

OBIE & AX UNITED INC.

First to market, [Obie & Ax United Inc.](#) is the largest and leading international full-service podcast production firm, providing turnkey solutions to Government Agencies, Charities, and Corporations around the world.



Communicating topics properly with dated practices or feed-based social media platforms no longer works in today's marketplace. With over 500 million people listening to multiple podcasts monthly and a steady growth rate of 30% annually, audiences want to stop and start content to control their consumption.

The award-winning team and global experts at Obie & Ax collaborate to tailor a podcast to the client's specific needs, using both audio and video podcasts to bridge the communication gap to provide rich information for DEI, talent, retention, community engagement, sustainability, and thought leadership.

Why Podcast - Internal and External Communications – Where to Point Podcast

- Fundraising, Sales, and Marketing

Podcasts create intimate relationship between brands and listeners, hosts, and guests. Audiences are much more involved in the narrative as they imagine the ideas described.

- Diversity, Equity & Inclusion

Diversity leads to innovation, and appreciating individual differences helps people better realize their potential. Podcast can play a pivotal role in starting and evolving DEI discussions.

- Thought Leadership

Content is the gateway to thought leadership. To establish thought leadership in an industry or niche, podcasts can be positioned as an in-depth resource for your audience.

- Human Resources – Talent Recruitment

Podcasts can help with recruiting and retaining talent. As a recruitment vehicle, this allows talent a unique view into your company culture.



- Strategic Relationships

Relationships formed with each guest can lead to business opportunities, partnerships, referrals, and connections with other industry leaders.

- Expert & Client Testimonial

Allow clients and industry experts a platform through an authentic podcast with audio and video. People trust clients and industry experts so give them a voice with a podcast.

- Community Engagement

Corporate responsibility is a vital part of sustaining integrity through exposure of core values. Podcast is a great vehicle to highlight what you are doing in your community.

- Education

The podcast gives the client the ability to communicate complex messaging the way people want to process content. Education equals decisions and trust.

Content Creation

Producing ideas that are both relevant and actionable for the target audience is key. When a podcast guest is an ideal buyer, and guests are choosing the topics for each episode, hyper-relevant content is produced that other ideal buyers will want to consume.

Stretch & Scale Content

Clients can stretch thousands of pieces of content to fuel their existing social media platforms. Use of raw footage from shooting enables the creation of a content library. From just a 30-minute episode, hundreds of authentic pieces of content can be repositioned and repurposed across social channels, fueling content for a year.

Content Distribution

Audio/video content can be repurposed through blog posts, quote graphics, and video snippets (Facebook Live, Snapchat, Instagram Stories), amplifying accessibility.



From an Idea to Reality

1. Creative Concept & Strategy

Starting from the very beginning, the client's vision is supported with a strong, clear concept ensuring the message is articulated distinctly.

2. Production & Recording

A studio equipped with professional audio/video equipment is used to create the shows. Alternatively, the perfect recording space at office, home or desired location can be set up. A roster of best-in-class producers is on hand to help make sure recording sessions go smoothly.

3. Editing & Visuals

A team of professional editors collaborate with clients to ensure podcasts sound exactly the way they want it. Highly visual audiograms and video snippets are created to catch the users' eye.

4. World Class Podcast Series & Raw Footage

Clients are provided with a world class podcast series and raw footage to fuel content for the next year

To explore the world of possibilities for Obie and Ax Inc. to amplify your message E-mail us a Contact@SSutton-and-Associates.com

