



Podcasts with Vic & Bob team

Brief: Create an innovative, retail-focused social media destination for Microsoft mobile products on Facebook.

"Mediacells are long-term suppliers who thoroughly understand the social medium. Well; as much as anyone can!"

Mark Squires, Microsoft UK Media Director.

WORK

Fortnightly podcast that presents engaging & humorous consumer-facing insights in association with the award-winning BBC *Shooting Stars* sound production team.

RESULTS



Viral content that reached younger audiences on Facebook as well as on Soundcloud & Mixcloud.



Quantifiable retail uplift in sales of specific mobile phone models which were promoted on the show.



Content that travelled all over the world & reached new addressable audiences in the Americas.

