

## **BEST BRANDED PODCAST**

To recognise and celebrate creativity and originality in outstanding radio delivered as a podcast series on any audio platform to recognise entertainment excellence and if for commercial brand associated podcasts that are produced in response to a client brief.

## **WRITTEN SUBMISSION**

Describe the background to the podcast, it's target audience, why it was created and why it has achieved a significant level of audience engagement and/or listenership (max 200 words)