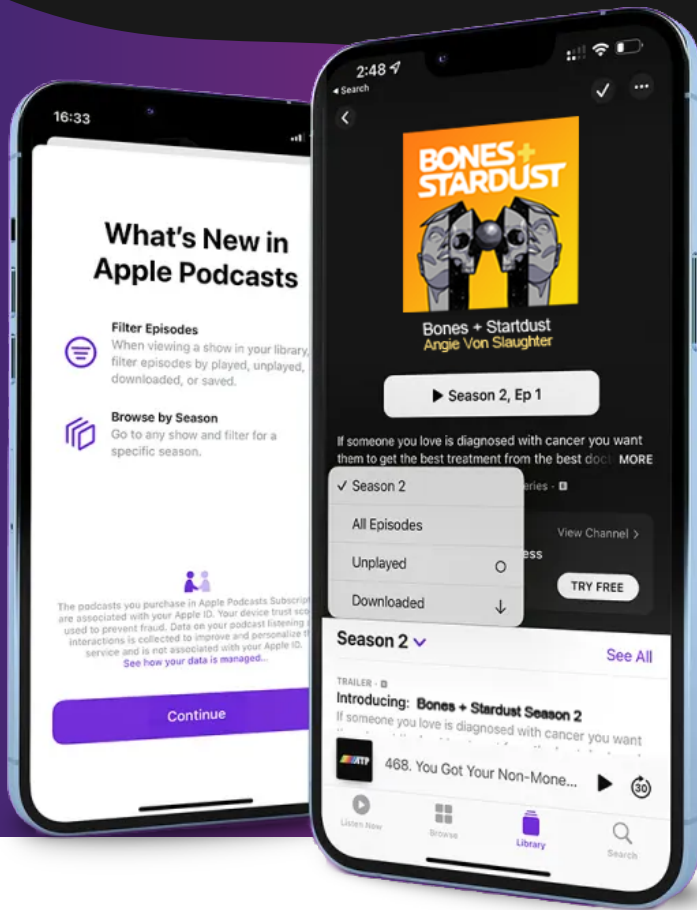


BONES + STARDUST CASE STUDY



Unleashing Human Flourishing: Surpassing 1,000 Downloads in 30 Days, Receiving Apple's "New and Noteworthy"

PROJECT:

Bones + Stardust

Location:

Phoenix, AZ

Company Size:

2-10 Employees

Industry:

Podcast, Spirituality

Services Provided:

- Branding
- Visual Identity

The Client:

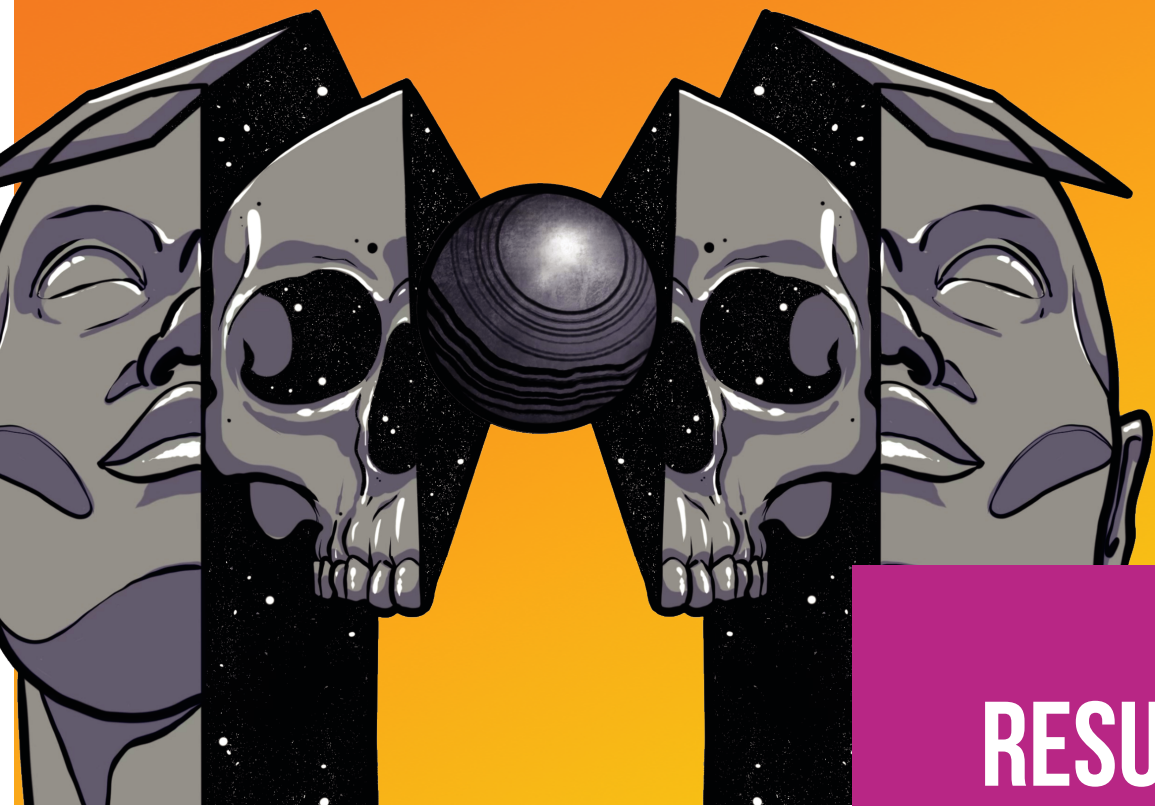
Bones + Stardust is a podcast brand dedicated to exploring the depths of human flourishing. By creating captivating content, fostering relatable connections, and promoting inspiring stories, Bones + Stardust aimed to differentiate itself from other podcasts in the saturated market.

The Challenge:

The primary challenge for Bones + Stardust was to create a brand identity that not only caught the attention of potential listeners but also had the potential to expand into e-commerce with apparel and market goods. With numerous podcasts vying for attention, it was crucial to differentiate from the competition.

The Solution:

We tackled the challenge by crafting a visually stunning brand incorporating bright, colorful aesthetics and distinctive hand-drawn illustrations. This unique artistic approach not only caught the eyes of potential listeners but also served as a potential foundation for expanding into e-commerce.



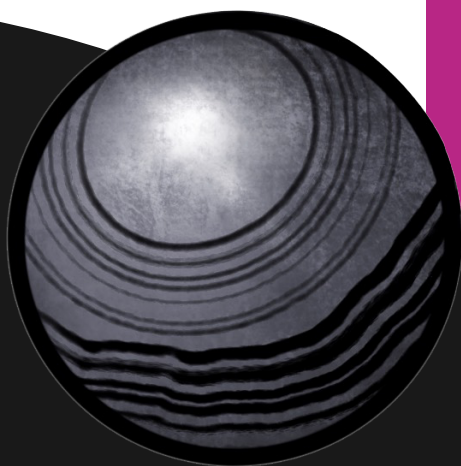
THE PROCESS

Objectives:

- Create Brand Differentiation
- Attract Listener Following.
- Inspire and Motivate.
- Successfully Launch on Apple Podcasts.

PROCESS + EXECUTION

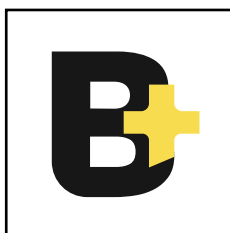
1. Research + Discovery
2. Brand Strategy
3. Sketching + Concepting
4. Visual Identity Design
5. Brand Implementation
6. Deployment



RESULTS + METRICS

- + **Exceeding 1,000 Downloads in Less Than 30 Days:**
Through strategic marketing efforts, Bones + Stardust achieved an impressive milestone of surpassing 1,000 downloads within the initial 30-day period, making it in the top 20% of podcasts.
- + **Apple's "New and Noteworthy" Podcast in Spirituality:**
Bones + Stardust's exceptional content and unique approach earned the podcast a coveted spot on Apple's "New and Noteworthy" list within the Spirituality category. This recognition helped further boost the brand's visibility and credibility, attracting even more listeners.
- + **Positive Social Media Feedback:**
The podcast received numerous positive comments and feedback, with listeners expressing how the content inspired and resonated with them. This feedback helped strengthen the brand's reputation and encouraged organic growth through word-of-mouth marketing.

BONES+ STARDUST



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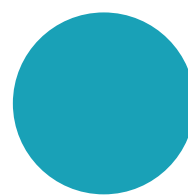
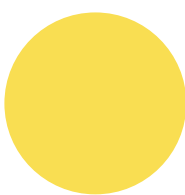
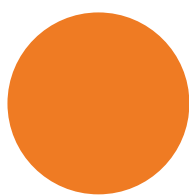
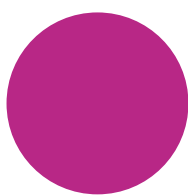
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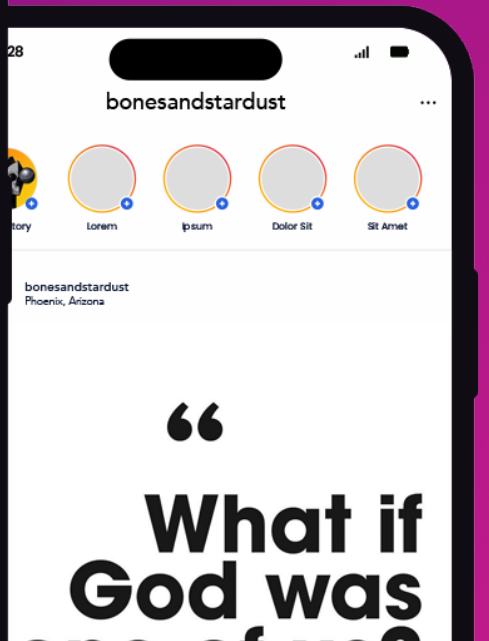
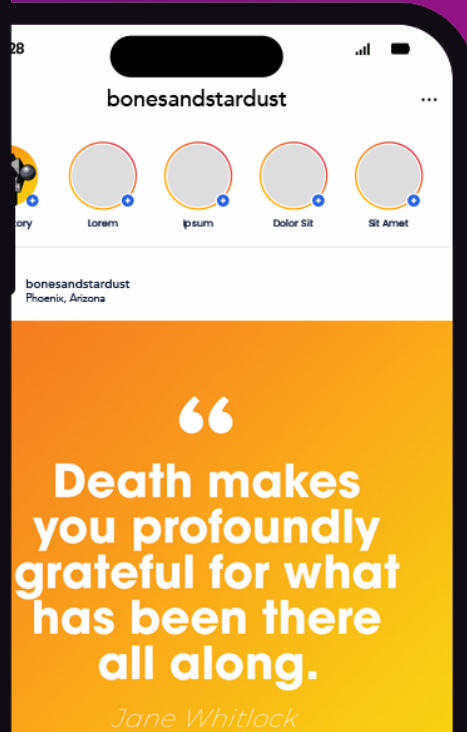
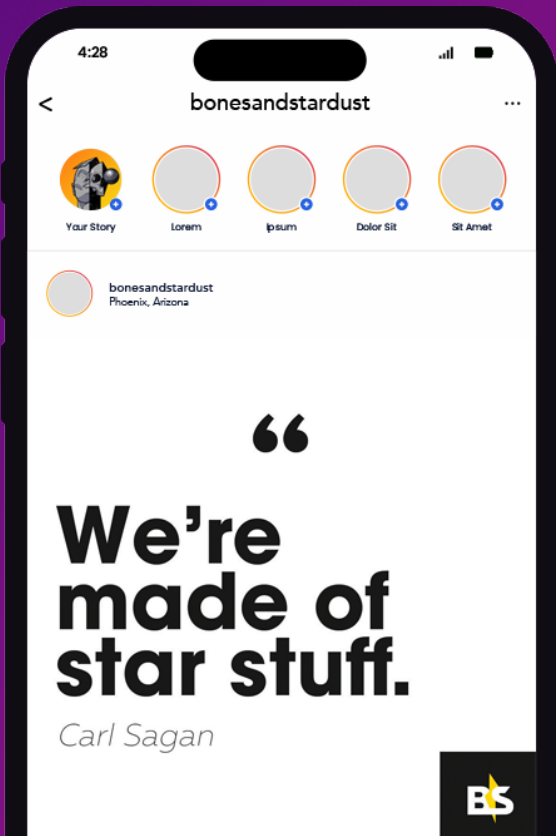
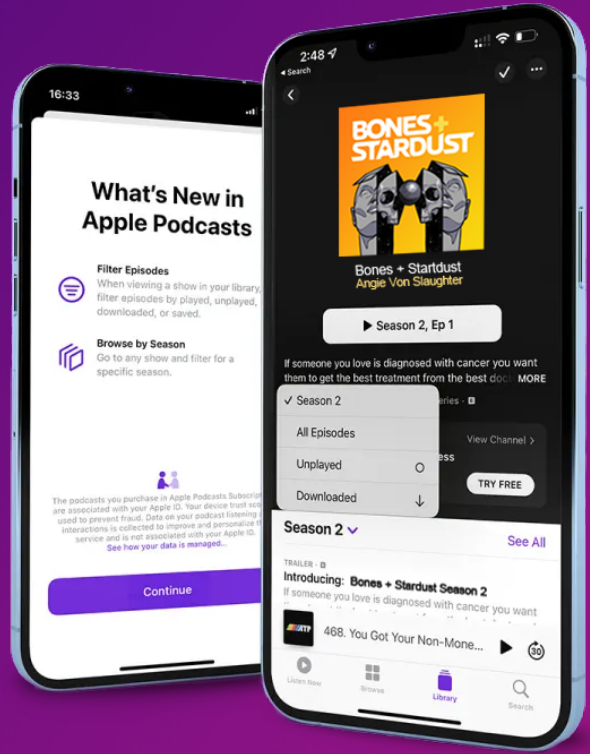
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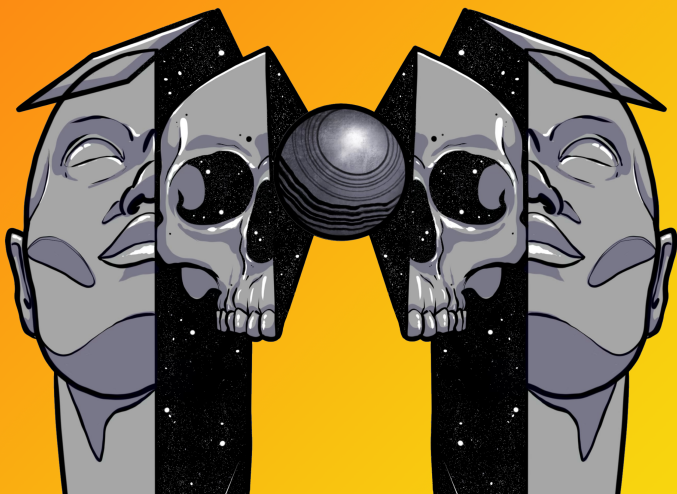
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Deep listening - a deep paying attention, a deep presence, is a prerequisite for creation.

Benjamin Mathes



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