

YOU'RE WHAT YOU HEAR



What makes a good podcast? Random shallow topics, good editing, the best of the best equipment, loads of money behind digital marketing. These are some of the things most people think make a good podcast but is it completely true?

Individually, they all contribute to a good podcast, but we didn't want to make a good podcast, we wanted to produce a great podcast that was about meaningful stuff but wasn't too serious. A podcast that wasn't perfect because what's the use in chasing something that can never be caught.

So do you know what we did? We went against the grain and produced a podcast about a niche topic (Advertising/Marketing), with 2 borrowed wireless mics, recorded in a room far from a studio with zero post production editing (apart from the background music). In a nutshell, we produced [Advertising Anonymous Podcast](#), a one take recording about Advertising, the people and everything in between.

It's been a wild ride for me as I get to sit down and chat with some very interesting people in the advertising space. A lot of stories have been shared, ranting sessions have happened but in all, interesting lessons have been learnt. I get loads of comments about how relaxed and easily digestible [Advertising Anonymous Podcast](#) is. Some say its like a bunch of people just talking and bantering about something they share a lot of passion for and I'll say that's the best way to describe it.

With these feedback, have come more listeners. With literally no digital marketing and a handful of nicely written content, [Advertising Anonymous Podcast](#) has gathered listeners

from countries I have no connection to. So in the spirit of serving content that actually has meaning and growing the numbers of followers and listeners, I implore you all to listen to any of the past episodes and you may just find/hear something interesting.

New episode of the [Advertising Anonymous Podcast](#) is dropping this week, so have a listen and feed your mind right.

[#SpoilerAlert](#), my guests are absolutely silly but brilliant.