



# #BEYOND THE GROUND

PODCAST MEDIA PACK





THE UNDERGROUND PODCAST

# EXPLORING THE FUTURE OF GARDEN CARE

The Underground is a podcast that digs deep into the world of gardens, green spaces, and the people shaping them. Hosted by Phil Wright & Kate Turner, this series explores the intersection of horticultural design, business, and environmental impact—unearthing the challenges, innovations, and untold stories that shape the industry.

From industry experts and visionary designers to hands-on gardeners and brand leaders, each episode offers fresh perspectives on how gardens and green spaces influence our homes, cities, and well-being. With a special focus on biodiversity, sustainability, and the evolving role of outdoor spaces, The Underground is a must-listen for those passionate about the future of gardening.

[WATCH OUR EPISODES HERE](#)



TARGET AUDIENCE

# EMBRACING THE ENTIRE GARDEN SECTOR

At The Underground, we understand and celebrate the invaluable contributions of individuals across the garden industry. Our podcast addresses the challenges faced by everyone in the field, offering discussions on horticulture trends, marketing strategies, climate change, and sustainable practices.

Tailored to resonate with the day-to-day experiences of those in the industry, whether they're in garden centres, suppliers, or driving sales and marketing initiatives, we want The Underground to reach them. Our goal is to create a space that unites diverse roles within the sector, fostering knowledge exchange and collaboration among enthusiasts and industry experts alike.




## YOUR PRESENTERS

# PHIL WRIGHT

Phil is a founding partner in the creative marketing agency WrightObara, helping Home & Garden brands to showcase their products. He is a creative marketer, strategist, idea generator and musician and is driven to deliver creative work that makes messages stick; through film, print and digital. Now managing a multi-disciplinary team, Phil focusses on delivering communications excellence.

Having completed his studies in graphic design and architecture, Phil turned his back on company life to join a band and made his living (well more of an existence) as a musician. Eventually putting his career as an electric fiddle toting rock god on hold, Phil started his corporate journey as video editor, where his passion for visual storytelling took hold.

 [phil@theunderground.fm](mailto:phil@theunderground.fm)

 [www.wrightobara.com](http://www.wrightobara.com)

Phil loves learning and puts this in part down to his editing background, he thinks that to structure and tell engaging stories you need to get under the skin and understand the subject you're discussing. He is also a voracious reader always with 2 or 3 books on the go at any one time.

Over the years Phil has gained experience crafting campaigns and videos for a variety of industries from automotive to mobile electronics, but in more recent years it's the garden sector which has really captured his imagination. He was instrumental in creating the video content for the Evergreen Training Academy and has written and directed countless product videos for Miracle-Gro, Levington and other garden care brands.





## YOUR PRESENTERS

# KATE TURNER

Kate Turner has a deep love of all things plants – from vibrant houseplants to stunning gardens and growing your own fruit & veg, Kate knows all the tips and tricks for successful gardening.

Kate is a trained horticulturalist and has a wealth of experience working behind the scenes on many of your favourite gardening programmes – from researcher at BBC Gardener's World, to Project Manager at Alan Titchmarsh's Love Your Garden on ITV as well as the first two series of Garden Rescue with Charlie Dimmock. She was also the Head Gardener at the prestigious Charterhouse School and worked as a horticultural tutor at The Therapy Garden.

Kate's passion has always been to encourage as many people as possible to

get the gardening bug and ran a community garden for 10 years teaching all aspects of horticulture from veg growing to mini-beast habitat making. Kate also ran an Army Wives garden group and together they created a small silver-gilt medal winning garden at the Hampton Court Flower Festival.

For 3 years Kate worked as the Garden Guru for Miracle-Gro where she advised on all things horticultural including presenting top tips and how To videos on their social media channels She also worked on a mix of events for Miracle-Gro, including award-winning stands at both The Chelsea Flower Show, Hampton Court Flower Festival and GLEE.

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 [www.gardenerguru.co.uk](http://www.gardenerguru.co.uk)



## PODCAST PROMOTION

# SPREADING THE WORD

Getting the word out about The Underground Podcast is as important as the content itself. Here's how we'll be promoting the podcast:

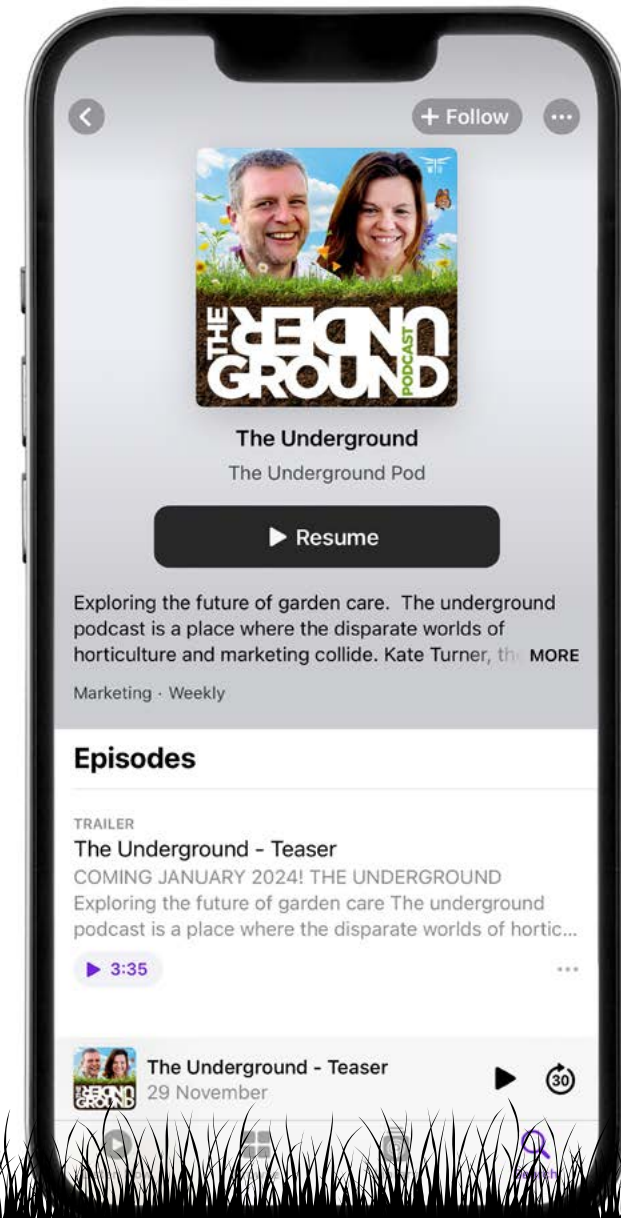
- Weekly episodes will be available on major podcast platforms such as Apple Podcasts, Spotify, and Amazon Music. You can also stream each episode directly from our website: [theunderground.fm](http://theunderground.fm)
- Detailed show notes accompany every episode, offering an overview of the week's topics, details about our guests, and links for further information on the content discussed.
- Engage with us on social media! Every week, we'll be posting graphics, highlight reels, and relevant community news. We encourage our audience and podcast guests to share and interact with this content across platforms.

 [theunderground.fm](http://theunderground.fm)

 [@underground.pod](https://www.instagram.com/@underground.pod)

 The Underground Podcast Group

 The Underground Podcast



THE UNDERGROUND PODCAST

# FOR ADVERTISERS & SPONSORS

The Underground is a dynamic podcast that delves into the evolving world of gardens, green spaces, and their impact on our homes, cities, and well-being. Produced by WrightObara, a creative marketing agency specialising in the garden and housewares sectors, the show brings together industry experts, visionary designers, and hands-on professionals to explore the latest trends, challenges, and innovations shaping the industry. With a dedicated and engaged audience of garden industry professionals, and decision-makers, The Underground offers a unique platform for meaningful conversations about sustainability, biodiversity, and the future of outdoor living.

For brands looking to connect with a highly relevant audience, The Underground presents an ideal sponsorship opportunity. Whether through brand mentions, tailored ad placements, or deeper content collaborations, sponsors can position themselves at the heart of industry-leading discussions. Our listeners are passionate about their outdoor spaces and actively seek out trusted brands that align with their values. By partnering with The Underground, you'll not only increase visibility but also build credibility and trust among an audience that truly cares about the garden sector. Let's grow something great together—get in touch to explore opportunities.



# SPONSORSHIP & ADVERTISING

EPISODE SPONSORSHIP	SEASON SPONSORSHIP	SEGMENT SPONSORSHIP	BRANDED CONTENT SPONSORSHIP
<p>Ideal for brands looking for focused visibility.</p> <p>Inclusions:</p> <ul style="list-style-type: none"><li>• Brand mention at the start, middle, and end of the episode (pre-roll, mid-roll, and post-roll).</li><li>• 15-30 second scripted ad read integrated into the episode.</li><li>• Brand logo featured in the episode description on all platforms.</li><li>• Social media promotion tagging the sponsor across The Underground's channels.</li><li>• Exclusive mention in the episode's show notes.</li></ul>	<p>Perfect for companies wanting long-term exposure.</p> <p>Inclusions:</p> <ul style="list-style-type: none"><li>• Branding across all episodes in a season (e.g., "This season of The Underground is brought to you by...").</li><li>• Ad placement in every episode (pre-roll and mid-roll).</li><li>• Dedicated social media post announcing the sponsor's partnership.</li><li>• Brand logo included on the podcast website/landing page for the season.</li><li>• Mention in email marketing/newsletter (if applicable).</li></ul>	<p>Best for brands targeting a specific niche or expertise.</p> <p>Inclusions:</p> <ul style="list-style-type: none"><li>• Sponsorship of recurring segments, such as the "Recurring Question" or a special feature.</li><li>• Brand tagline integrated into the segment intro/outro.</li><li>• Dedicated mid-roll ad for the brand.</li></ul>	<p>Custom content to align with a sponsor's goals.</p> <p>Inclusions:</p> <ul style="list-style-type: none"><li>• A bespoke episode focusing on the brand's expertise or story (e.g., sustainability, innovation).</li><li>• Collaboration on episode scripting to ensure seamless alignment with The Underground's tone.</li><li>• Full social media and email marketing push promoting the episode.</li></ul>
<p><b>RATE: £250 PER EPISODE</b></p>	<p><b>RATE: £2,000 PER SEASON (10 EPISODES)</b></p>	<p><b>RATE: £150 PER EPISODE (MINIMUM 5 EPISODES)</b></p>	<p><b>RATE: £750 PER EPISODE</b></p>





ADVERTISE ON THE UNDERGROUND

# ADVERTISING RATE CARD

## AD TYPES

### Pre-Roll Ad (15-20 seconds)

Positioned at the start of the episode for maximum exposure.

**RATE: £100 PER EPISODE**

### Mid-Roll Ad (30-45 seconds)

Placed mid-episode, integrated naturally into the content.

**RATE: £150 PER EPISODE**

### Post-Roll Ad (15-20 seconds)

Positioned at the end of the episode for lasting impressions.

**RATE: £75 PER EPISODE**

## DISCOUNTED BUNDLES

### 5 Episodes Pre-Roll Package

**£450 (10% discount)**

### 10 Episodes Full Ad Package (Pre, Mid, and Post)

**£1,000 (20% DISCOUNT)**

## ADDITIONAL OPPORTUNITIES

### Podcast + Social Media Bundle

Combine ad placement with branded posts on The Underground's social platforms.

**RATE: +£50 PER EPISODE**

### Live Read Customisation

WrightObara crafts custom live reads tailored to the advertiser's message.

**RATE: +£50 PER AD**

Rates assume 100 average listens per episode with a highly targeted industry audience. Package rates are flexible for repeat or long-term partners. Metrics and listener demographics can be shared with sponsors to highlight value.



BEING A GUEST

# JOIN US ON THE UNDERGROUND

Interested in being a guest on The Underground? Fantastic! We'd love to have you join us for an episode. We'll need around an hour of your time and you'll need a laptop, some headphones and a mic (if the microphone is built into your headphones, that's great too). If you're unsure exactly what kit you'll need, [this handy guide](#) is here to help.

We record remotely using Zencast, capturing both audio and video. Prior to recording, we'll send you an invite link along with some insights into the topics we'd like to cover during your episode. Don't worry; we'll have a producer on the line to assist with the setup and monitor the audio throughout.

Once we wrap up, simply send us your bio and a photo for promotional purposes. Our team will take care of the rest and let you know when the episode has been published. We'd love for you to share it far and wide!





LISTEN NOW

# SUBSCRIBE WHEREVER YOU GET YOUR PODCASTS



[www.theunderground.fm](http://www.theunderground.fm)

