



CASE STUDY

MEDIA RELATIONS & THOUGHT LEADERSHIP:
AUDIBLE

THE CHALLENGE



Groundbreaking audiobook company Audible, the world's largest producer and distributor of audio content, retained The TASC Group to help it connect to consumers, improve unaided brand awareness, grow its subscription base and generate a movement to improve national literacy rates.

THE STRATEGY



TASC targeted top national, regional and local media outlets with new messaging that made Audible more accessible and exciting to the media and consumers. The team focused on Audible as a product that would dramatically increase literacy among consumers and communities by making reading fun and accessible. TASC forged strong relationships with top-tier journalists covering literature and literacy, book reviews, and lifestyle and celebrity news. The team also worked to seed stories on announcements for dramatic new projects featuring A-list actors and performers, original content and classic audiobook releases, and technology innovations to improve customer experience.

THE RESULTS



TASC generated over 450 media placements in international, national and local media, yielding nearly 200 million media impressions, including coverage by The TODAY Show, The Wall Street Journal, The Los Angeles Times, People, USA Today, Rolling Stone, Vanity Fair, The Washington Post, the AP and a front-page A1 story in The New York Times that applauded Audible's wide selection of original content and multicast audio drama projects. TASC's work strengthened the company's B2B marketing efforts, improved talent partnerships and helped to double unaided brand awareness.

400+ MEDIA PLACEMENTS

HUFFPOST

People

The
Guardian

The New York Times

VANITY FAIR

Rolling Stone

billboard