



# How a Leading QSR Brand Reached Gen Z Audiences Through a 360° Video Podcast Partnership with Libsyn

The creator-led podcast campaign drove a +30 point lift in product awareness, while increasing purchase intent & brand favorability among Gen Z audiences

## Executive Summary

As Gen Z audiences increasingly gravitate toward creator-led content, the brand sought to deepen engagement and drive greater excitement around its latest Specialty Pizza lineup through culturally relevant media environments. A leading Quick Service Restaurant (QSR) brand partnered with **Libsyn** and **The LOL Podcast** to launch an integrated video podcast campaign combining creator-led host reads, social amplification, and custom brand lift measurement through **Signal Hill Insights**.

The campaign delivered measurable increases in awareness, purchase intent, and brand favorability among Gen Z audiences. Most notably, awareness for one featured Specialty Pizza increased by +30 points, while purchase intent increased from 79% to 86% among exposed viewers. Additionally, 81% of viewers said the sponsorship made them feel more favorable toward the brand.

## Campaign Snapshot

Category	Details
Brand Vertical	QSR / Food & Beverage
Objective	Increase awareness of Specialty Pizzas, strengthen innovation and value perceptions, and drive purchase intent among Gen Z consumers
Target Audience	Gen Z podcast and YouTube audiences (13+)
Market	USA
Flight Dates	Q4 2025
Ad Formats & Approach	Host-read video podcast integrations, custom branded segments, YouTube product placement, social amplification across Instagram and TikTok through Libsyn Ads, as well as a custom brand lift measurement via Signal Hill Insights

## The Brand

The brand is one of the world's most recognized pizza chains, known for convenience, innovation, and broad consumer appeal. While the brand already had strong awareness among younger audiences, it wanted to deepen engagement with Gen Z consumers and drive excitement around its Specialty Pizza lineup.

## The Strategy

One of the campaign's biggest challenges was finding ways to meaningfully increase engagement for a household-name brand that already had strong awareness among younger consumers. The campaign also needed to feel native to creator content while still delivering measurable business impact.

To solve this, Libsyn developed a creator-led video podcast strategy centered around The LOL Podcast and its highly engaged Gen Z audience. Rather than relying on traditional advertising placements, the campaign integrated the brand directly into creator storytelling through conversational host-read segments, humor-driven content, and social amplification across platforms.

### The campaign included:

- 10 host-read podcast integrations lasting 60+ seconds
- Simulcast video placements featuring brand logos and product visibility
- One integrated custom segment (3–5 minutes)
- Instagram in-feed promotion
- TikTok content integrations
- Cross-platform promotion across podcast and social channels

To measure impact within a video podcast environment where traditional attribution tools are limited, Libsyn partnered with Signal Hill Insights to conduct a custom two-phase brand lift study evaluating awareness, purchase intent, brand affinity, and audience sentiment before and during the campaign.

### The LOL Podcast audience proved to be a strong fit for the campaign:

- 91% said they "love" The LOL Podcast
- 79% rated the hosts as "excellent"
- 84% said the brand was a strong fit for the show

*"Podcast advertising is more than just an audio channel – it's one of THE most powerful creator-led media environments for brands today. This campaign showed how video podcasts can drive measurable business outcomes by combining trusted creator voices, social amplification, and highly engaged Gen Z audiences. Even for a household-name QSR brand, authentic integrations within creator content drove meaningful lifts in awareness, favorability, and purchase intent. That's the power of podcast advertising when brands become part of the conversation instead of interrupting it." – Stephen Pickens, EVP of Sales, Libsyn Ads*

## The Outcome

The campaign delivered measurable lifts across awareness, purchase intent, and brand perception among Gen Z audiences.

### Increased Product Awareness

- Awareness of one particular Specialty Pizza increased by +30 points
- 62% of exposed viewers said they were aware of the product
- Among non-customers, awareness of the Specialty Pizza lineup significantly increased, reducing unawareness from two-thirds of respondents to just 26%

### Drove Higher Purchase Intent

- Overall purchase intent increased from 79% to 86% among viewers exposed to the campaign
- Among non-customers, purchase intent increased from 52% to 67%, representing a +15 point lift

### Strengthened Brand Perception

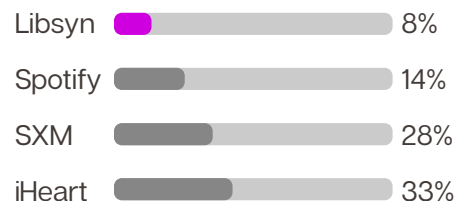
- 84% agreed the brand "regularly introduces new menu items that feel fresh and creative," up from 64% before the campaign
- Viewers were +14 points more likely to agree the brand offers premium pizzas at a non-premium price
- 81% said the sponsorship made them feel more favorable toward the brand

## Key Takeaway

This campaign demonstrated how creator-led video podcast partnerships can drive measurable business impact – even for highly recognizable consumer brands. By combining trusted creator voices, cross-platform amplification, and custom brand lift measurement, Libsyn helped the QSR brand deepen engagement with Gen Z audiences and drive meaningful increases in awareness, favorability, and purchase intent.



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