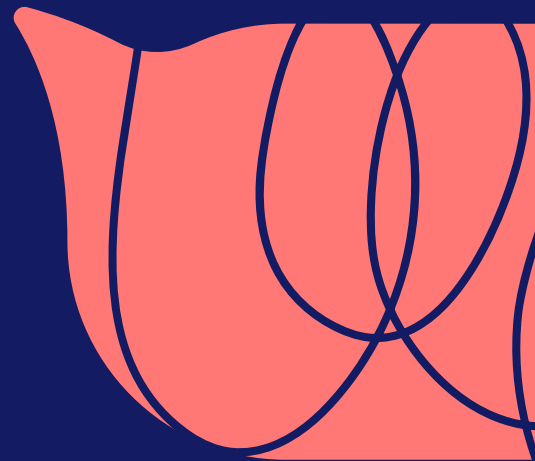
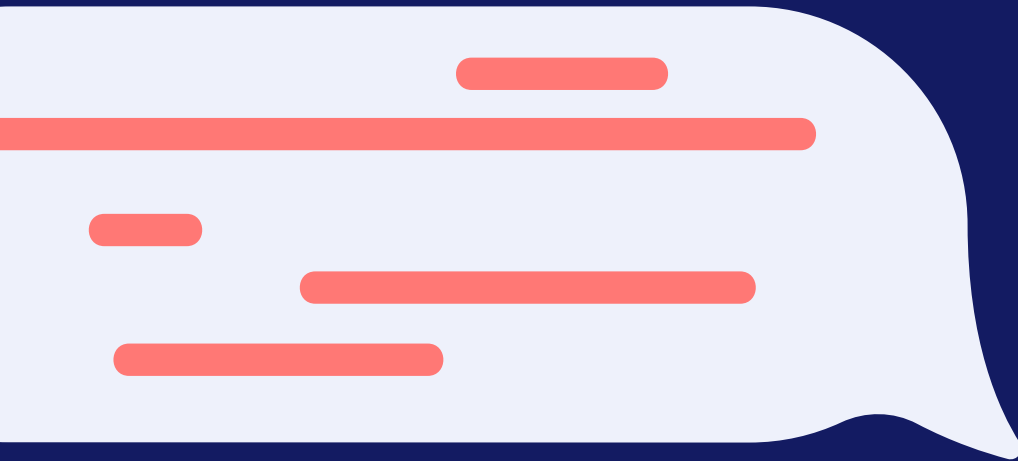
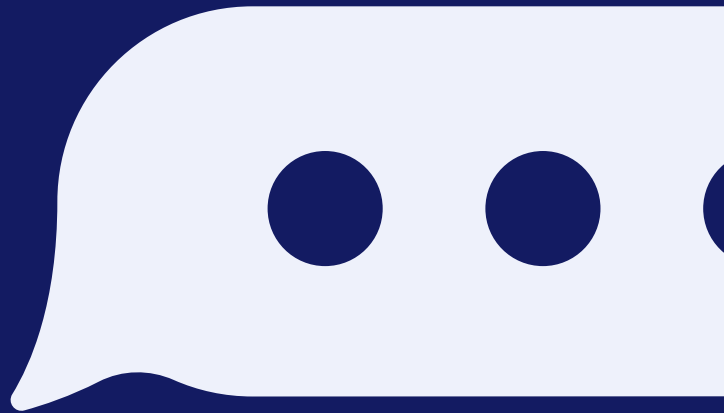
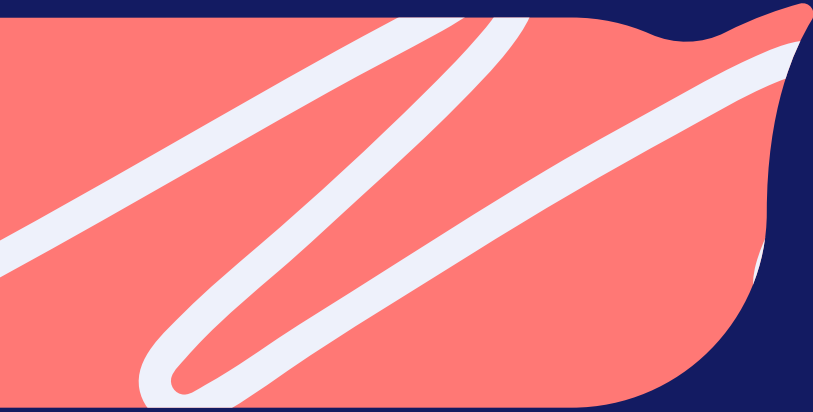
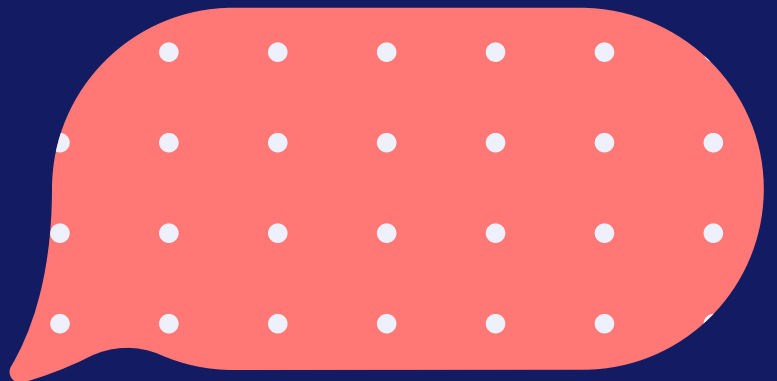
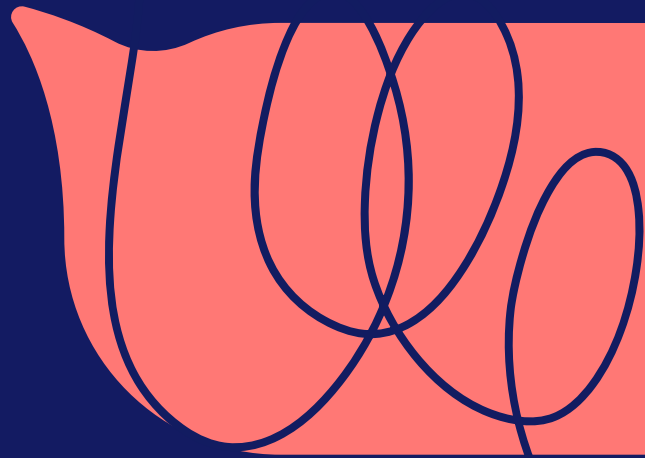




**THE PR
PRACTITIONERS'
GUIDE TO
PODCASTS**



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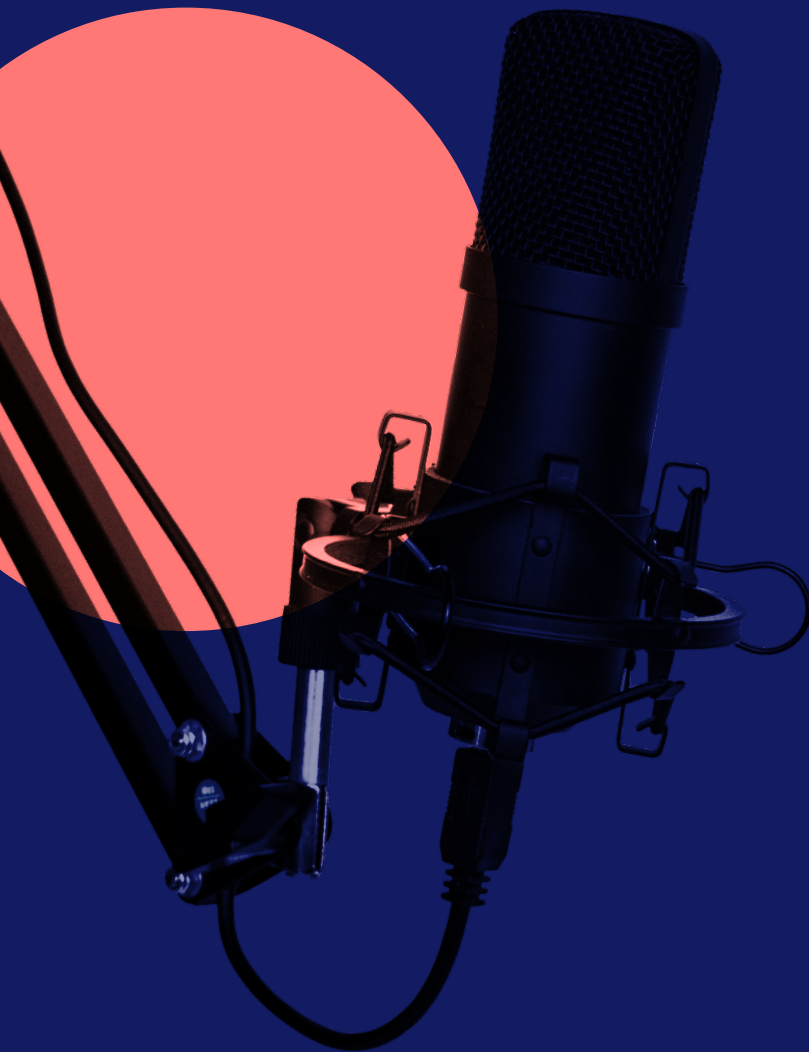
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Background

As of May 2025, the New Zealand Podcast Directory¹ has 924 podcasts made in New Zealand. Worldwide, there are as many podcasts as New Zealand has people!

In its Infinite Dial 2025 Report², Edison Research revealed audio listenership was greater than that of TV/video consumption, driven by radio's resilience and Kiwis' burgeoning podcast consumption³.

In the US, which much of New Zealand's media consumption trends follow, a quarterly report from Loopex Digital, which describes podcasting as a global movement, found 1 in 4 internet users in the USA listened to podcasts in Q2 of 2025 and 66% of consumers preferred podcasts over TV. Furthermore, the report revealed the podcast market was currently valued at \$23.56billion⁴.

¹ <https://www.nzpodsummit.com/nzpodcastdirectory>

² <https://www.edisonresearch.com/the-infinite-dial-2025/>

³ <https://www.edisonresearch.com/the-infinite-dial-2024/>

⁴ <https://www.loopexdigital.com/blog/podcast-statistics>

Why do we need to take podcasts seriously?

Insights into New Zealand's evolving podcast landscape.

In Q2 and Q3 of 2025, during the six-month period April — September, Streem media monitoring service identified the keyword **"podcast"** in NZ Online, Print, TV, Radio & Magazine increased



compared to the six months prior.

This growth indicates the speed at which podcasts are scaling in cultural relevance in New Zealand, evolving from a niche format to one that now commands significant and growing attention across traditional media outlets.

It's a trend that popular podcaster and former journalist, Steve Holloway, has observed closely since entering the world of podcasts from his garage with friend and co-host Seamus Marten in 2019.

“

Podcasts are very influential overseas and we're starting to see that trend emerge in New Zealand,” says Holloway. “It's still an unregulated landscape, with both media and independent podcasts vying for the same audiences, and we're starting to see more brands enter the space too. New Zealand follows the USA in terms of podcasting trends and it's huge over there, so we can expect big things to happen here.”

STEVE HOLLOWAY,
BETWEEN TWO BEERS

Steve and Seamus have already experienced 'big things' firsthand. The first interviews the duo conducted with their \$200 microphone were with friends, family members, ex-high school teachers and fellow football fanatics. Today, they have some of New Zealand's most iconic leaders, sportspeople, broadcasters, and personalities on the country's most popular long-form interview show — 'Between Two Beers'.

It's been a long road to success: it took one year and 25 episodes for 'Between Two Beers' to achieve 10,000 downloads; six years on and Steve and Seamus have 5 million downloads and an audience of almost 200,000 listeners each month.

At the heart of their appeal and success is authenticity and integrity, the very qualities that are so integral to strong interpersonal connection, be that kanohi ki te kanohi/face-to-face, online or through the airwaves.

A new audio economy

A 2023 article, 'An Extensive Survey and History of Podcasting in New Zealand' published in the *International Journal of Research into New Media Technologies* described the emergence of a 'new audio economy' in Aotearoa.

Discussing a broad survey of podcasting in New Zealand, the first of its kind globally, which tracked the development and growth of podcasting in New Zealand from a medium pioneered by independent producers to a growing sector of the local media market, the article identified a growth in media organisations producing podcasts and a decline in independent podcast production.⁵

According to The Infinite Dial NZ 2025, produced by Edison Research, more than half (55%) of all New Zealanders aged 16+ listened to or watched a podcast in the last month, while 36% of New Zealanders over 16 tune into podcasts each week, up from 31% in 2023.⁶

A New Zealand on Air report in 2024, 'Where are the Audiences', produced by New Zealand-based marketing research consultancy, Glasshouse, confirms podcast listening has grown consistently in recent years, reaching 18% of New Zealanders each day in 2024, up from 15% in 2023 and 7% in 2018.⁷ Market research company Roy Morgan reported in 2019 that New Zealand podcasts were outgrowing other downloads.⁸

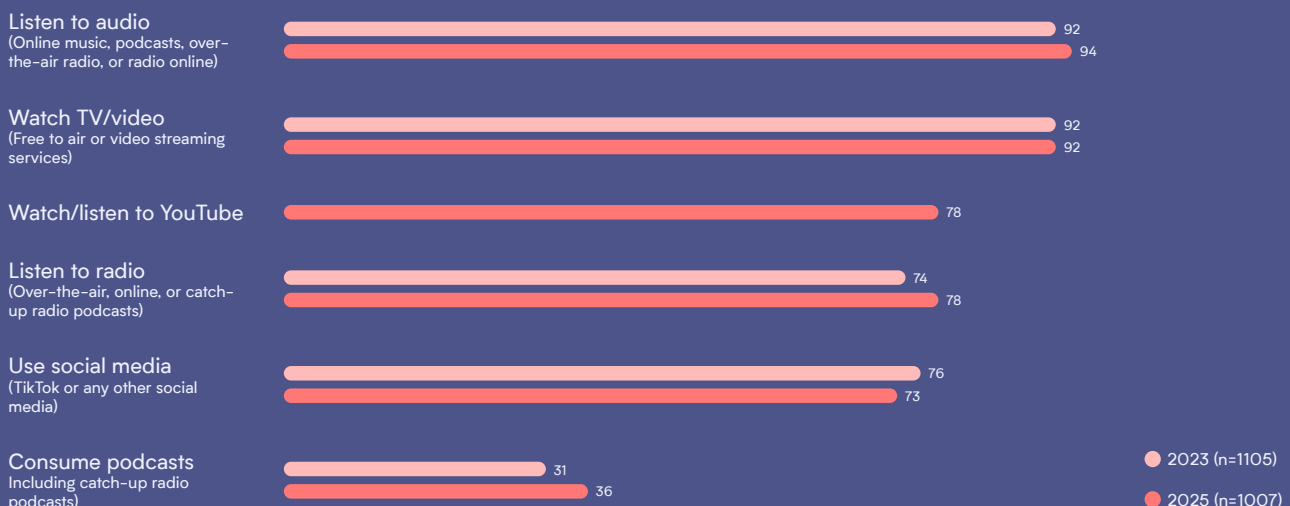
Tim Watkin, Head of Podcasts at Radio New Zealand, isn't surprised at New Zealanders' enthusiasm for the podcast medium given the connection that can be achieved with audiences.

"Podcasting is very intentional," says Watkin. "You are literally in peoples' ears. The majority of listeners put air buds in; it's not background noise like radio and TV can be. Listening to podcasts is the main act that people are doing, so your ability to connect with an audience is really strong."

In 2025, audio now leads consumption for Kiwis

Weekly Media Consumption

(Total New Zealand Population 16+ % Doing Activity in the Last Week)



Source: The Infinite Dial NZ 2025

⁵ [https://journals.sagepub.com/doi/full/10.1177/13548565241306573#:~:text=Most%20recently%20a%20'new%20audio,weekly%20podcast%20listeners%20\(2022\),p.18](https://journals.sagepub.com/doi/full/10.1177/13548565241306573#:~:text=Most%20recently%20a%20'new%20audio,weekly%20podcast%20listeners%20(2022),p.18)

⁶ <https://www.edisonresearch.com/wp-content/uploads/2025/06/Infinite-Dial-New-Zealand-2025-for-download.pdf>

⁷ https://d3f9t6niqlb7tz.cloudfront.net/media/documents/Where_are_the_Audiences_2024_Report_Final_21_08_24.pdf

⁸ <https://www.roymorgan.com/findings/new-zealand-podcasts-outgrowing-other-downloads>

Podcasts in PR strategies

The rise and rise of podcasts in New Zealand positions the medium as an integral component of contemporary PR strategies, particularly in a shrinking media landscape where opportunities for in-depth storytelling are dwindling. Podcasts offer extended airtime in which to build a brand's narrative, explain ideas, values, or products, amplify reputation, and foster trust. A podcast can humanise a brand.

Podcasts aren't just a "nice to have" for brands but a genuinely strategic channel. Unlike a quick media grab or press release quote, podcast interviews provide extended airtime to explain your ideas, values, or products to an already engaged audience. They offer a depth and authenticity of information that complements traditional media. And, in a market where earned attention is harder than ever to come by, having this opportunity to build lasting connections offers exponential value.

“

When Air New Zealand reached out to us and pitched then CEO Greg Foran as an interviewee, it was to humanise him as a leader. It wasn't a sales pitch, it was an opportunity to develop the personal brand of the company's leader.”

STEVE HOLLOWAY, CO-HOST,
BETWEEN TWO BEERS

The value of podcasts in your PR strategy

Brands can leverage podcasts in a variety of ways including paid partnerships, thought leadership and expert commentary, or create their own.

1

Paid Media

Brands can place messaging via sponsorship, advertising slots, or full paid partnerships, accessing an engaged audience.

2

Earned Media

Brands can pitch clients as thought leaders, providing expert commentary and extending brand narrative to a specific audience.

3

Shared Media

Brands can amplify podcast content across social channels, borrowing podcaster influence and engaging with loyal followers.

4

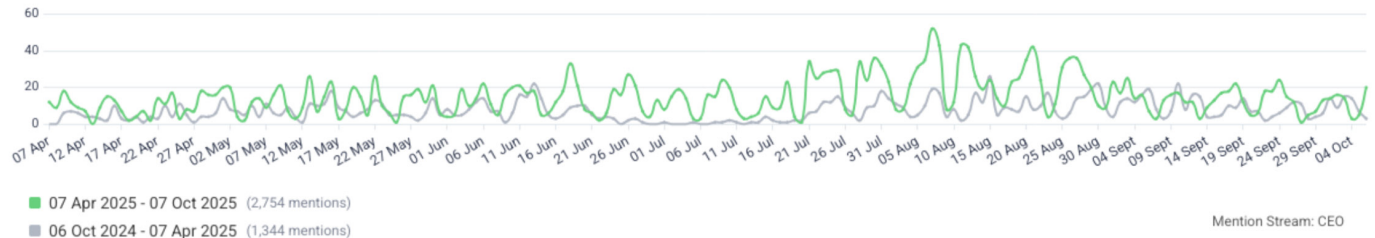
Owned Media

Brands can reinforce their credibility and strengthen their own content ecosystem by repurposing podcast content as blogs, case studies, vlogs, and EDMs.

Mentions of 'CEO' in New Zealand podcasts over the past year:

Total Mentions

2,754 ▲ 1,410 (105%) Past 183 days



Stroom data shows mentions of CEOs in New Zealand podcasts are up 105% in the past six months, reflecting the growing prominence of executives in podcast conversations and the medium's expanding role in corporate communications.

Having access to podcast monitoring within the broader media mix helps ensure this increasingly influential channel isn't overlooked, especially given the impact podcasts can have on shaping reputations.

● CASE STUDY

HMC Communications, a three-time winner of the PRINZ PR Consultancy of the Year award, regularly pitches clients to established podcasts, helps them create their own, and produces its own podcast, CRUNCH — "crucial chats over lunch" exploring where strategic communications and business challenges meet.⁹

Such is the value the agency sees in podcasts that Emma Letessier, Senior Account Manager, pitched one client's expertise to podcasters prior to undertaking a traditional media campaign.

"We've had fantastic results from pitching our legal client to podcasts," says Letessier.

"For clients who don't have a lot of media experience, a podcast appearance is an ideal place to start. It's typically very conversational and gives plenty of room to land key messages.

We were able to align our spokesperson's expertise with three podcasts that spoke directly to his target audiences.

We've since shared that content across digital platforms to build brand authority and ensure consistency of messaging, elevating his profile in preparation for ongoing media activity."

⁹ <https://www.wearehmc.co.nz/>



Podcasts for B2C

Podcasts are also proving beneficial for brands operating in the B2C space.

New Zealand's longest-standing property website, realestate.co.nz, has one of the country's most comprehensive collections of property data, with records dating back more than 18 years. To extend the reach of its data to a wider audience, the realestate.co.nz team began incorporating podcasts into its B2C PR strategy.

“

Podcasts have enabled us to add depth and accessibility to complex topics that arise from our comprehensive data pool. And, as a medium, podcasts have given us another platform to connect with listeners on a topic that is deeply personal to them — the house buying experience.”

VANESSA WILLIAMS,
REALESTATE.CO.NZ

Vanessa Williams, GM — Marketing & Media for realestate.co.nz, says the inclusion of podcasts among traditional media activity such as billboards, social content, press releases, and blogs, enables the team to integrate expert voices and multi-platform commentary to extend the brand's reach and relevance.

Further benefits can arise from the opportunities that podcasting provides: invitations for keynote speaking, expert panel seats, and an increased level of authority for your business.

“If you're getting into podcasting to make money, that's the wrong way to look at it,” says experienced broadcaster and co-founder of PodLab, Jay-Jay Feeney. “You're not going to see success overnight. Podcasting is such a long game but stick with it, because podcasts bring value in so many ways.”

Brands can also align with podcasts and advertise to an audience that will feel immediate association through the endorsement of the podcast. “Listeners of a podcast are paying attention and research has shown that generally those tuning into a podcast are more likely to act on an advertisement they've heard on it. They'll look up the website that's mentioned, purchase a product that is seen on the podcast. Radio is powerful, but in podcasting, your audience is listening to every word that is being said and trusting that person,” says Feeney. “Marketers haven't cottoned on to the power of podcasts yet.”

“Podcasting brings value
in so many ways.”

Jay-Jay Feeney

CASE STUDY

Dominating earned media share of voice in a declining media market

How realestate.co.nz turned property data into headlines and impact

In a competitive market, realestate.co.nz needed to stand out, build trust, and cement its position as New Zealand's leading property platform. With 18 years of data, it had unmatched market intelligence, but needed to ensure it was seen as the go-to source for agents, sellers and buyers seeking property insights.

A comprehensive PR and Communications strategy focused on boosting media impact, credibility, and share of voice while aligning coverage with business goals. Podcasts played a significant part.

With outlets through traditional media reducing, a multi-channel communications strategy was designed to broaden reach and deepen credibility. At its core was regular property reporting, consistently picked up by major outlets and repurposed across realestate.co.nz's owned platforms.

Expanding beyond traditional PR to engage a wider range of voices, realestate.co.nz connected with key property and finance influencers, forming new media partnerships, and tapping into highly engaged podcast audiences. Emerging trends were turned into timely, agenda-setting stories that positioned realestate.co.nz as a trusted authority in property conversations nationwide.

THE RESULTS

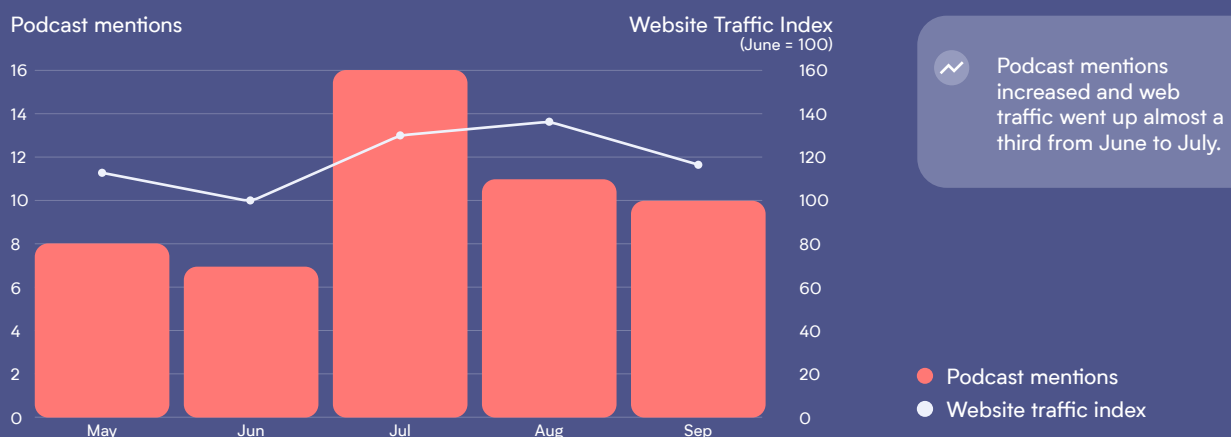
realestate.co.nz saw a

323% increase

in podcast mentions between 1 April 2025 and 30 September 2025 compared to the previous six months.

realestate.co.nz's PR strategy was prepared and executed by Brainchild.

realestate.co.nz Podcast Mentions and Website Traffic Timeline



Stroom data: New Zealand Podcast mention. Google Analytics data for website traffic totals indexed to June 2025 totals (June = 100)

Q&A with Frances Cook, 'Making Cents'

Q You've been around the podcast landscape for a while now. What do you make of it?

A Podcasts have been building slowly in New Zealand and we've hit a tipping point. Everyone knows what the podcast medium is and everyone has at least one or two podcasts they enjoy listening to. Add to that, podcasts have hit mainstream media, but we are still so far from over saturation. It's a most glorious opportunity to be pulling podcasts into new projects.

Q How can PR practitioners best incorporate podcasts into their profession?

A You need to manage expectations from the outset. Be really clear about what you want when partnering with a podcast.

If this is direct clicks and sales for example, that can be done, but that's not podcasting's strength. If what you're looking for is trust, that's where podcasting really shines.

Podcasting allows an interviewee to show their expertise and build a long-term relationship. There's the opportunity to become a trusted pillar who is quite important in a listener's life. You can become a 'go-to'.

If you're looking to build relationships and authenticity — you can't do better than podcasting.

Q In an increasingly AI-centric world where we hear the challenge of proving trust and credibility, how powerful is the podcast medium in creating that?

A When it comes to AI, you can notice the little things that alert you to something being created by AI and it puts you off a little bit.

You can't fake that podcast relationship — it's impossible.

Q Should podcasts be the epicentre of a PR strategy?

A In my own media business, my podcast is the central form. My podcast is where I have my most in-depth relationship with my audience and then, from there, I have my social media following and my newsletter audience. All of it would fall apart if people didn't have the relationship from my podcast.

Q As a podcaster, what do you want from PR professionals?

A First of all, make sure it's the right fit. If I can have a genuine conversation with my interviewee then it just flows and we continue nattering on air. Guests need to feel comfortable for them to open up and be generous with their knowledge.

Make sure your interviewee knows their stuff and is well prepared. Also, encourage them to be ready to take control of the conversation if they need to. If the question leads in one direction but the data or information takes us in another direction, the interviewee needs to be confident to redirect things in a calm and friendly manner.

Q What advice would you give to someone wanting to start their own podcast?

A The best results are going to come over a longer period of time but stick with it because podcasts have such a long tail on them. I haven't experienced any other media format that keeps getting plays like a podcast does. It is an incredible way to build trust and engagement.

Q&A with Steve Holloway, Co-Host of 'Between Two Beers'

Q What's the story of
Between Two Beers?

A We were two best friends from high school who listened to a lot of long-form podcasts overseas but realised no-one was doing it in New Zealand. So B2B was born from the two of us being genuinely curious and inquisitive.

Q How did it all start?

A We bought a microphone for \$200, set it up in my garage in Hamilton, and the first 30 guests we had on the show were people we knew locally - friends, high school teachers, my Dad, and anyone who would talk football. As we got better at our craft, that was when we ventured into talking about sports outside of football.

Q When did you start to
see real success?

A It took us one year and 25 episodes to get 10,000 downloads. Then we made a conscious effort to market ourselves so we reinvested 70% of what we were earning into doing just that. As the show started to grow we partnered with NZME for three years which accelerated our growth. Then we saw the commercial realities and possibilities of podcasting. There was money coming into the podcast industry overseas so we thought if we could position ourselves as a top podcast in New Zealand we could go full time. That realisation came in 2024 and we had enough money to leave our jobs.

Q

Where has the podcasting landscape led you?

A

We've since started two other podcasts — one to document our own journey as accidental business owners and the second to talk with guests who we call Hambassadors. We've also grown established business offshoots, one is B2B Speakers where guests can be MCs at events and two years ago we established Reflections, where people can book us to record their personal family histories.

Q

What is it about podcasting that makes it such a successful medium?

A

It's long form, which means it's more personal and there's more investment in time. When you see a LinkedIn post, you might skim over it and carry on scrolling; if you're listening to a podcast you're in the moment and you're really listening.

Q

How does podcasting fit in the world of AI?

A

If you're listening to a podcast you're listening to something genuine. It can't be faked. So the trust we're able to establish with our guests and our listeners is our biggest asset.

5 reasons

to include podcasts

in your PR strategy

Podcasts offer extended time, access to engaged listeners, and the ability to shape conversations in a personal way. For brands, it's an opportunity to build trust, reach niche audiences, showcase expertise, and fuel wider content strategies, without a hard sell.

1. Build trust and credibility

Podcasts allow audiences to hear the person behind the brand — their voice, values, and personality, which is even more critical in the AI-influenced world. Building authenticity and connection, and making leaders relatable and trustworthy, helps listeners develop stronger affinity with a brand. In PR terms, this isn't just profile building; it's reputation building.

2. Strengthen connection

Podcasts provide a rare opportunity for extended audience engagement. This sustained focus allows audiences to absorb not just the content of the message but the nuance, tone, and intent behind it. For PR, this depth facilitates a stronger connection to both person and brand, fostering credibility.

Podcasts feel personal

Listeners often form parasocial relationships with hosts, meaning they're more likely to trust guests the host endorses or features.

3. Reach engaged audiences

One of the strongest advantages of podcasts is their ability to connect with highly engaged or niche audiences. Rather than relying on broad appeal, podcasts often build dedicated communities around specialist topics, creating a wide range of in-depth content surrounding a speciality topic.

For PR, this means access to audiences who are already invested in the subject, making them more receptive to messaging.

4. Showcase expertise

With space for in-depth discussion, practical insights and advice, podcasts provide a platform for thought leaders and brands to demonstrate real subject-matter expertise. For PR, it's about positioning the brand as a trusted authority. By consistently offering credible and useful content, organisations can build trust and long-term credibility with their audience.

5. Drive an economical content strategy

For busy teams looking for content, a podcast episode can be central to an entire stream of content — and it's often relatively low-cost or free! From social media posts, short videos, or paid campaigns, blogs, articles, or thought-leadership content for the website, placing podcasts in a PESO framework helps ensure ROI on content investment.

For PR, the value is two-fold: the podcast itself provides a credible platform, while the subsequent content extends reach and reinforces key messages. By treating podcasts as a central content engine, brands can maximise visibility and impact, ensuring consistent storytelling across channels without the constant need to generate new material from scratch.

Creating a podcast strategy

Steps for developing a successful podcast strategy for PR purposes in New Zealand. Like any good PR strategy, start with your why. So, before you even touch a microphone, or let your client near a studio, clarify your objectives.



1

Define your goals

First and foremost, what is your PR goal?

2

Identify your target audience

Who are you trying to reach and why? Podcasts allow you to go for quality not quantity so don't rule out podcasts that have a small audience. A niche audience can be equally engaged.

3

Build your podcast list

There will be more than one podcast that's suitable for your client. Identify them and do your due diligence on the interviewer, their reputation, interview style, and audience reach. Alignment is key.

4

Prepare to pitch

Draw on your media pitching experience but factor in the personality pitch. Finding a podcast where the personalities of your client and the host match is a bigger consideration than in mainstream media, given the power of connection to enrich a conversation.



TOP TIP

Suggest a meet and greet between your client and the podcast host. Relationship building can go a long way and a second conversation can be a bit more natural than a first (especially if you consider the pressure of it also being filmed and recorded).

5

Align for mutual benefit

Unlike traditional media, there can be opportunities to work together on extending the reach of a podcast. Could your database be interested in this podcast? Is there a way you can support the listenership and see the mutual benefit for your client and your host?

6

Develop your messaging

what key takeaway points do you want your client to share to the audience? A podcast provides time for multiple messages but that can dilute the point. Be specific and determine your message from the outset.

9

Evaluate, measure, and optimise

Utilise media monitoring services to track podcast mentions, determine how often the piece has been cited or shared online, and gather listener feedback.

7

Prepare for the interview

Listen to the podcast to understand the style of conversation, discussion, or interview environment you're placing your client in.



TOP TIP

Utilise media monitoring to track mentions of a specific topic or keyword, filter the mentions down to podcasts, and see which podcasts are most relevant to what you're trying to promote and to make sure the audience is right for what you're targeting.

8

Leverage the coverage

Position the podcast in the centre of your PR ecosystem. How can you leverage the coverage post interview, on what channels and to whom? Turn the podcast into pieces of micro-content and leverage the traditional media landscape to earn coverage. Knowing how you can further leverage a podcast appearance beyond the one episode is what makes the longevity of a podcast really pay off.

Podcast strategy checklist

- ☒ Why are you positioning your client on this podcast?
- ☒ Who is the audience?
- ☒ Why is your client speaking directly to them?
- ☒ What key messages do you want the audience to take away?
- ☒ How are you measuring the success of this podcast appearance?

How to pitch and prepare your client for a podcast

1 Alignment of podcast, brand, and people

The podcast's 'theme' should naturally fit with your brand or person's positioning, while the guest and host should complement each other in tone and values. Alignment creates a sense of natural connection, leading to engaging and credible content. Make sure there's an alignment of audiences as well. Podcasts give you the opportunity to reach niche audiences, providing more targeted options.

TIP

Research the host's style, listen to past episodes, and assess whether your client's voice will genuinely fit the conversation.

2 Understand the goal

Before pitching, be clear on the objective. What positioning do you want to achieve, and what outcomes matter most — credibility, awareness, or thought leadership? Ensure your objectives also align with the podcaster's own goals.

TIP

Clarify intent in advance and ensure talking points reflect both brand and podcaster's own goals.

5 pointers for podcast success

- 1 Match the right mic with the right host
- 2 Define the goal before you pitch
- 3 Pair expertise with storytelling
- 4 Be conversational, but intentional
- 5 Protect and enhance reputation

3 Ensure your client knows their stuff

Podcasts allow for in-depth conversations, so superficial knowledge risks exposure and a loss of credibility. Confidence is equally important, so ensure your client is prepared to guide the discussion if needed and challenge respectfully when appropriate.

TIP

Anticipate deeper lines of questioning, know key talking points inside out, and practise delivering them with clarity and confidence.

5 Protect and enhance reputation

Every podcast appearance becomes part of your client's public record, so managing how they show up is critical. A poorly handled interview can undermine credibility, while a strong, authentic performance can position your client as a trusted voice in their space. Treat each podcast as both an opportunity and a risk — preparation and message discipline ensure the upside far outweighs the downside.

TIP

Run through potential curveball questions beforehand, agree on clear boundaries for what's "off limits," and have strategies ready for steering the conversation back to safe, credible ground, if it veers off track.

4 Treat a podcast like a conversation with a friend

Podcasts work best when they are approached as you would a chat with a friend — relaxed, open, and genuine. This allows the content to sound natural. The most engaging moments often come from sharing the unexpected or offering a fresh perspective, as long as that's expressed with warmth and an approachable tone.

TIP

Offer useful information in a firm but friendly manner.