



Welcome to the

# HYDROGEN

BAR Est. 2020



# The Hydrogen Bar Podcast



The Hydrogen Bar Podcast was established in summer 2020 by Martin Sekura and Johannes Roessner.

Since then, more than 150 episodes have been published. Contents range from discussions about trends and strategies by companies and policy makers, to the explanation of technical concepts, to discussions about recently published studies and articles.

Since Q2/2021, episodes with international guests are recorded and published in English on a regular basis, to address a global audience.

Target audience consists of young professionals working in the hydrogen industry and interested in building up specific knowledge. As of March 2023, the number of downloads and streams was ca. 3,000 per month.

Through a close cooperation, you can participate in this success story!

Analytics as of July 15, 2023:

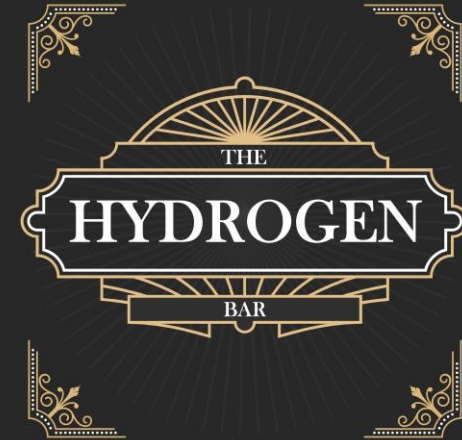
Downloads:	53,046
Listeners:	14,083
Subscribers:	12,379

# The Hydrogen Bar Podcast powered by YOU!



## Advantages of a close cooperation

- ❖ Unique support of your hydrogen-related marketing activities by the trending format of podcasts and by renowned hydrogen experts
- ❖ Continuous presence of your brand on multiple online channels
- ❖ Your chance to put a spotlight on relevant topics and persons, for example by placing your experts as guests or providing a marketing platform for your key customers
- ❖ You have direct influence on the published content in all phases of the production (planning, recording, post-production).
- ❖ You have direct access to the audience, for example by directing them to your preferred website or by providing download links to your marketing materials.
- ❖ You are free to use the recorded podcast episodes for other purposes (marketing activities, trainings etc.).





# A unique platform for brand marketing

## What we are offering

- ❖ Co-branding of the podcast episodes sponsored by you:
  - ❖ Addition of your logo to the Hydrogen Bar Podcast logo
  - ❖ Mentioning of your company name in the episode
- ❖ Your influence on the content of the sponsored episodes:
  - ❖ You nominate a guest & interview partner
  - ❖ You propose topics for the interview & the discussion
  - ❖ You tell us your wishes regarding the course of the conversation
  - ❖ You can send us an audio clip with a length of up to 30s to be added to the beginning or the end of the episode
- ❖ Our activities:
  - ❖ Programming of the episode, including placement of your requested calls-to-action
  - ❖ Planning and execution of a prep call with the guest, recording, post-production, publishing & podcast hosting

**Ask for your individual sponsorship package!**



## **The Hydrogen Bar Podcast**

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