

# EVOLUTION OF BRAND

brand-building stories & strategies  
from authentic professionals

## MEDIA KIT

# about evolution of brand

Evolution of Brand is a podcast dedicated to bringing you stories and strategies from successful entrepreneurs and professionals who've taken their brand to the next level. Hosted by Jason Cercone, each episode features the perfect blend of unparalleled inspiration, compelling conversation, and proven, actionable tips, ideas, and tactics that you can add to your arsenal today. These professionals have built their brands from the ground up and offer practical advice so listeners can do the same.

The growth of a brand is a beautiful thing. Whether it's a company or a personal brand, watching an idea evolve into a real, tangible, value-offering machine is one of the true marvels of our time...and something that should be celebrated with the volume turned all the way up.

In the life of a brand, the key to success is evolution. How a brand stays nimble and adapts to what's happening around it will tell the story of its growth and staying power. And behind that evolution are forward-thinking, authentic professionals who had a vision of success and a raging fire inside to transform that vision into reality. Someone unwilling to rest until they made an impact on the world. Someone who ignored society's "traditional" blueprint for making a living and blazed a trail by their own design.

Too often, we get so consumed by the polished, finished product, we forget about all the blood, sweat, and tears that were spent creating said product. Evolution of Brand is dedicated to shining a spotlight on the strength, effort, commitment, and perseverance it takes to truly make a brand evolve.

Evolution of Brand officially went live in October 2021 and is the result of nearly a year's worth of planning, molding, and shaping. This show is an amalgam of my seven years of podcasting experience + inspiration drawn from my personal favorite podcasts.

## important podcast info

- WEBSITE: [evolutionofbrand.com](https://evolutionofbrand.com)
- PODCAST LAUNCH DATE: October 26th, 2021
- EPISODE LENGTH: approximately 45 minutes
- New episodes of Evolution of Brand go live every Tuesday and Thursday
- Evolution of Brand is available on Spotify, iHeartRadio, Apple Podcasts, Google Podcasts, Amazon Music, and Stitcher
- Video clips from each episode are shared on my YouTube channel
- Per ListenNotes.com, Evolution of Brand is in the top 5% of popular podcasts globally

## who's listening to evolution of brand?

Evolution of Brand caters to aspiring and established professionals alike. There are so many people in the world wandering aimlessly through life looking for happiness and success on their own terms. But within that search comes that critical moment when they must take the biggest leap of their life and forego the safety net that's always been there. And, as has been proven, so many struggle to do that.

Evolution of Brand brings the stories and strategies of successful professionals from all industries and niches center stage so anyone within earshot of this podcast can discover that going all in on themselves is not only possible, but rewarding.

Each episode is designed to be consumed within a commute to work, a morning or evening workout at the gym, or on a lunch break when inspiration may be needed the most. The format of each episode showcases how each successful entrepreneur overcame the obstacles in their path and offers practical advice so listeners can apply the same strategies and carve out their own success story!

In brevity, anyone looking to elevate their brand and soar to new heights. That's who's listening.

## meet the voice of evolution of brand



My name is Jason Cercone. I help professionals leverage the brand-building power of the podcast medium. I emphasize total podcast optimization and take pride in helping others take their brands to the next level using podcasts as a catalyst...as a charismatic host AND a value-driven guest. Your personal brand is your most valuable asset and the podcast platform is best place to enhance it.

I created Evolution of Brand for a number of reasons. Naturally, I wanted to bring something valuable to leaders looking to grow their brand. I also love podcasting and feel this show brings together years of experience and growth. But on a deeper level, Evolution of Brand means much more.

It's sad, but many people get into podcasting for all the wrong reasons. They don't have a passion for creating content. They just have a belief that a podcast will make them a ton of money. And in subscribing to that belief wholeheartedly, they rob themselves of all the other valuable benefits at their disposal.

With Evolution of Brand, I get to have deep, powerful conversations with professionals who've accomplished incredible things. I get to push these conversations out to a GLOBAL audience. I also get to create something that people can listen to and enjoy long after I'm gone, as well as create new opportunities for guests, audience members, and myself. The monetary end works itself out because each episode is rooted in value. That's where it begins and ends.

When people start to look at podcasting through a wide lens and appreciate the excessive value it truly delivers, this medium is going to dominate the globe. I'm glad to be an active part of the growth of this platform with Evolution of Brand and look forward to you joining me for one helluva ride going forward!



**want to tell your story on  
evolution of brand?**

[click here to schedule](#)

**discover the show on your  
favorite podcast player!**

- [Spotify](#)
- [Apple Podcasts](#)
- [Amazon Music](#)
- [iHeartRadio](#)
- [Google Podcasts](#)
- [Stitcher](#)
- [Podchaser](#)
- [YouTube](#)



**check out the intro trailer  
to evolution of brand!**

[click here to listen](#)

**EVOLUTION  
OF BRAND**

[evolutionofbrand.com](http://evolutionofbrand.com)