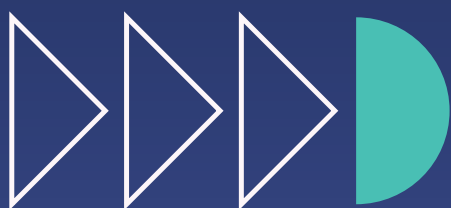




TAKING THE MIC AT ADVERTISING WEEK: HOW SOUNDS PROFITABLE BUILT ITS PIPELINE AND CREATED GLOBAL OPPORTUNITIES FOR THE PODCAST INDUSTRY



AWNY Case Study

SOUNDSPROFITABLE





Hard-cost ROI in the first month. More than 1,600 targeted attendees in two days. Fast partner renewals. Proven expansion into Europe.

That is the value of a sponsorship model built for business outcomes, not generic event exposure.

Sounds Profitable needed a smarter way to put partners in front of real decision-makers without paying for broad, expensive packages that often deliver visibility but little pipeline impact. The opportunity was clear: create a lower-cost, higher-access model that connects sponsors with marketers, agencies, media buyers, and other budget-holders in a setting designed for meaningful engagement.

The result was a partnership approach that made event investment easier to justify and easier to scale. Instead of buying awareness, partners gained direct access to qualified prospects, conversion-focused touchpoints, and a structure that generated enough momentum to drive quick renewals and international rollout.





In this case study you'll see:

THE CHALLENGE

How to reach high-value buyers without overspending on generic sponsorships.

THE APPROACH

A flexible partnership model built for targeted access and measurable business impact.

THE RESULTS

Full hard-cost ROI within one month, 1,600+ relevant attendees in two days, and expansion to Advertising Week Europe.

THE BUSINESS VALUE

A repeatable sponsorship model that supports pipeline growth, partner confidence, and long-term scale.



Here's how Sounds Profitable turned event participation into a more efficient growth engine.



The Company

Sounds Profitable amplifies podcasting growth, connecting nearly 220 partners with media buyers and brand leaders. Founder Bryan Barletta built the business to ensure event spend fuels growth, not just visibility. The old model—high costs and generic exposure—simply didn't drive bottom-line results. As Barletta put it, "My partners don't have money to waste on event expenses that don't deliver actual value."

The Challenge

Traditional event sponsorships required high investment for uncertain outcomes and limited direct access to decision-makers. Many companies found themselves networking within their comfort zone instead of reaching real buyers. To drive real opportunity, Sounds Profitable needed a model that would break through industry silos and ensure efficient, qualified engagement with marketing leaders and budget holders.



My partners don't have money to waste on event expenses that don't deliver actual value.





DD

We saw the opportunity to come into a space where there was already the connection of advertisers at an event that is already on everybody's calendar.



The Approach



Partnering with Advertising Week, Sounds Profitable followed a flexible, cost-effective sponsorship model focused on business outcomes. Instead of expensive, broad packages, sponsors accessed a large, high-value ecosystem through a branded central hub, with built-in opportunities for substantive conversation and thought leadership.

This approach reduced operational friction, made event participation more accessible, and ensured every activity aligned with conversion and pipeline potential. Barletta explained, "We saw the opportunity to come into a space where there was already the connection of advertisers at an event that is already on everybody's calendar."

Built for Real Business Impact

The branded presence at Advertising Week became a catalyst for meaningful business conversations—not just foot traffic. The event environment put sponsors face-to-face with marketing decision-makers and brand buyers who are hard to reach elsewhere.

As Barletta said, "If we give people the opportunity to show up, they will attract the people that they're not able to get on the phone or email right now."





The Sessions

Branded sessions give sponsors a platform to lead conversations, not just attend them.

These thought leadership opportunities helped showcase expertise and demonstrate credibility and drove conversations during and after the show.



Sounds Profitable sponsored two standout sessions:

- ▶ *Podcasts in the Living Room: Emerging Trends in UK Video Podcasts & Smart TVs*, debuted exclusive research on the rise of video podcast consumption on Smart TVs in the UK.
- ▶ *Harnessing Podcast Fandom: Human Connection in an Algorithmic Age*, explored how curation and human-led IP are shaping the future of audio in a fireside chat format.

Both sessions positioned Sounds Profitable's partners as credible voices in front of the brands, agencies and media buyers they most wanted to reach.



The Results

Sounds Profitable covered its hard costs within one month—a compelling proof point for internal stakeholders.

More than 1,600 unique, relevant attendees came through the space in just two days, reflecting true audience quality and engagement. The model enabled partners to have direct, valuable conversations with decision-makers and budget holders, fueling pipeline momentum and rapid renewal decisions. Barletta noted,

DD

It was so successful after this past year that I tried to renew on day three of the event.





International Scale

The New York success inspired Sounds Profitable to expand their reach to a global audience at Advertising Week Europe. There, the model delivered access to 2,000 delegates per day—71% at manager level or above—across 24 countries. Barletta summed up the payoff:

DD

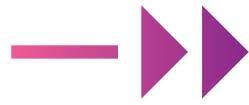
The UK event was just astounding. Every dollar I spend and every bit of attention I give to Advertising Week has come back tenfold.



What This Means for Sponsors

Sounds Profitable's experience proves the value of a sponsorship built around outcomes: fast ROI, direct senior-level access, and seamless scalability. This approach lets sponsors invest in access, engagement, and business impact from day one instead of hoping for results from generic exposure.





The Bottom Line

Sounds Profitable turned event participation into a true growth engine by focusing sponsorship on what matters: qualified access, measurable ROI, and scalable results. Hard costs were covered fast, engagement was high-quality, renewals came quickly, and the model proved itself internationally. For brands serious about growing pipeline—not just presence—this case demonstrates how event investment should work.

About Sounds Profitable

Sounds Profitable is a collection of media properties — a newsletter, a podcast, and much more — that covers both strategic and tactical changes to the business of podcasting. We are committed to setting the course for the future of the audio business.





Want to build your own success at Advertising Week?



*Connect
with the
sponsorship
team*

