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2GB Launch First Commercial Sponsorship Integrating Advertiser Customised Podcast

2GB & Flying Fish launch first customised advertiser podcast
 “Conversations from the Kitchen”

Macquarie Radio Network today announced another integrated media milestone, the launch of the first commercial sponsorship to incorporate advertiser-customised podcasting. The sponsorship deal will see these customised podcasts cross-promoted on top-rating radio station 2GB.

Flying Fish, one of Australia’s top restaurants, has taken up the first of these innovative commercial sponsorships with the introduction of customised podcast “Conversations from the Kitchen.”

MRN CEO, Angela Clark said, “Our new integrated sponsorships enable Flying Fish to connect with our listeners as well as our extended podcasting audiences. The new customised podcast “Conversations from the Kitchen” will showcase the culinary prowess of Flying Fish’s head chef Peter Kuruvita in an entertaining and in-depth format.

“It is about offering our advertisers ‘the best of both worlds,’ utilising the combined strength of Sydney’s top rating radio station and the depth offered by 2GB.com and www.freedigitalcontent.com. These shows demonstrate the potential of podcasting. Here you have one of Sydney’s leading chefs offering you private lessons, anytime, anywhere and completely free of charge.”

The new podcast series “Conversations from the Kitchen” will see Peter Kuruvita serving up tips on the best ways to select, store and prepare seafood; whilst dispelling some of the oldest myths in the book.

“Australians love seafood and some of the best produce comes from our very own waters. Many Australian’s are unsure about what to look for in fish and chips, let alone how to choose and prepare the perfect Pacific oyster,” said Kuruvita. “The simple tips offered in these shows will turn listeners into experts in a matter of minutes.

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