

# Home. Made. Podcast by Rocket Mortgage® Season 2 – Details

Owning a home is a major achievement for many Americans and generates strong positive feelings. However, the role of the mortgage lender can often be seen as a necessary evil or sometimes even a barrier to a client's end goal. The transactional nature of offers and ads put out by Rocket Mortgage, while effective, often do not leave room to tap into the major role homeownership plays in the lives of people and to build meaningfulness.

The Home. Made. podcast was created as a way to provide real value to both potential and current clients while relating the brand to narratives that showcase the impact home has on individuals. Season 2 continued this focus, with the Rocket Mortgage brand coming in through the show theme and limited brand hits. This allowed the stories to shine and ensured the moments when the brand was featured did not detract from the listening experience.

The 11-episode season saw a 151% growth in downloads compared to Season 1, with the season downloaded over 163,000 times. Each episode had an average completion rate of 86% (average episode length is 25 minutes). Apple's recommended benchmark for success is 80%. Finally, a brand study completed after the full launch of the new season showed that listeners of the podcast had a 27% higher brand favorability for Rocket Mortgage than non-listeners of the podcast. 81% of surveyed listeners said that Rocket Mortgage understands the emotional importance of home. This was twice the rate of non-listeners.

## Creative Components

1. 11 Podcast Episodes
2. 11 Cover Artwork Designs
3. 9 Animated Social Teasers
4. 1 Season Trailer

## Submitted Creative Episode Titles:

1. Moving Out of the Living Room
2. The Lady is a Saddle Tramp