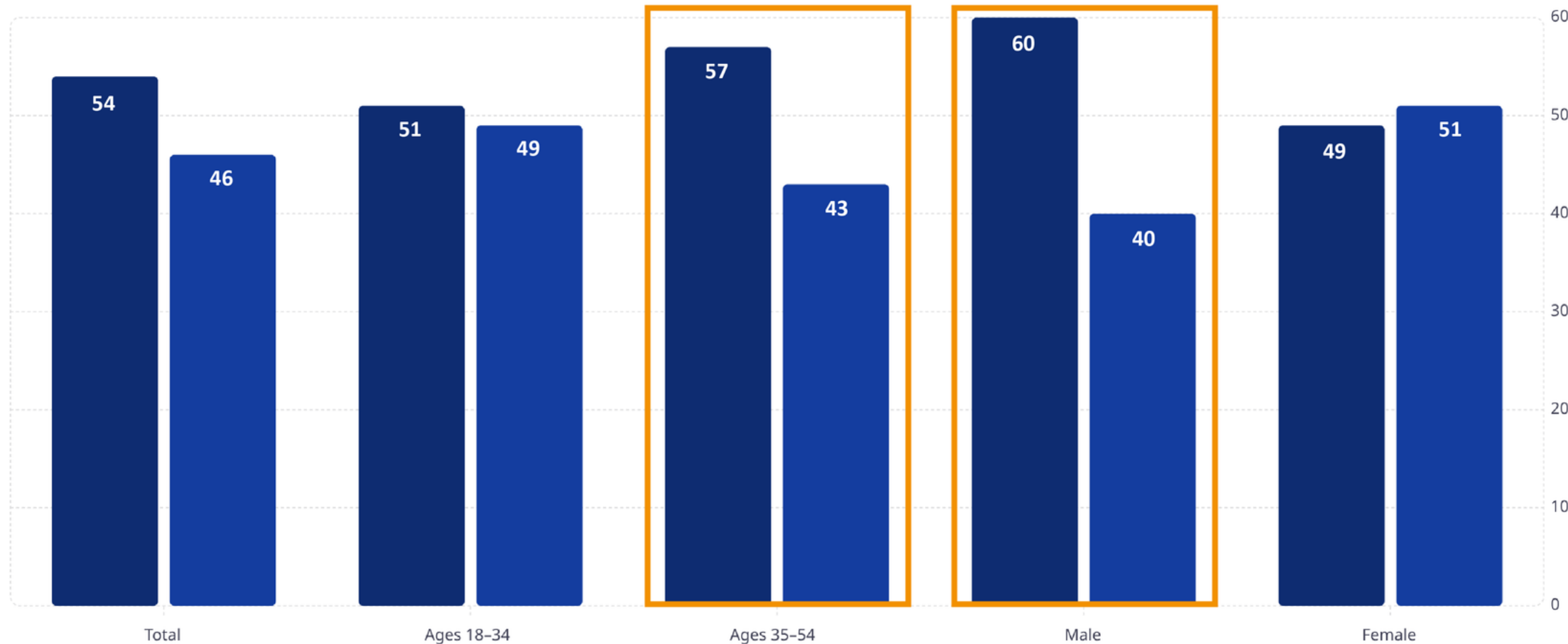
Version Preference: Intro 1 vs. Intro 2



Version Preference

Big preference for Intro 1

Version A (Intro 1) Version B (Intro 2)



What Listeners Said - Binge or Cringe



Version A - Intro 1

- Show name mentioned
- Authentic (relatable and welcoming)
- Easy to understand
- Topic

"It did a great job explaining what Binge or Cringe is about. They give opinions on whether a show is binge-worthy or not."

"The show feels like if The Critical Drinker was a pair of bored housewives. I think it sounds rather entertaining."

Version B - Intro 2

- Show name mentioned
- Topic

"It's a podcast about Netflix shows."

"It's an ad for Netflix. They go on and give their opinions about it."

57% vs. 36%

found Intro 1 more authentic

Binge or Cringe: Listening Intent



"Very Likely To Listen"

Among Respondents Who Preferred Each Promo

Intro 1 Fans

Slightly higher intent on most measures, especially Daily listeners

Intro 2 Fans

Very slight win with women

The Verdict

The less ad-sounding Intro 1 wins the day

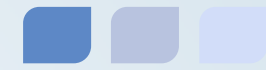


SUMMARY

Key Findings

Across four podcasts and multiple demographics, a clear pattern emerged - authenticity wins.

What the Data Tells Us



Authenticity = preference & intent

In 3 of 4 shows, the version perceived as more authentic won on both preference and listening intent.

Who leans authentic

Younger listeners, women, and daily podcast consumers consistently prefer real over polished.

Show name recall is higher

Natural/authentic delivery boosted show name memory more than perceived energetic versions.

Energy isn't dead - but context matters

Superfan Diaries showed energy can drive intent — the exception that proves the rule.

Listeners can tell when it feels like an ad

Promos that feel too commercial-like lose trust fast - audiences are sensitive to the difference.

For more podcast insights and resources...

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ColemanInsights.com

Colemaninsights.com/podcast-research