

THE MONGREL MARKETING GUIDE TO PODCASTING



Retail Casestudies

Both use 'dock and download' ports for customers iPod's while shopping.

I FOOD

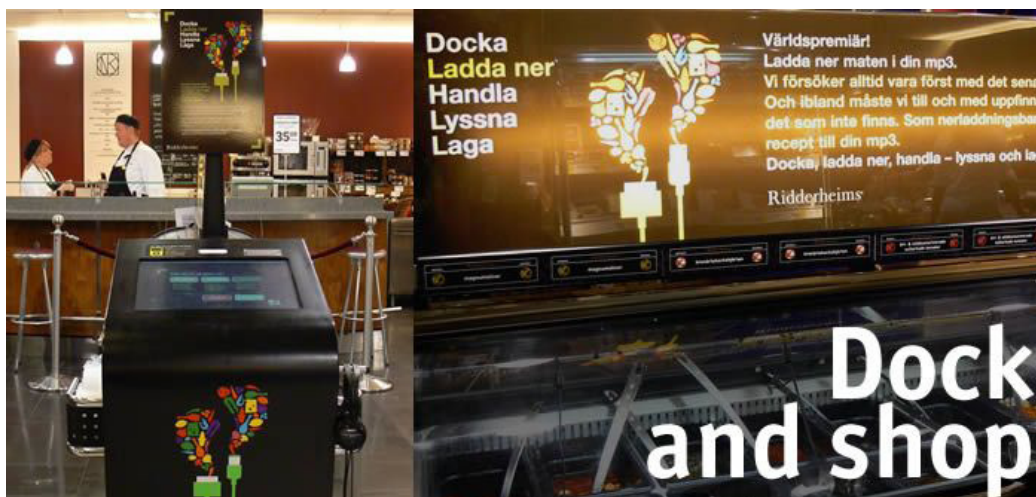
The iFood terminal at Nordiska Kompaniet's food hall lets customers hook up their iPod and download audio recipes. The process is described in five simple steps (we couldn't resist including the Swedish original).

1. Docka - Plug in
2. Ladda ner – Download
3. Handla – Purchase
4. Lyssna – Listen
5. Laga - Cook

After choosing from a wide range of recipes and downloading audio instructions to their iPod or other mp3 player, shoppers can purchase all necessary items from a colour-coded deli area.

iFood is an exclusive cooperation between Nordiska Kompaniet/NK, an upmarket Stockholm warehouse with an equally upscale food hall, and Ridderheims, a manufacturer and distributor of fine meats and delicatessen products. The concept is part of a larger effort by Ridderheims to engage consumers beyond the deli section. iFood will also include an online food community (ifood.se) which has yet to be launched and will encourage members to share and collect recipes and cooking tips.

Letting customers download information to a device that many of them are already plugged into when they go grocery shopping, makes sense. It's a clever way to extend a food brand from supermarkets and kitchens to a personal device, especially if customers download a bunch of recipes at once, and then browse through them on their iPods while commuting from work to grocery store, figuring out what to eat (and buy) that night. Source: Springwise



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FUEL FOR TRAVEL

Launched recently at Schiphol Airport, Fuel for Travel lets consumers download travel guides, music, audio books, tv shows and movies to their MP3 players and other digital devices.

Located in Schiphol's Departure Lounges 1 and 2, the Fuel for Travel features listening and viewing stations for travellers to browse digital content. Once they've found what they want, they can dock their device, pay by credit or debit card, and download the material. Pricing is similar to that of online music and video downloads.

A wide range of devices is supported, including MP3 and MP4 players, phones, and PDAs. Unfortunately, iPod owners are out of luck: due to Apple's DRM protection, video content can't be downloaded to the ubiquitous players.

Fuel for Travel is a partnership between Talpa (a Dutch multimedia content provider), Samsung Electronics, and Amsterdam Airport Schiphol. Samsung provided technological know-how, and also sells players and phones at the Fuel for Travel shop. Content providers include Red Bull, MTV/Nickelodeon, Radio 538, Audiocitytours, and Commodore. According to an airport spokesperson, members of test groups were especially interested in destination travel guides. Schiphol, which is managing the project, hopes that offering digital content will add to a more enjoyable travel experience for passengers.

Letting customers create their own in-flight entertainment package makes perfect sense for travel hubs. One to partner with and set up at an airport or train station near you? Just try and get Apple on board!





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Useful resources to learn more about Podcasting

[Nielsen Net Ratings](#) US Research Summary
Thanks to Victoria Curro, MD of MRM Worldwide for the research

[Volkswagen](#) Detroit Motorshow Case Study

[Tower Records](#) Case Study

[ABC Podcasts](#)

[Napoleon 101](#)

[Wine for Newbies](#)

[Video Podcast Sites](#)

Cameron O'Reilly is Australia's most informed and innovative Podcasting Expert and can be contacted at cameron@thepodcastnetwork.com

[Ricky Jervais](#) Podcast