

TECHNOLOGY PODCAST MEDIA PACK 2024

| **Technology** Investors
Technology **Founders**



WELCOME

Latest Sale welcomes portfolio investors, their networks, and tech founders to the knowledge-based sales platform that counts. Ensure founders can take advantage of forward-thinking Marketing support expertise through our outreach campaign planning and insights. If your investment priority lies in the creative, hospitality, travel, and leisure industries powered by tech, our innovative engagement and micro influencer programmes will maximize your sales potential through effective digital networks.

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The New Age Micro Influencer Investors and Founders Need To Thrive

Introduction

An investor and founder-ready media pack awaits all those who seek market growth through organic sales™ opportunities. From podcasts to digital marketing outreach solutions, showcase your CSR credentials through Edtech Commerce™. Capitalize on a business directory that inspires and adds value to your bottom line. Gravitates towards a new age of impactful content and influencer marketing techniques.

Modern-day technological realms with AI at the forefront pose a challenge to every industry. Latest Sale Marketing outreach campaigns give portfolio investors and their founders a forum to debate industry trends and showcase how organic technology™ can be deployed to support sales of innovative tech products and services.

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Message from the Founder

CEO's Statement



Latest Sale is committed to developing programmes through the **Latest Sale Talent Academy to stimulate jobs for the local creative services workforce now and in the future as advances in technology continue.**

Edtech Commerce™

Edtech Commerce™ defines our business ethos and offers local businesses a unique solution to thrive in an ever more competitive landscape due to technological developments. Latest Sale is proud to launch the Latest Sale Talent Academy to address skills gaps in technology and to promote creative ingenuity that will transform workers into productive, qualified professionals.

We share our expertise in the creative services and hospitality, travel and leisure sectors with our employees and key stakeholders as we look to empower them to utilize groundbreaking sustainable technology™ solutions (SAI- Sustainable Artificial Intelligence™) and effectively contribute to the local, national, and global economy. Latest Sale trains all team members in our coined term Edtech Commerce™ that ensures businesses powered by tech can engage with a larger audience and gain a competitive edge through knowledge based content.

Our mission is to **empower the local workforce** to contribute to the modern global economy

Podcasts

Effective communication is the key to success. Latest Sale understands the need of modern enterprises with business goals including the creation of sustainable and lasting relationships with their peers and consumers alike. Our tiered business directory includes an innovative podcast service to extend support to tech founders and portfolio investors who wish to explore new Marketing outreach techniques and amplify their voices to a captive audience.

There are over 15 million podcast listeners in the United Kingdom, so rest assured that our partners will connect to a broader market segment through this service. Moreover, we offer a wide range of formats to find the podcast offering that suits our clients best.

Organic Technology™

Latest Sale aspires to join hands with tech founders and portfolio investors to showcase how businesses can utilize organic technology™ to stay ahead of the curve and take on the challenges that may arise in the future. This strategy encapsulates the core values held by our company.

Our enhanced business directory provides businesses with a cutting edge, knowledge based sales platform in which to effectively advertise products and services worldwide.

Change with time and stay ahead of the challenges of tomorrow by deploying a promotional eco system with corporate social responsibility (CSR) and Environmental Social Governance (ESG) at its core. Deploy our insightful business directory to showcase how the modern workforce uses technological advancements to enhance their productivity and deliver value to consumers.

Creative Services

It is no secret that advancements in AI pose the greatest threat to the modern workforce.

We acknowledge its serious consequences and have published content to describe the importance of deploying (OAI) Organic Artificial Intelligence™ in the creative process. While extremely useful for mundane tasks, AI does not possess the same creative or artistic abilities as human beings. For this reason, Latest Sale focuses on the development of creative skills that cannot be so easily replicated by AI.

We are on a mission to promote artistic creativity by working together with brands in the technology, luxury hospitality and creative services sectors. Explore the nexus of creativity and design through the leading, cutting edge platform that counts.



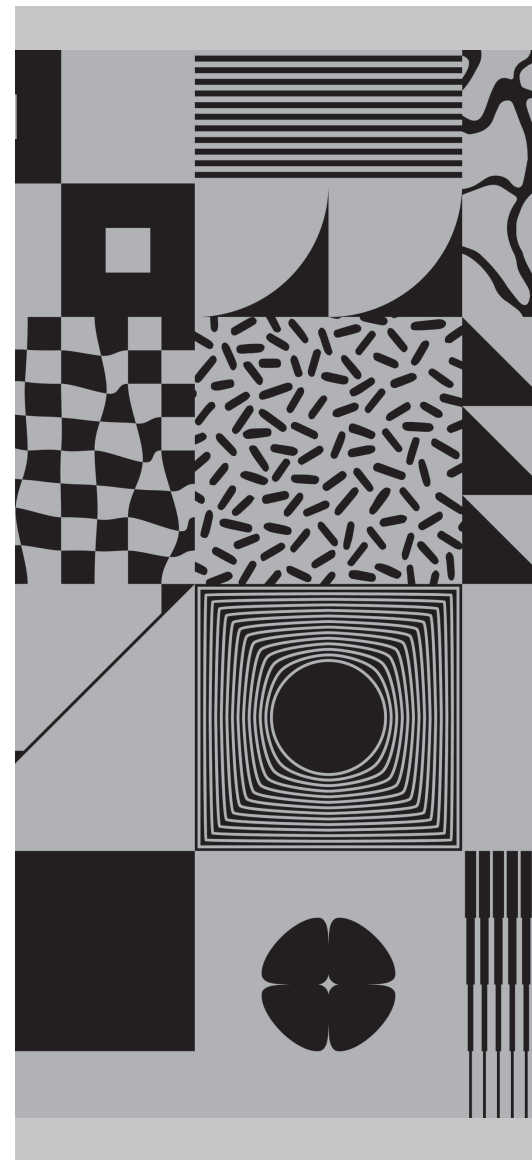
Michelle Ogbonna
CEO / Founder

Innovative Solutions to Boost Your Business

Founded in 2004, Latest Sale has managed to leave its mark on the business world by hosting an AI driven business directory tailored towards tech founders and investors who wish to promote trailblazing products and services to a broader audience using responsible AI. The business directory provides enterprises powered by tech with a unique opportunity to boost sales and focus on market growth through podcasts, Edtech Commerce™, and intuitive Corporate Social Responsibility programmes.

Keeping in line with our passion to integrate technology and innovation into our Marketing ethos, our insightful business directory caters to businesses pertaining to technology, the multimedia, digital and telecommunication sectors. Our expertise supports creators from eight key sub categories; MedTech, Transportation, Tech Entertainment, FinTech, Gaming, Digital Art, Manufacturing & Supply Chain Tech, and Venues for Work. Our focus on these core segments reflects their transformative technological evolution.

Institutional investors and tech founders, enjoy a refreshing advertising experience through our value-added business listings, informative blogs, well-researched themes, SEO links and our proprietary organic technology™ solutions supported by our sustainable technology™ ethos. To ensure your portfolios thrive, captivate your audience with our original podcasts.



Exclusive interviews, documentary-style broadcasts, solo shows and co-hosted shows will catapult investors' portfolios of tech companies to new heights. From detailed explanations of the latest products to in-depth conversations on cutting edge SaaS and useful applications, we talk about tech that inspires others.

As the simulation of human sensory in machines is programmed to mimic our actions, we explore in detail the idealistic characteristic of artificial intelligence and its ability to rationalize, unlike any human. AI is capable of taking actions that impose a higher chance of achieving a goal successfully. However, what an AI tool still cannot bring forth is the human element of empathy, feeling, and trustworthiness, the three main kinsmen of

marketing and qualities that lead to the creation of great human-facing podcasts.

Brand owners, embrace must-have organic technology™ tools destined to combat the threats faced by the modern workforce. Showcase the diversity of the creative services industry and make a lasting impression on global consumers. Ensure your CSR programmes are riveting and maximize your campaign's level of engagement. Equipped with enhanced analytical insights, we ensure you are able to take advantage of the opportunities offered by an unparalleled forum for progressive business owners and investors.



“Technology is best
when it brings
people together.”

Matt Mullenweg

Revolutionizing Sales Through Edtech Commerce™

Edtech Commerce™

Edtech combines “education” and “technology,” whilst Edtech Commerce™ refers to the use of technology and the Latest Sale knowledge base to facilitate and enhance sales. Latest Sale aims to transform the learning experience of consumers who wish to understand more about the corporations they purchase from by making the sales cycle more interactive, inclusive and personalized.

Improved User Engagement

Our focus is Smart learning software and digital content that can increase user engagement resulting in improved outcomes.

Greater Access to Data

The growth of edtech has enabled educators to assess learning structures and identify the knowledge gaps that must be filled.



Latest Sale uses Edtech Commerce™ to describe its business ethos and support of the luxury hospitality and creative services sectors by maximizing organic sales™. We utilize this knowledge base to help businesses powered by tech to thrive in the modern marketplace.

Awards

Latest Sale's mission is to support the luxury hospitality and creative services sectors whilst raising awareness of the challenges faced by these industries in today's high tech ecosystem. Our dedication to helping brand owners maximize sales has earned us quite a few awards over the years.

Won: TechRound BAME50 2023

In 2023, Latest Sale reached number 12 in the coveted TechRound BAME50 2023 list of top tech enterprises to look out for.

Won: RBKC Community Participation Anchor Award 2022

Alongside Westminster City Council, the UK Royal Borough of Kensington & Chelsea Public Health team, and the UK Department of Levelling up, Housing and Communities (who funded the Local Authority to run the programme) awarded Latest Sale with the highest award for the successful roll out and impact of their community engagement programme for the Health Equalities Programme 2022 that deployed the use of Marketing through the "Your Voice Is Amplified" podcast.

Identified as a key anchor organisation, our data-driven, micro influencer led podcast format was recognized for its contribution in stimulating vaccine awareness and understanding to promote wider health protection and wellbeing measures amongst the Royal Borough of Kensington & Chelsea community and for highlighting gaps and opportunities for improved communications strategies instigated by the NHS (UK National Health Service).

Won: Microsoft Ventures Best Pitch Award

In 2014, Microsoft Ventures, a venture capital fund run by Microsoft, awarded Latest Sale the top prize for Best Pitch.

Won: (IHG) Intercontinental Hotels Group

In 2014, Latest Sale managed the 12-month British heritage and fine art local community engagement project with the Hotel Indigo London Kensington Earl's Court. The high profile event was attended by the Mayor of the Royal Borough of Kensington and Chelsea. This activity contributed to the highest award; the IHG Star Awards prize, the IHG Hotel Indigo of the Year for Europe Award.

Won: Best Jewellery Store Award

In 2013, Latest Sale won the Best Jewellery Store Award with Condé Nast title Sublime Magazine for eco-friendly handmade jewellery lines.

Nominated: Online Business of the Year Award

In 2007, Latest Sale was nominated for the Precious Award Online Business of the Year, sponsored by Pearson PLC.

Every time we introduce a new initiative, we win an award for it. You can join us and become a part of our journey.

Social Responsibility

Our corporate ethos embraces CSR holistically through the Latest Sale Talent Academy as we launch Technology podcasts that offer an efficient way of reaching global workforces with organic technology™ disciplines applied.

New markets can also be reached via responsible technological means. From MEDTech to FINTech, Latest Sale offers best in class expertise in Marketing across the key industries leading investment portfolios cover.



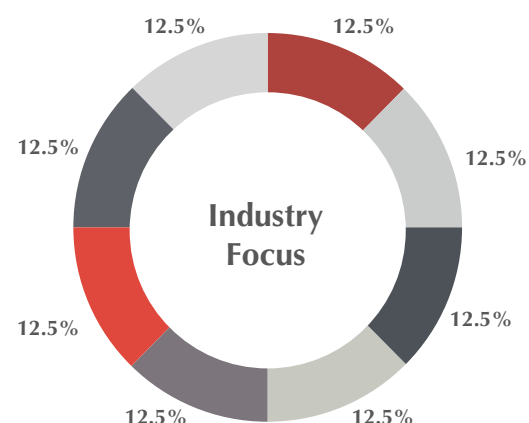
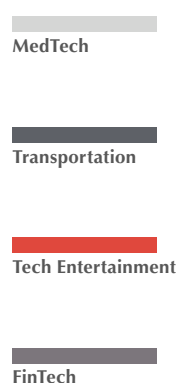
Contribute to the Creation of a Sustainable Environment That Empowers Modern Businesses



Let's Grow Together

Latest Sale aspires to work alongside tech founders and portfolio investors to create a dynamic business landscape by facilitating multilateral team dialogue. We aim to provide businesses with opportunities to create strong bonds with their peers and customers by deploying our ethos of sustainable technology™ that drives growth and is highly targeted.

Technology Sub Categories – 8



Summary of 8 key industry focal points for Technology investors and tech founders

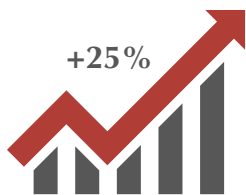
Overview

Podcast Highlights

Advertise your products, services and CSR initiatives through our innovative podcast episodes. Reach new market segments.

MedTech market share

\$600 Billion



The MedTech sector’s market size is expected to grow to \$600 billion by 2027 with a 25% CAGR.

Gaming

Digital Art

Manufacturing & Supply Chain Tech

Venues For Work

+3.4%

Projected CAGR for Transportation industry through 2027

\$2 Trillion Industry

Tech Entertainment & Gaming have become powerhouse industries

Global FinTech investments are expected to reach

\$44 billion in 2025

Despite the outbreak of COVID-19, the FinTech industry continued to flourish and witnessed a 14% growth between 2022 and 2023.

Digital Art & Venues for Work

The Digital Art industry has a global market valuation of \$50 billion. Meanwhile, the rise of ‘work from home’ practices have encouraged the growth of online venues for work.



83%



17%

The number of women in the Manufacturing & Supply Chain Tech sector is increasing gradually

Business Directory

Programme Highlights

Combined with a transactional website, our best-in-class business directory improves service offerings through visually engaging business listings, comprehensive data insights, an impressive, cutting edge algorithm and more. The enhanced product and service discovery process positions the directory as an absolute game-changer for businesses, institutions, and consumers alike.



Bronze

The Bronze category allows organisations and educators to highlight their projects through standard business listings, blog posts, an image and SEO links.



Silver

The Silver category enables organisations to showcase their projects through premium business listings, long-form blog posts, multiple images, SEO links and CTAs.



Gold

The Gold category includes Premium press release distribution support, enhanced listings via Ferris Wheel Marketing™ micro influencer outreach activity focusing on reputation management through a 5pp sponsored Whitepaper.



Platinum

The Premium Platinum category offers organisations bespoke PR support for 15 to 60 minute long multilingual sponsored podcasts broadcast as interviews, documentaries, solo shows or co-hosted micro influencer shows.



Boost Sales Performance

Businesses can use the platform to advertise their offerings to a broader audience, while consumers can utilize the directory to discover new and improved listings.



Amplify Your Sales Message

Podcasts present an innovative opportunity for tech founders and portfolio investors

Keeping in line with the accelerating rate of technological change, Latest Sale offers its partners an exceptional podcast service that enables them to connect with their peers and customers seamlessly. Our cutting edge communication platform supports creators by highlighting the impact of technology on different sectors, ranging from healthcare and digital art to finance and venues for work.



MedTech



Transportation



**Tech
Entertainment**



FinTech



Gaming



Digital Art



**Manufacturing &
Supply Chain Tech**



Venues for Work



Company Road Map

MedTech

EXPLORE HOW ORGANIC TECHNOLOGY™ CAN BE DEPLOYED TO CURE, PREVENT, DIAGNOSE, MONITOR, AND TREAT DISEASES

Telehealth and telemedicine have changed the whole dynamic of the healthcare industry worldwide. According to Global News Wire, it is projected that by 2027, the telehealth market size will have grown to USD 600 billion with a CAGR of 25% and an increased demand for virtual consultations.

Transportation

IMPROVING TRANSIT MEDIUMS BY CUTTING TRAVEL TIME AND REDUCING RISKS

The aviation industry has not been left untouched by the waves of digital and technological reforms. In fact, the much anticipated ripple effect across the aviation industry has already begun. According to a recent report on Future of the Airline Industry 2035, automation, cybersecurity and robotics have been identified as some major new manufacturing alternatives to promote efficient transit mediums.

Tech Entertainment

REVOLUTIONIZING DAILY ENTERTAINMENT THROUGH INNOVATIVE STREAMING AND COMMUNICATION PLATFORMS

Changes in technology have become natural elements of the entertainment industry, but consumers have not curbed their enthusiasm to be entertained. With the high popularity of streaming platforms such as Twitch, video streaming services are on a continuous growth trend, accumulating USD 21.9 billion in revenue, according to CES Tech.

FinTech

INFLUENCING THE FINANCIAL MARKETS BY EMPOWERING CUSTOMERS AND ENCOURAGING INNOVATION

It has been revealed by Tech Jury that by the end of 2022/2023, the global spending on blockchain will have reached a cumulative total of a whopping USD 6.6 billion. Many financial forums have jumped on the bandwagon with high regard for creating their own blockchain systems for a diversified and tech-savvy banking experience.

23% 
2024

According to the latest statistics, it has been predicted that the number of podcast listeners will also increase by an additional 23% between 2023 and 2025. Meanwhile, according to Statista, there will be nearly 20 million podcast listeners across the country by 2024. This trend highlights the rising popularity of this communication mechanism in the realm of digital marketing. Moreover, about 40% of listeners aged 26 to 35 listen to podcasts on a weekly basis.

Company Road Map

Gaming

TRANSFORMING THE INDUSTRY THROUGH NEW PRODUCT DEVELOPMENT IN ORDER TO FOSTER ECONOMIC GROWTH

The gaming industry is also taking the technology sector by storm, and today gaming is more popular than ever before. Based on current stats, this segment is highly likely to surpass 3 billion gamers globally by the end of 2024, according to reports by Newzoo.

Digital Art

EXPANDING THE REACH OF ART TO NEW MARKETS TO ACCELERATE DIGITAL MARKETING SUCCESS

From billboards to websites, digital art and advertisements have taken the world by storm. With a global market valuation of USD 50 billion, the digital art market is soon going to triumph over all other traditional methods with well known, high end brands pushing their advertising campaigns through digital art mediums.

Manufacturing & Supply Chain Tech

IMPROVING MANUFACTURING AND SUPPLY CHAIN MANAGEMENT EFFICIENCY WITH BLOCKCHAIN

True innovation is facilitated by upgrading every step of the supply chain. Using the Internet of Things (IoT) to keep tabs on logistics, blockchain systems and the accumulation of data, AI, machine learning and automation are most likely to improve customer experience outputs, according to Deloitte's Supply Chain and Analytics Survey.

Venues for Work

UTILIZING TECHNOLOGY TO FOSTER A CULTURE OF COLLABORATION AND COMMUNICATION REMOTELY

According to Backlinko, Zoom crossed over 300 million daily meeting participants in 2020 alone, the year it saw its actual purpose and consequent boom to a staggering 500 million by 2023. It is expected that the rise in usage will be 57% by 2025.

62% 
2023-2024

of consumers above the age of 12 have listened to podcasts in the United States, one of the biggest markets for brands in creative services and luxury hospitality sectors. The latest figures show that 38% of the American population tunes in to listen to podcasts at least once a month. Meanwhile, other research has shown that 73% of listeners in the USA use smartphones and tablets to listen to podcasts. These stats give a clear picture of the future of the podcast industry.



AMPLIFY YOUR VOICE

Modern-day technological realms such as AI pose a challenge to every industry. We lay the groundwork for robust campaign planning and show how our invaluable tools can be deployed and will facilitate a competitive edge for our customers.

Increase Engagement with Micro Influencers

The evolution of influencer marketing has provided brands with an effective way to engage with existing consumers and access hard-to-reach target markets. Latest Sale is a step ahead of the curve, and is suitably positioned to lead the way. As a best in class micro influencer, we aim to give your business the boost that it deserves. Our industry specific podcasts will connect you with a high profile audience with global perspectives as we work to play a crucial role in improving the trustworthiness of your brand.

Micro influencers including Latest Sale boast a legion of active followers with specific interests. We will open our doors to our network and will identify the right presenter for each of our clients.



Embrace Thought Leadership, Establish Brand Authority

At a time when Artificial Intelligence poses the biggest risk to local workforces, Latest Sale adopts organic technology™ to produce authentic content for humans and by humans. By working with our network of micro influencers who specialize in products and services like yours, Latest Sale will deploy thought leaders to establish your brand authority in the industry. With our podcasts, you will be able to scale new heights of success in no time.



Third party specialists will help build a digital community resulting in higher customer satisfaction, engagement and increased ROI



Our unique podcasts retain the anonymity of famous presenters whilst ensuring your brand shines.



We will use highly effective channels and outreach networks to ensure our podcasts reach your niche audience.

61%

Volume of consumers who trust influencer recommendations when making a purchase

75%

Brands intending to commit to separate influencer marketing budget

DCMS

Sector Coverage

Scale new heights of success through Edtech Commerce™ by taking full advantage of all that our B2B2C tools have to offer including especially tailored solutions for advertisers in the luxury hospitality, travel and leisure industry and creative services industry, as highlighted by the Department for Digital, Culture, Media & Sport (DCMS).

We specialize in the same sectors highlighted by the DCMS, a UK Government department that promotes and drives innovation in creative industries such as digital media, information technology, software development, advertising, graphic design, architecture, interior design, arts and antiquities, visual arts and performances, photography, print and publishing, and more. The DCMS is dedicated to building a robust digital economy and is also responsible for tourism and leisure alongside culture and sports.

- More than 645,000 businesses in the UK fall under the sectors prioritized by the DCMS, representing nearly 25.6% of the non-financial UK business economy.
- The creative services, digital, and tourism industries enjoyed the most significant growth of all other DCMS sectors in 2019.
- About 88.3% of such businesses only employ up to nine people, highlighting the economic contribution of small businesses in the creative sector.
- In 2022, DCMS sectors contributed GBP 212.0 billion to the national economy, excluding the revenue generated from tourism. It is projected that this contribution will jump to GBP 300 billion by 2024/2025.
- The key creative and technology segment groups of focus for Latest Sale podcasts include MedTech, FinTech, Digital Art, Tech Entertainment, Transportation, Gaming, Manufacturing & Supply Chain Tech, and Venues for Work.

The main priorities of the DCMS lie in strengthening the economy by connecting businesses in the UK to other parts of the world. Moreover, it focuses on supporting rapidly evolving digital and media initiatives.

With a groundbreaking podcast service integrated into our holistic marketing package, Latest Sale takes promoting products and services to the next level. Our platform also plays a vital role in connecting creators with hard-to-reach audiences who wish to discover more about the brands they purchase from. Build lasting relations with a high profile clientèle and allow us to equip you with the resources to access global markets.



Developing Strong Communities Globally

With our digital broadcast marketing tool, we pioneer industry trends, themes and solutions that solidify our status as social impact tech leaders. We strive to connect brand ambassadors with broader hard-to-reach audiences and foster the growth and wellbeing of the freelance market in our specialist sectors. The independent contractor market will account for 50.9% of the total US workforce by 2028. We uncover hidden perspectives that drive Government policy.

Discover the Five-Point Offer

Case Studies

With a commitment to transparency and fostering client success, Latest Sale is your trusted partner. Let us help you navigate through challenging customers, highlight pivot strategies and more effective messaging that ensure you remain at the forefront of your industry. Our case studies underpinned by five core offerings consistently drive positive results for brands and institutions, as we continue to share with C-suite executives, invaluable data insights and validated solutions also used for our own products and services.

Our state-of-the-art platform utilizes knowledge-based content to offer advertisers an effective channel that engages with audiences who appreciate luxury brands with robust CSR strategies embedded into their sales principles. Learn how micro influencers can propel tech-based brands to new heights.



5 OFFERS AT OUR CORE



Step One - Sponsorship: We don't create content for machines; we create it for humans. Latest Sale will establish your brand authority through personalized sponsored content, including podcasts, product placements, exclusive interviews, and the Sponsor a Creator programme.

Step Two - Reputation Management: Find out what your audience likes and dislikes about your products or services. Our platform will allow customers to share their experiences honestly and productively so our clients can make the necessary improvements.

Step Three - Holistic Marketing Packages: Our unparalleled and meticulously designed marketing packages integrate high-quality podcasts with social media campaigns, SEO, blog posts, and more.

Step Four - Edtech Commerce™: Customers want to support businesses that are socially responsible. Our knowledge-based platform will ensure tech brands generate awareness of the CSR initiatives that captivate their target markets.

Step Five - Creative Industry Specialists: At a time when AI has become the biggest threat to the local workforce, Latest Sale aims to bring organic technology™ and the creative industry closer than ever before.

Case Study

Client :	The Royal Borough of Kensington & Chelsea (RBKC)
Project :	Health Equalities Programme 2022
Website :	www.rbkc.gov.uk
Date :	April 2022 to August 2022

The Challenge

LATESTSALE.COM LIMITED successfully completed a media literacy public health programme with the Royal Borough of Kensington & Chelsea in conjunction with the Portobello Business Centre in August 2022. Aims of the Health Equalities Programme 2022 included debunking rumours surrounding Covid-19 vaccine uptake and exploring the reasons for hesitancy amongst hard-to-reach consumer groups and micro influencers.

The launch of the Technology category inaugurated with MedTech podcast episodes highlighting the latest medical device and vaccine development trends. Bringing into the limelight "Hospitals of the Future, A World without Antibiotics: The Race towards Vaccinations," the science, the technology, and the investors behind vaccine development were unveiled.



Our Response

1:1 focus group micro influencer sessions and detailed research

- We interviewed Mothers with children under 10 years old as a key segment with propensity to vaccine hesitancy.
- Podcast episodes uncovered comparative insights from the USA and the UK by exploring factual aspects, including the importance of biotechnology as a primary factor that led to the deployment of RNA technology to create Covid-19 vaccinations. We then individually addressed each concern raised by the participant.

Initial Results

The creation of an open forum for healthy debate generated;

- Results driven, data insights
- Directional identification of trends
- New client messaging strategy
- Target market co-Marketing empowerment



” It is the long history of humankind, those who learned to collaborate and improvise most effectively have prevailed.

Charles Darwin

English **naturalist**, geologist, and biologist

Case Study

Client :	The Royal Borough of Kensington & Chelsea (RBKC)
Project :	Health Equalities Programme 2022
Website :	www.rbkc.gov.uk
Date :	April 2022 to August 2022

Following our data insights, changes to NHS (UK National Health Service) radio advertising messaging included the removal of references to Covid-19 “shot” and replacing it with “jab” between September and December 2022. During the same period multiple uses of the recommended word “immunity” were communicated in the digital #DoYourBitEssex advertising campaign led by the Mid and South Essex NHS Integrated Care System.

Our July 2022 findings also revealed that the desired target market presented new pivot opportunities to explore by pharma companies and the RBKC Public Health Team, with requests amongst the community for chickenpox vaccinations to be made more widely available. Medical experts agreed with us as covered widely in the UK press during January 2023, with the Evening Standard article, “Introducing chickenpox jabs for children could end risky pox parties,” reporting that the time may now be right to re-open discussions.

The article highlighted “more recent research” (by Dr Sue Sherman, reader in psychology at Keele University and co-author Helen Bedford, professor of children’s health at University College London (UCL)), suggesting “three quarters of parents now believe in adding a chickenpox jab to the NHS childhood vaccination schedule.”

Following the revelation of this updated study in early 2023, policymakers and the Joint Committee on Vaccination and Immunisation (JCVI) began re-considering whether to recommend adding chickenpox vaccinations to the schedule. It was officially announced on 14th November 2023, 12 months following our own study, that the JCVI, the UK’s vaccine advisory body, had decided to recommend introducing chickenpox vaccinations on the NHS vaccination timetable, with 2 doses to be administered to children aged 12 months and 18 months, together with a temporary catch-up programme for older children.



Robust data gathering and analysis

New public engagement opportunities identified

Public health messaging fine tuned

Community Anchor Recognition Award



Post **campaign outcomes** resulted in further research by the RBKC Public Health Team

Alongside Westminster City Council, the RBKC Public Health team and the UK Department of Levelling up, Housing and Communities (who funded the Local Authority to run the programme) continued fieldwork studies post our social engagement findings up until 25th November 2022, to examine further our activity's impact on vaccine uptake, awareness of public health messaging, sense of trust and collaboration, and other health and wellbeing outcomes.

Informing strategies for hard-to-reach groups

➔ Research at its Best

Scientists agreed with us. 2023 review of third Covid vaccine jab distribution, reduced focus on children under 10 years old, pivot to elderly segment group and vulnerable adults earmarked in our research findings with micro influencers *Kensington Mums*.

➔ Spotify Recognition

A basic outreach campaign on Twitter to targeted journalists in the field of medical technology and devices as well as opinion formers generated substantial interest and contributed to our SPOTIFY blue tagging recognition status for recommended listening.

➔ A Valued Partner

Identified as a key anchor organisation, leading one of 800 exciting public engagement initiatives, collectively supporting nearly 12,000 RBKC residents. Our successful podcast format assembled technology specialists, media personalities and business professionals with expertise in healthcare practices in the UK and the USA.

➔ Outcomes, Impact, Awards

The company received the coveted participation award at the Health Equalities Programme October 2022 Awards ceremony and was recognized for its contribution in stimulating vaccine awareness and understanding to promote wider health protection and wellbeing measures amongst the Royal Borough of Kensington & Chelsea community.

International Market Insights

In 2022 54% of adult podcast listeners in Canada accessed podcasts through a smartphone, and that number is expected to grow towards a whopping 70% in 2024.

In comparison, podcast listeners in the US reached 75.9 million in 2022, indicating the popularity of the medium. Leading research projects over 100 million podcast listeners in the US by 2024. When it comes to the highest earning podcast in 2022, there can only be one name at the top and it is the 'Joe Rogan Experience', which generated USD 50M.

THE UNITED STATES, UNITED KINGDOM, AND CANADA WERE THE LARGEST MARKETS FOR TECH-BASED BRANDS IN 2022.

According to the latest estimates, there are over 2,000,000 podcasts with over 48 million episodes as of April 2022.

The popularity of podcasts as an efficient form of communication has taken the world of digital marketing by storm. The latest statistics show the number of podcast listeners in the US and UK has reached more than 80 million and 15 million respectively. In addition, an estimated 27% of the adult population in Canada listens to podcasts at least once a month.

Most consumers are known to listen to podcasts from their homes, while a certain percentage listens to audio shows and interviews during their commute. With technology impacting every industry sector, our analysis predicts accessing markets through this Marketing mechanism will be crucial to the success of our partners.

**TECH CREATORS, BUILD
AUTHORITY AND CREATE
BRAND AMBASSADORS
THROUGH OUR
INNOVATIVE PODCASTS**



The digital marketing industry is expected to grow by USD 128.83 billion by 2025



The technology sector is one of the highest contributors to the global economy

- Podcast advertising expenditure in the UK is forecast to reach an estimated GBP 75M by 2024



Advertising spend on podcasts in the United Kingdom, was a whopping GBP 33.56M UK in 2022, which suggests greater investment in the coming years.

European Market Trends
+25% Growth

Asian Market Trends
+ 45% Growth



Political & News Podcasts HK, CN, SG

- **190K** HK Subscribers in 3 months
- **30M** Daily active users in CN
- **14%** Under 35s News Podcast use in SG



Market Insight AUS, NZ

- **33%** AUS Podcast listeners
- **42%** AUS YouTube Podcast access
- **82%** NZ audio/video download increase

Industry-specific podcasts enjoy immense success in Asian countries, along with being home to large English speaking expat business communities. Australia is at the forefront of the technological revolution, with the industry being the third highest contributor to its GDP.

A bonus for businesses in a globalized world

The world today is more intertwined than ever before. The convergence of cultural and economic systems – more commonly referred to as globalization – has made nations politically, socially and financially interdependent. This increased integration and interaction between various countries have played a vital role in interconnecting global economic activities, whilst supporting the advancement of small businesses and large corporations alike.

Our podcast episodes will showcase how the growth of the global economy is directly tied to technological advancements in communication and transportation. Thanks to the internet and mobile technology, it only takes seconds for people on the opposite sides of the planet to connect with each other. Similarly, the logistics and transportation industry's increased competition has resulted in lower shipping costs and improved delivery time, however supply chains have continued to be challenged during 2022/ 2023 with new strategies required to support these industries through technological prowess.

Editorial podcasts will highlight the impact of International trade and global investment that are also among the most important factors to influence the process of globalization. Freedom of trade between different countries has provided local businesses with a unique opportunity to unlock new target markets, expand their revenue stream, and increase the production of goods and services. We will assess how technology plays a vital role and how it has empowered tech-based brands to drive innovation by investing in research and development.

The global economy witnessed a 6% growth in 2022 with an expected increase of 4.9% in 2023. The growth projection for advanced economies is 4.4% by 2024, while the forecast for emerging markets and developing economies is 5.2%. Our podcast strategy taps into this growth trend by reaching the markets and segment groups that count.

An analysis of the world economies has enabled us to create a holistic marketing plan tailored to creators, investment syndicates and institutional investors looking to maximize their return on investment for advertising spend.

Sponsored podcasts will assist brands in the creative services and luxury hospitality sectors by creating thought leadership content through our network of micro influencers. Reach your peers cost effectively and break down language barriers by encouraging multilingual dialogue between global consumers.



Utilize organic technology™ to plan locally in the global economy

Invest in innovation capital, thrive in competitive marketplaces

Sponsor high quality podcasts that transcend borders

Increase brand awareness, support CSR initiatives



Unlock New Markets: the Global Society

International trade, cultural exchange, and economic interdependence have led to the emergence of a global society with similar values and ideals. Embrace the needs of this unified social community by exploring our range of cutting edge podcast offerings.

Unleash the potential of new markets, including Latin America. According to the latest statistics, 55% of the LATAM population are regular listeners of podcasts. Moreover, France's number of podcast listeners has increased from 3 million in 2022 to a whopping figure of 4.5 million, and is predicted to increase even further into 2024.

Contributing to New Heights of Success

➔ New Product Development

We will empower tech-based brands to share their story through documentary-style podcasts, with riveting script support, crisp audio recording quality, and superior editing as we strive to expand our offering.

➔ Market Development

We will tailor our roll out to non-English speaking markets such as France, Germany and Latin America, creating brand awareness beyond the UK and US.

➔ Resource Utilization

We plan to create improved job opportunities for local workforces by expanding our team of creative and skilled professionals by 30%. Latest Sale is on a mission to prevent AI from taking over human jobs.

➔ Market Diversification

Our podcast content strategy addresses the global challenges faced by eight key sub categories pertaining to the technology sector, including MedTech, Transportation, Tech Entertainment, FinTech, Gaming, Digital Art, Manufacturing & Supply Chain Tech, and Venues for Work.

Maximize Your Reach & Revenue

Rate Card



625M[±]

Listeners Worldwide

Let Us Help You Meet Your Campaign Goals

Target new customers and expand into new markets. Our holistic marketing packages are laser-focused on strengthening your brand equity by sharing your CSR initiatives and enhancing your media coverage. Each package has been strategically crafted to provide maximum value to creators. Helmed by a network of micro influencers, our podcast service will play a crucial role in increasing your network reach with the ultimate goal of improving your ROI in the digital era.



Work with industry specialists to create brand authority and reach a global audience. Act now to secure your podcast slot and take advantage of this incredible opportunity to boost your business.



The number of global podcast listeners is expected to far exceed 625 million by 2024, highlighting the prominence of this key medium.



Featured Package

Company mention, Standard Press Release Service mention (UK), 5 Social media mentions with images, Podcast exposure and Distribution on major podcast directories (max. 2). Incorporation of your brand's products and/or services into topical 15-20 minute Podcast themes and core editorial plan for the INVESTORS tiered technology podcast episode slot. Fees include commercial rights and all production and editing costs. Access to proprietary, industry-specific algorithm analytics tools.

£ 5,000*

*Prices exclude VAT (UK taxes) at 20%



Contributor Package

Company mention, Standard Press Release Service mention (UK and USA), 5 Social media mentions with images, Podcast exposure and distribution on major podcast directories (max. 2). Incorporation of your brand's products and/or services into 15-20 minute topical Podcast themes and core editorial plan for the SCIENCE tiered technology podcast episode slot. Fees include commercial rights and all production and editing costs. Access to proprietary, industry-specific algorithm analytics tools.

£ 7,500*

*Prices exclude VAT (UK taxes) at 20%



Premium Package

Company sponsorship of full tiered technology podcast episode slots of 40-60 mins x 3 covering the SCIENCE, TECHNOLOGY and the INVESTORS, Standard Press Release Service (UK) with mentions including distribution, 5 Social media mentions via audiograms, micro banner advertising, Podcast exposure and distribution on major podcast directories (max. 2). Incorporation of your brand's products and/or services into topical Podcast themes and core editorial plan. Advertising Booster: Insert your own audio advertisement or corporate message that we can place as a breaker in between the SCIENCE episode. Fees include commercial and broadcast rights,* all production and editing costs. Access to proprietary, industry-specific algorithm analytics tools.

£15,000**

** Prices exclude VAT (UK taxes) at 20%

* Broadcast rights include paid for social media advertising, digital and radio advertising.



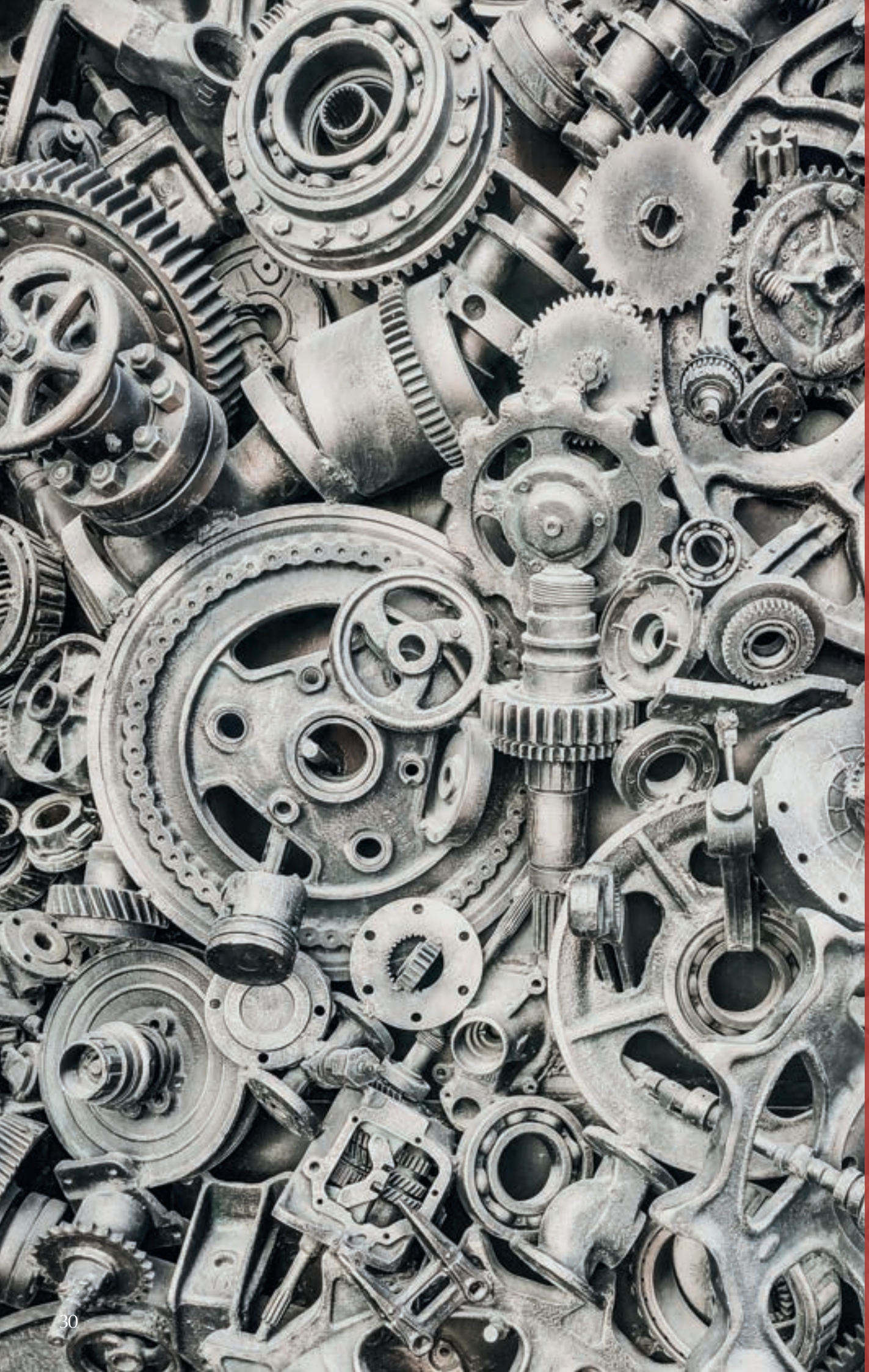
Vanguard Package

Company sponsorship of full tiered Technology podcast episode slots of 40-60 mins x 3, covering the SCIENCE, TECHNOLOGY and the INVESTORS, Premium Press Release Service including distribution (UK and USA) with mentions, 10 Social media mentions via audiograms, micro banner advertising, Podcast exposure and distribution on major podcast directories (max. 2). Incorporation of your brand's products and/or services into topical Podcast themes and core editorial plan. Sponsor a Creator boost plan- promote your message and CSR activity to business leaders through thought leadership guest blog post inclusion and business channel article. Feature in 10pp thought leadership Whitepaper distributed via social media. Advertising Booster: Insert your own audio advertisement or corporate message that we can place as a breaker in between the SCIENCE and the INVESTORS episodes. Fees include commercial and broadcast rights,* all production and editing costs. Access to proprietary, industry-specific algorithm analytics tools.

£20,000**

** Prices exclude VAT (UK taxes) at 20%

* Broadcast rights include paid for social media advertising, digital and radio advertising.



Key Performance Indicators

Podcasts have become an increasingly important tool in the world of digital marketing. Join us in our endeavour to empower enterprises large and small. Tell your story and create advocates along the way.

Amplifying Sales and Revenue

Improve online visibility with the deployment of SMART communications. Boost sales and public engagement with our proprietary organic technology™ tools. Integrate product placement, native advertising, and micro-influencer strategies into your outreach programmes. Work with a provider that presents solutions to problems instead of creating new problems to be solved.

We remain the platform of choice for influencers with a mission to create change for the better, as we dig deep into issues of concern and ask the questions other researchers might shy away from. Ensure your campaign delivers accurate results. Let us captivate your most prized audiences and drive your vision to new heights.

Reaching New Markets

Our podcasts will give organisations and educators the power to unlock new target markets by attracting millions of unique listeners.

Supporting Innovation

Our cutting edge platform enables us to join hands with tech founders and portfolio investors as we assist in the promotion of innovative products and services.

Building Customer Value

With more than 21 million podcast listeners registered in the UK in 2022, podcasts are gaining in popularity and are expected to lead the front during 2023/2024.

According to the latest prognosis, the number of active podcast listeners in the UK is expected to rise to more than 21 Million listeners by the end of 2023/2024

18 Months

8 Technology-led industries

Delivering Excellence

With the podcast world going through a creative renaissance, Latest Sale aims to embrace this momentum and captivate businesses with the 'Your Voice is Amplified' Podcast. Help us to help you engage with new markets and encourage multilingual dialogue that builds trust.

As creators, our thought provoking podcasts will enable you to showcase your latest products, services and initiatives to prospects across the globe. By joining hands with us, you will access a platform that will establish you and your brand as an authority across eight key technology driven sectors. We aspire to help you achieve your campaign goals so that you attain higher revenue, increased retention rates, and improved customer satisfaction.

Nearly 54% of all buyers worldwide now expect better customer service than they did a year ago. Latest Sale is committed to working with tech founders to break down communication barriers between their business strengths and potential sales.

The increasing popularity of podcasts and the simplicity of the format we deploy will provide you with a unique opportunity to deliver your message to key stakeholders and tailor it according to their needs.

81 %

of businesses view customer satisfaction as the main area of competition in their industry. Podcasts can help modernize business communication strategies by acting as the gateway for better relations with customers.

86 %

of buyers confirm they will pay more for a better customer experience. Research has also shown customers are willing to pay a higher price for brands considered trustworthy.

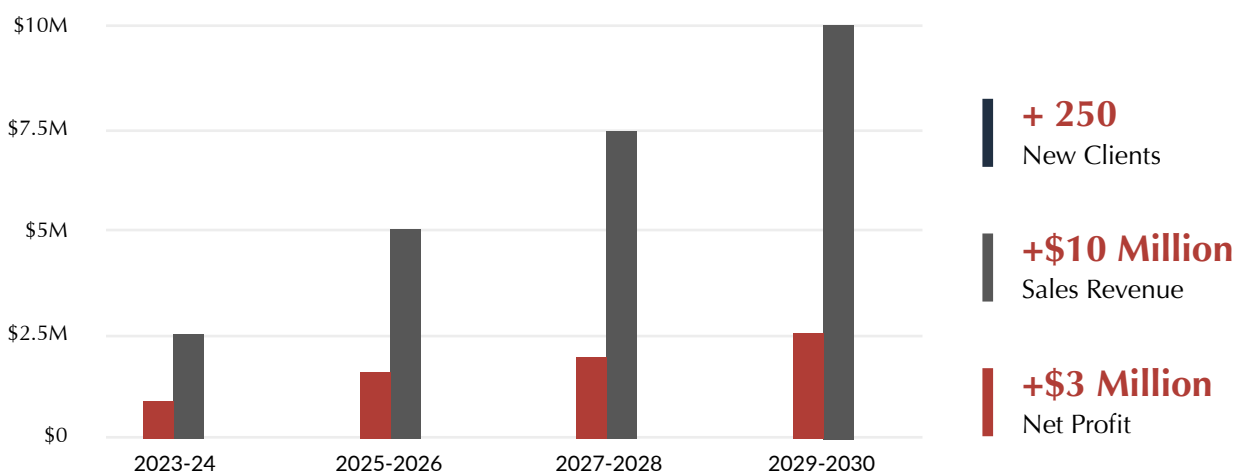
90 %

of businesses claim personalization can have a positive impact on their profitability. Similarly, 61% of customers expect brands to tailor services to their requirements.



Innovative Podcast Programme Promises Bright Future with Projected Profit Margins of 20-35% by 2030

Sales Projections
Period 2023-2030



“Let success be your noise” - quote by Frank Ocean

Grasp this unique opportunity to access new market segments with our range of holistic packages. Sit back and relax whilst we incorporate your products and services into our podcast themes and core editorial plans.

Benefit from our meticulously crafted podcast packages that will introduce our partners to a global audience and our network of micro influencers.

Increase sales revenue in this competitive digital era by embracing ingenious packages that will empower your company.

Be sure in the knowledge that as our esteemed partners, you will be on the path to success thanks to our trailblazing podcast packages.

We ensure the positioning of the brand, product or service fits seamlessly into native advertising campaigns. Telecommunications brands for example can be cleverly integrated into FinTech or Gaming Podcast themes if the technology on offer is a match. Our focus on these core sectors pertains to their transformative growth, technological innovations and advancements.

Ahead of the curve

We promote the creative services industry exclusively and tackle the challenges of tomorrow.

Data and unique insights

Customize your services and products and fulfill evolving consumer demands.

Collaborative work streams

We aspire to work alongside tech founders and portfolio investors to showcase how organic technology™ can empower the modern workforce.

Harnessing the **Power** of Digital Communications to Create Opportunities in a **Global Society**

Brands worldwide are venturing into podcasts and forging successful partnerships with influencers. Today, digital communications strategies are focused on identifying and converting an ever changing and demanding consumer.



Our podcasts are grounded in research and driven by a network of commercially savvy micro influencers

Understanding the modern consumer, our evidence-based approach towards marketing and advertising ensures our partners meet their campaign goals effectively.

The popularity of audio streaming is rising, making it the best time for brands in the technology, and creative services sectors to thrive whilst adopting a more sustainable approach towards marketing in an ever more global society. Research studies have shown that 60% of podcast listeners have purchased an item after listening to a podcast advertisement, whereas 72% of listeners have purchased an item after listening to a sponsored podcast advertisement. Of those who have not purchased after listening to a podcast, nearly 81% said they paid more attention to this communication format than they do to television, radio, and billboards.

The Latest Sale knowledge base shows that every advertiser has the potential to reach more customers once their message is exposed in a podcast show. This insight has led us to create innovative marketing packages that promise success and increased revenue.



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