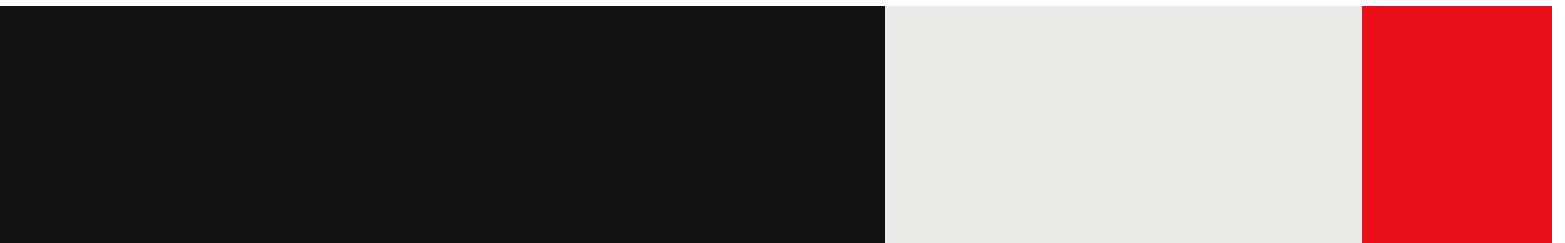


Brand Anatomy: How Panasonic leveraged podcasting to reposition its brand

Audio

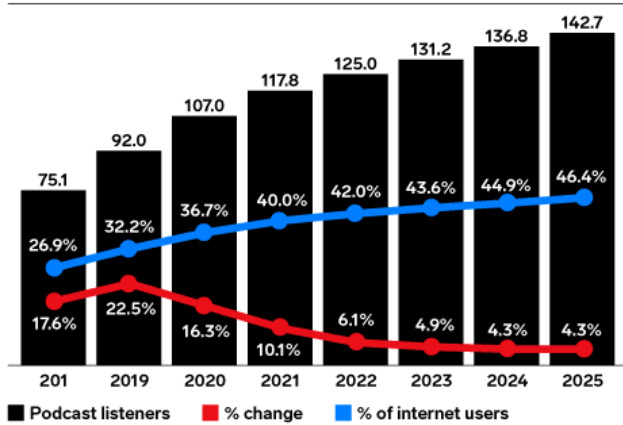


It's our second episode of Brand Anatomy, where we get exclusive looks inside leading brands! Today, eMarketer Briefing director Jeremy Goldman sits down with Panasonic's Brian

Rowley, vice president of marketing, to discuss how the company—a longtime leader in consumer electronics—leveraged podcasting to reposition itself as a B2B and enterprise powerhouse.

US Podcast Listeners, 2018-2025

millions, % change, and % of internet users



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