

Built for Performance

Expanding awareness among health-conscious consumers.

Campaign Summary

An innovative consumer technology brand partnered with True Native Media to expand awareness for its latest wearable device among active, performance-driven consumers. By aligning with podcasts whose audiences prioritize fitness, wellness, outdoor adventure, and personal optimization, the campaign delivered significant scale, meaningful engagement, and efficient reach among highly qualified listeners.



3.17M
Impressions



778K
Households Reached



OBJECTIVE



A leading global consumer technology company sought to increase awareness and consideration for its newest wearable product among health-conscious and performance-minded consumers. The campaign aimed to introduce the device's advanced capabilities, including durability, long battery life, and wellness-focused features, to audiences already invested in fitness, personal growth, and optimizing their daily lives. The primary goal was to generate broad visibility while driving qualified traffic and meaningful engagement with prospective customers.

FRAMEWORK



The True Native Media team developed a host-read podcast strategy centered on active lifestyle, wellness, and personal development audiences whose interests closely aligned with the brand's positioning. The campaign leveraged trusted creator endorsements across a carefully curated mix of shows spanning Health & Wellness, Business, TV & Film, and beyond. By pairing premium inventory with thoughtful audience alignment and authentic storytelling, the campaign was designed to build awareness at scale while driving meaningful consumer engagement.



Performance-Focused Audiences



Authentic Host Recommendations



Optimized Cross-Genre Placement

RESULTS



1

Scaled Brand Visibility

Delivered over **3.1 million impressions** and reached more than **778,000 households**, significantly expanding awareness among active, wellness-focused listeners.

2

Sustained Audience Exposure

Achieved an average household frequency of **4.07 exposures**, reinforcing brand messaging through repeated listener touchpoints.

3

Efficient Delivery

Maintained a highly competitive **\$23.28 CPM**, demonstrating the ability of podcast advertising to deliver premium audiences at scale.