Brand Soundscapes.
Your Stories. Crafted for Audio.
Introducing NPM Creative.

The NPR audience expects great storytelling.

Partner with NPM Creative, NPR’s sponsorship client services team, to share your brand’s story and engage NPR’s thoughtful, discerning listeners and users across platforms.

In a time when consumers and brands are becoming more sensitive to advertising and sponsorship, NPM Creative offers a unique advantage to brands: the expertise of public media professionals who are committed to creating additive, non-disruptive sponsorship experiences that appeal to NPR’s audience.
Partnering with NPM Creative is just that - a partnership. A collaboration with NPM Creative helps your brand reach and engage NPR’s audience effectively. From crafting compelling creative to providing detailed performance reporting, we’ve got your campaign covered.

**RESEARCH**
Pre/post brand lift studies quantify the impact of your NPR campaign.

**STRATEGY**
Pre-campaign testing and in-flight evaluation to optimize creative.

**DESIGN**
Custom audio and visuals designed to shine across NPR’s environment.

**DISTRIBUTION**
Take original audio creative further with our custom social audio tool.
You have a great story. Share it.

**Brand Soundscapes** are custom audio creative produced by NPM Creative to tell the stories of NPR’s premium sponsors in a way that fits with the NPR storytelling aesthetic.

NPM Creative sends a producer to collect audio and works with a sponsor to produce audio stories that highlight core brand messaging.

These Brand Soundscapes showcase your brand’s mission, values, or success stories in sponsorship placements across NPR’s digital platforms – and beyond.
Brand Soundscapes are shared in sponsorship placements across NPR digital platforms – where millions of users turn for unparalleled storytelling. And with full ownership of your Brand Soundscapes, your brand can share the stories across your own brand channels and marketing initiatives.
Soundscapes in NPR Podcasts.

NPR is consistently the #1 podcast publisher in America. Mid-roll Soundscapes incorporate audio from your Brand Soundscape into a :30 mid-roll which can be featured across NPR podcast titles.

18.8M
Monthly unique NPR podcast users

45%
YOY growth in monthly NPR podcast users

Sources: Podtrac, October 2018; YOY April 2017 compared to March 2018.
Soundscapes in NPR Player.

**Persistent. Responsive.**
The NPR Player brings audio to the forefront of the user experience offering uninterrupted listening while exploring NPR.org.

The NPR Player showcases Brand Soundscapes by inviting users to listen with custom visual-synched promos.
Share your audio Center Stage.

Customized. Fully Responsive.
Center Stage units are designed to maximize engagement. A custom-built click-to-play Center Stage with 300x600 companion is intelligently embedded into the NPR.org homepage or story pages to invite users to listen to your Brand Soundscape.
Personalized listening in NPR One.

From smart speakers and connected cars to smart phones, NPR One is powering listening in today’s on-demand world with an audio experience that is personalized and frictionless.

Custom promos invite users to hear your Brand Soundscape as they listen to a personalized mix of audio in the NPR One app.
The redesigned NPR App.

With the redesigned NPR App for iOS, users can quickly skim headlines and seamlessly dive into stories, accessing a full range of NPR digital content.

Sponsorship activation in the NPR App is designed to maximize audience engagement within the content stream. NPM Creative will build units tailored to your brand to invite users to “hear more” and listen to your Brand Soundscape within the app experience.
Audiograms

Take your original audio content further. Brands that collaborate with NPM Creative have access to our custom, in-house social audio tool.

Sponsors can create Audiograms that pair a Brand Soundscape with brand imagery, animation, and key quotes from the Soundscape to bring it to life for sharing across social media and other visual brand platforms.
Kia Motors America worked with National Public Media to produce original audio creative shared across NPR One, NPR Podcasts and NPR.org that drove a lift in perceptions of Kia’s priority brand messages and increased purchase consideration.

Among the NPR audience who heard a Kia Soundscape:

68% of NPR podcast users were more likely to describe Kia as “versatile”

14.35% of NPR One listeners clicked through to the automaker’s website

2. National Public Media’s Custom Product Metrics
“Brand Soundscapes are minimally disruptive and highly interesting. NPR was the right environment, it’s a fantastic audience, and I couldn’t have asked for something better in terms of the Soundscapes platform.”

– Kimberley Gardiner, Director, Marketing Communications, Kia
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