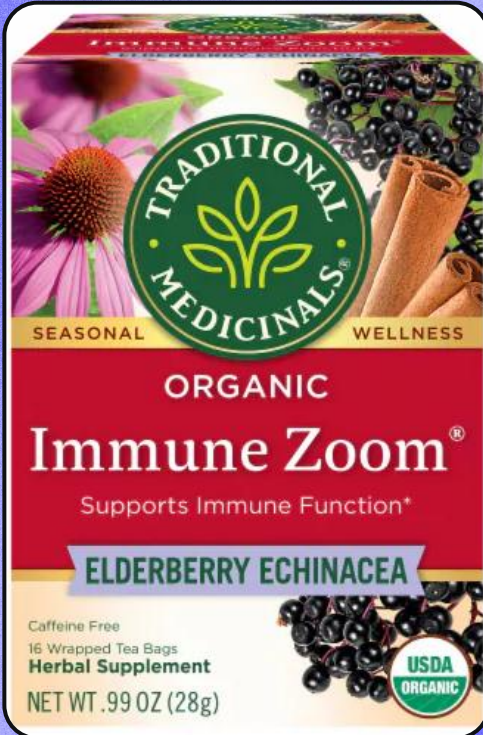


Traditional Medicinals Case Study

Verticals: CPG

Objective: Traditional Medicinals wanted to drive brand perceptions and awareness with key demographics



Solution: Acast utilized podcast sponsorships and host-read podcast ads across health and wellness podcasts.

Results: The Traditional Medicinals and Acast partnership resulted in:

- +23% increase in purchase intent amongst frequent podcast listeners.
- A strong shift of +15% aided brand awareness, taking brand awareness to nearly 60% with frequent podcast listeners.
- Brand attributes increased universally, including an impressive +13% shift in “is created with optimal scientific formulas” and a +11% shift in “is sourced sustainable from high quality plants”.

+23% LIFT

Purchase Intent