

Audio Stories

English version

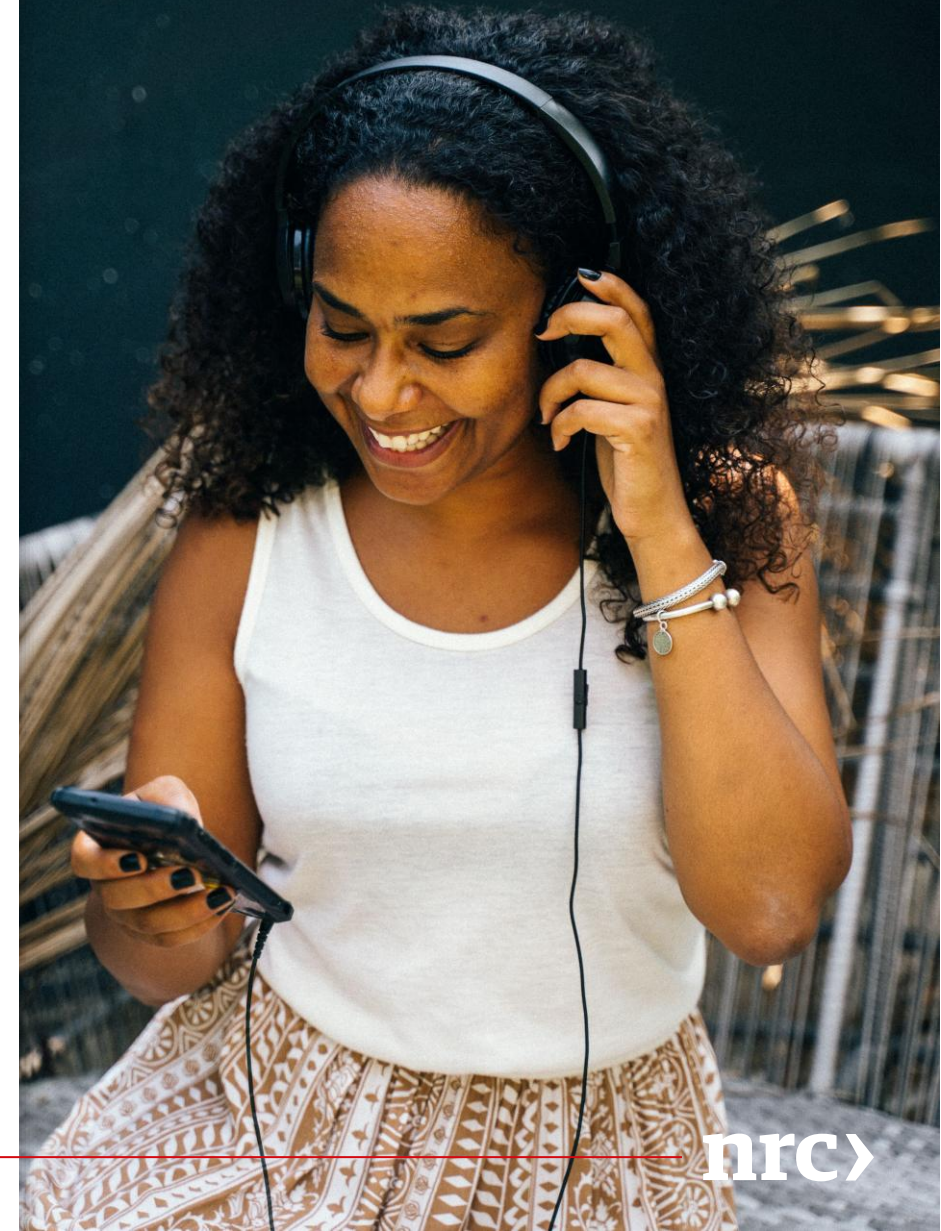


Storytelling takeover within NRC podcasts

Audio Stories is a new offering from NRC. We combine the engagement of podcast listening with the power of storytelling for brands.

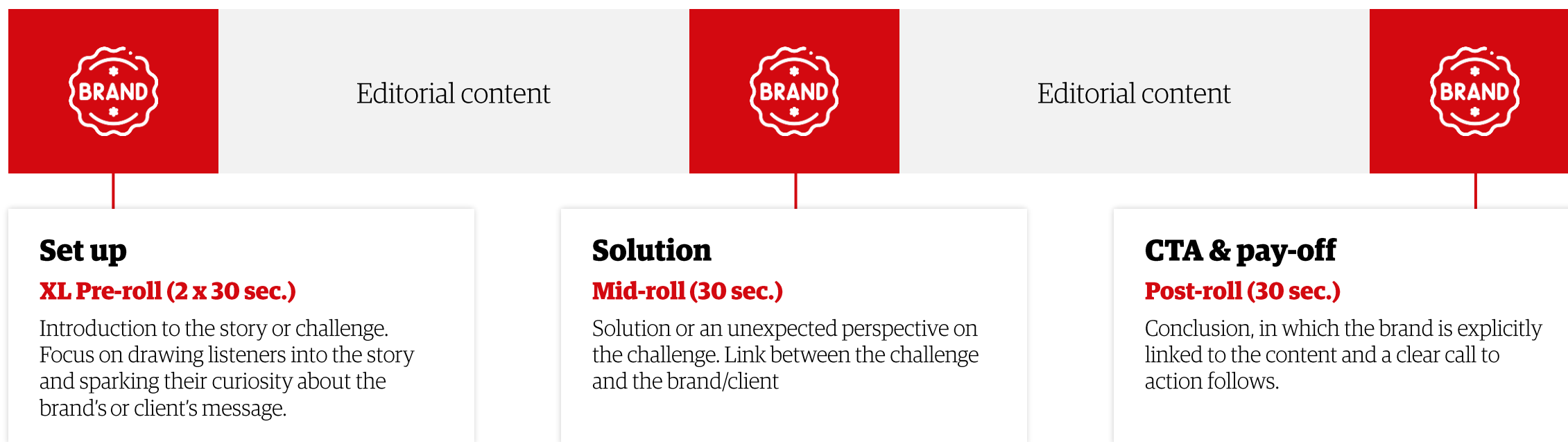
Instead of a single short commercial message, the brand is given the space to introduce a topic, build curiosity and develop the message further.

This makes Audio Stories particularly interesting for brands with a substantive story, where explanation and surprise can be combined to create a mini-story.



How it works

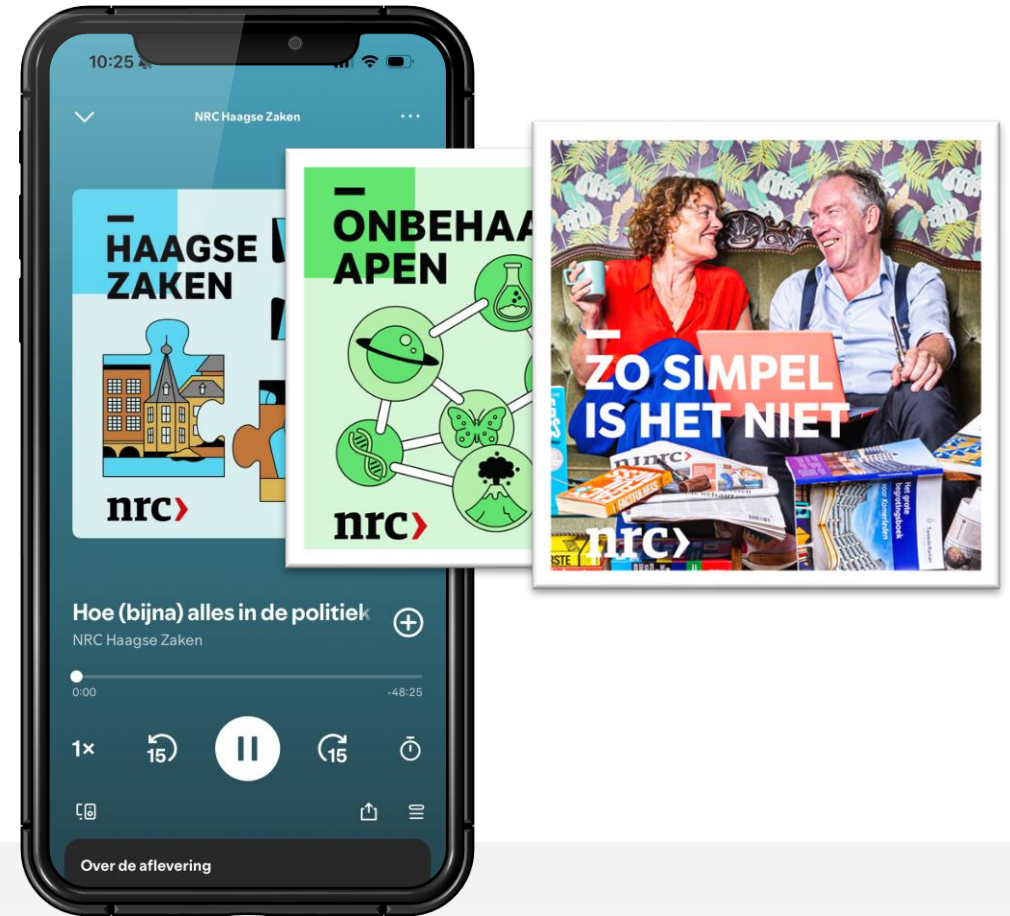
With Audio Stories, a brand is given a two-minute storytelling takeover within existing NRC podcasts. With this offering, the advertiser's message is transformed into an audio story that is told across a selection of NRC podcasts via pre-, mid- and post-roll segments. This provides more space than a standard audio advert or host read to build a story, explain it and engage the listener.



Podcasts where this is possible: Onbehaarde Apen, Haagse Zaken, Zo simpel is het niet.

Guaranteed quality coverage

- One 2-minute branded story in popular NRC podcasts
- In Onbehaarde Apen, Haagse Zaken and Zo simpel is het niet
- Maximum attention to surprise listeners with originality
- Storytelling and bespoke production are handled by our branded content team
- Fixed slots for 2 weeks



Podcasts where this is possible: Onbehaarde Apen, Haagse Zaken, Zo simpel is het niet.

That's what it sounds like!

These Audio Stories were produced for the Rijksmuseum to mark the new exhibition 'Willem de Kooning at work'.

A hundred years ago, Willem de Kooning left the Netherlands to start a new life in New York. There, he went on to become one of the most influential artists of the 20th century. This autumn, he returns with a major retrospective of his drawings, alongside a number of celebrated paintings and sculptures. To mark this special occasion, two of his most iconic paintings will also be displayed in the Gallery of Honour.

[Click here for examples](#)

