

Engagious

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For Immediate Release

Engagious Launches New Podcast for Communications and Market Research Professionals

New York, NY and Portland, Ore. (March 13, 2018) — Research-based communications consultancy Engagious, today, announced the launch of the new Engagious Podcast series. The series, hosted by Engagious co-founder and CEO David Paull, features conversations with leading authorities, influencers and unique personalities, making an impact at the crossroads of branding, content creation, storytelling and market research.

Listeners can easily find and subscribe to the Engagious podcast on [iTunes](#), [Google Play](#), [Stitcher](#) or the [Engagious website](#).

Paull said that the podcast fills a void for professionals who are charged with developing brands, and engaging audiences with content and messaging, and those who do the research to inform the process. Paull adds, “These professionals have no shortage of great blogs and publications, but very few podcasts or video-based content that taps into the perspectives and insights that our guests bring to the table with regard to understanding, connecting with, and engaging an audience.”

Paull continued, “Effective content—be it messaging, advertising, corporate communications, etc.—needs to be on-brand, compelling, and delivered in a way that will connect with an audience. It’s important to take a 360-degree view when crafting, testing, and refining content. And with regard to market research, there’s a growing need for understanding how to use storytelling techniques to make deliverables and recommendations digestible and actionable. We’re hoping this podcast series will help in all of those areas.”

The Engagious Podcast launched with six episodes immediately available for listeners. These include:

- Conversation with master illusionist, keynote speaker, storyteller, creative consultant and live event curator Harris III
<https://engagious.com/06-harris-iii/>
- Conversation with leading customer strategy and experience analytics expert Elizabeth Merrick-May
<https://engagious.com/podcast-a-conversation-elizabeth-merrick-may/>
- Conversation with serial direct marketer Brian Kurtz
<https://engagious.com/podcast-a-conversation-brian-kurtz/>

- Discussing the “Science of Obviousness” with author, talk show host and presenter Jamie Mustard
<https://engagious.com/podcast-a-conversation-jamie-mustard/>
- Conversation with television writer, director, producer and streaming media expert Greg Weinstein
<https://engagious.com/podcast-a-conversation-media-veteran-greg-weinstein/>
- Kicking off the series with a conversation with message testing expert and Engagious co-founder Rich Thau
<https://engagious.com/podcast-a-conversation-rich-thau-co-founder-of-engagious/>

Paull also added that for future episodes, he’s looking to be opportunistic in recording segments from the road at conferences and events, and experimenting with video podcasts to see if the video element adds more value to the podcast’s audience.

About Engagious

Engagious combines research, science, psychology, and storytelling to develop and refine high-impact communications that connects and engages. Leveraging on-the-spot dial testing analysis, probing interview questions, and the latest behavioral science research, Engagious finds out what audiences are thinking, what persuades and resonates with them, and what does not.

Since 2002, corporations, trade associations, advocacy groups, and think tanks have relied on our expertise, formerly as Presentation Testing, and now as Engagious. Our team has conducted groundbreaking research in media, public policy, technology, consumer products, renewable energy, and more. Learn more at www.engagious.com.

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