PLANNING CIRCLE · AG1 PLAYBOOK KIT

Brief it like AG1

One brief for any podcast plan. Part A covers every plan, from a six-week campaign to a full always-on programme. If you're building always-on, add Part B. You set the goals and the rules; we turn them into a plan.

Two ways to fill this in

Print it
Print this PDF, tick the boxes and write your answers by hand.

Fill it in online
No printer? Sign in to Google first, then **make your own copy in Google Sheets →**
Same questions. Tick and type, and your copy saves as you go.

Part A · Every plan

1 What are you planning?

- [ ] **A campaign:** a launch, an offer or a seasonal push
- [ ] **An always-on plan:** a year-round presence (also fill in Part B)
- [ ] **Both:** always-on, with campaigns on top (also fill in Part B)

2 What's the main goal?

Tick **one** main goal, the one you'll judge it on.

- [ ] Consideration: be the brand people trust when they're deciding
- [ ] Awareness and recall
- [ ] Reaching people your other channels miss
- [ ] A launch
- [ ] Sales or sign-ups
- [ ] App installs
- [ ] Leads
- [ ] Event attendance
- [ ] Site traffic
- [ ] Other: _____

Podcasts deliver on all of these. For example: **+25 points of ad recall** for Abu Dhabi Culture & Tourism, **+22 points of consideration** for Qatar Airways, **about 5,000 app installs** for a grocery delivery app, **6,839 verified site visits** in 7 weeks for a B2B payments brand.

Why it matters: one main goal, one measure. Plans that try to do everything at once can't tell what worked.

3 Who do you want to reach?

Describe the people. We'll find the shows, and the language mix (Arabic, English or local-language shows) is ours to plan.

Where they live (countries, cities)	
Age range	
Gender	☐ All ☐ Mostly women ☐ Mostly men ☐ Other: _____
Life stage	☐ Students ☐ Young professionals ☐ Parents ☐ Business owners / senior execs ☐ Retirees ☐ Other: _____
What they're in the market for (e.g. travel, a car, investing, a new phone)	

What they're interested in

a) Broad listening: included by default. These genres have big audiences across every interest. Cross out any you don't want, but each one you remove narrows your reach.

Comedy | Society & culture | Entertainment & pop culture | True crime | News & current affairs

b) Their interests: tick all that apply. ☐ Business & finance ☐ Money & investing ☐ Tech & gadgets ☐ Health & fitness ☐ Self-improvement ☐ Parenting & family ☐ Food & drink ☐ Sport ☐ Travel ☐ Fashion & beauty ☐ Cars ☐ Home & design ☐ Faith & spirituality ☐ Politics ☐ Music ☐ Gaming ☐ Careers ☐ Other: _____

c) Anything niche and specific? (e.g. golf, crypto, motorsport, startups, luxury)

_____

Why it matters: broad genres give scale, interests give relevance, niche interests give precision, and every extra filter narrows your reach. **AG1 example:** it sells a health drink and still buys comedy, politics, faith, food and sport shows, because that's where its buyers listen.

4 When, and for how long?

Live date: _____

- [ ] More than 4 weeks away: time to book host reads and get product to hosts
- [ ] 2–4 weeks away: host reads on shows that can move fast, plus programmatic
- [ ] Under 2 weeks: start with programmatic (live within days) and add host reads as they're confirmed

How long will it run?

- [ ] **Under 2 weeks:** programmatic and produced spots, for fast frequency
- [ ] **2–8 weeks:** a mix of host reads and programmatic
- [ ] **8 weeks or more:** host reads to build consistency, with room for show sponsorships or branded segments

Why it matters: frequency takes time to build. **Tip:** if your moment is short (a sale weekend, a deadline), start earlier, so listeners have heard you several times before it lands.

5 How much freedom can hosts have?

- [ ] **Talking points, host's own words** (sounds most like a recommendation)
- [ ] **Talking points plus a few required lines**
- [ ] **Approved script only** (we'll lean on produced spots and programmatic)
- [ ] Other: _____

Why it matters: the more a read sounds like the host, the more trust it carries. Regulated categories (finance, health) can still use host reads with agreed compliance lines. **AG1 example:** hosts get the facts and the offer, then tell it through their own lives: a road trip, a toddler's "sick season", dreading the clocks going back.

6 What must every host say, and what's the offer?

Fact 1
Fact 2
Fact 3
Call to action (where to go, what to do)
Never say

Offer: ☐ Discount or % off ☐ Free gift with purchase ☐ Free trial ☐ A code or link per show ☐ No offer

☐ Other: _____

Offer ends: _____

Why it matters: the same facts on every show make results comparable, and a clear offer with a real deadline turns a trusted read into action. **AG1 example:** 75+ ingredients, four clinical trials, results within three months, the show's own link, and in October a free immune bundle ending 31 October.

7 What's off-limits?

- [ ] Politics
- [ ] Religion
- [ ] Explicit language
- [ ] Crime or violence
- [ ] Competitor mentions
- [ ] Claims that need compliance (health, finance)
- [ ] Specific shows or hosts: _____
- [ ] Other: _____

Why it matters: brand safety works differently by format. For host reads, you approve the shows. For programmatic, suitability controls filter content at episode level.

8 Measurement: what we need from you

We handle: tracking pixels, brand-lift studies, and per-show reporting.

From your side, tick what you can set up:

- [ ] Add our tracking pixel to your site, or give us access to your analytics
- [ ] Share the actions that count (sign-up, purchase, install, booking)
- [ ] Promo codes or a link per show
- [ ] A landing page for podcast listeners
- [ ] Other: _____

Why it matters: without a separate route per show, you can't tell which shows earn their place. **AG1 example:** every show has its own link (drinkag1.com/huberman, /tim, /joe…), said twice in every read, and the biggest hosts get their own co-branded landing page. Even a simple code or page per show gives you this.

Part B · If you're building always-on

9 Your creative calendar

These moments **don't change who you target or what you measure. They change what hosts talk about.**

Month	Moment	What the message becomes

Ideas:

- **Seasons and weather:** summer, cold season, darker mornings, Ramadan
- **Life rhythms:** back to school, back to routine after summer, payday, year-end, new-year resolutions
- **Your own moments:** launches, new products, anniversaries, offers

Why it matters: a fresh angle keeps reads from going stale, without restarting the plan. **AG1 example:** the same product, re-angled through the year: back to busy routines in September, darker mornings and cold season in October.

10 Your review rhythm

- [ ] **Judge the core shows at week 8–12**, not week 2 (it takes about 7 exposures before someone seriously considers a brand)
- [ ] **Refresh talking points** at each calendar moment, or at least every 6–8 weeks
- [ ] **Review tests monthly:** keep, scale or stop

Why it matters: always-on works because it's given time, and because it keeps learning. These checkpoints stop it from being cut too early or left to run on autopilot.

What you get back from us

A plan in the AG1 shape, built for your goals:

- **Your format mix:** host reads, programmatic and sponsorships, matched to your goal and timeline
- **Shows and audiences:** core shows matched to your audience, plus the reach and testing layer around them
- **For always-on:** your creative calendar turned into talking points for each moment
- **A measurement plan:** what's tracked, how, and the decision rules for each test

Send your brief to suzi@nextaud.io, or bring them to a 20-minute planning call.
