Educational Consumer-Facing Media

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

Our 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. We 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. We also worked to seed stories on announcements about dramatic new projects featuring A-list actors and performers, original content and classic audiobook releases, and technology innovations to improve the customer experience.

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 multi-cast audio drama projects. TASC’s work strengthened the company’s B2B marketing efforts, improved talent partnerships and helped to double unaided brand awareness.