

Stones Throw Podcast Widget Winter 2007

Client:

Stones Throw Records
Los Angeles, California

Goal:

To increase market penetration and brand awareness, Stones Throw focused on increasing the listenership of their already successful podcast syndication.

Solution:

Stones Throw artists appeal to creative people, creative people use macs. I identified an untapped opportunity that would bring Stones Throw artists into rotation on more platforms and create more fans. Key brand elements were used in the launch of a Mac OS X Desktop Widget. With this widget listeners were able to listen to the latest episodes as well as browse and listen to the Stones Throw archives. This created an intimate listening experience for fans which increased the emotional connection to their brand.

Results:

During the first 48 hours:

- 2,500 widget downloads
- Downloaded by listeners in 66 countries
- Stones Throw doubled their bandwidth to accommodate the rapidly growing listenership.

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