

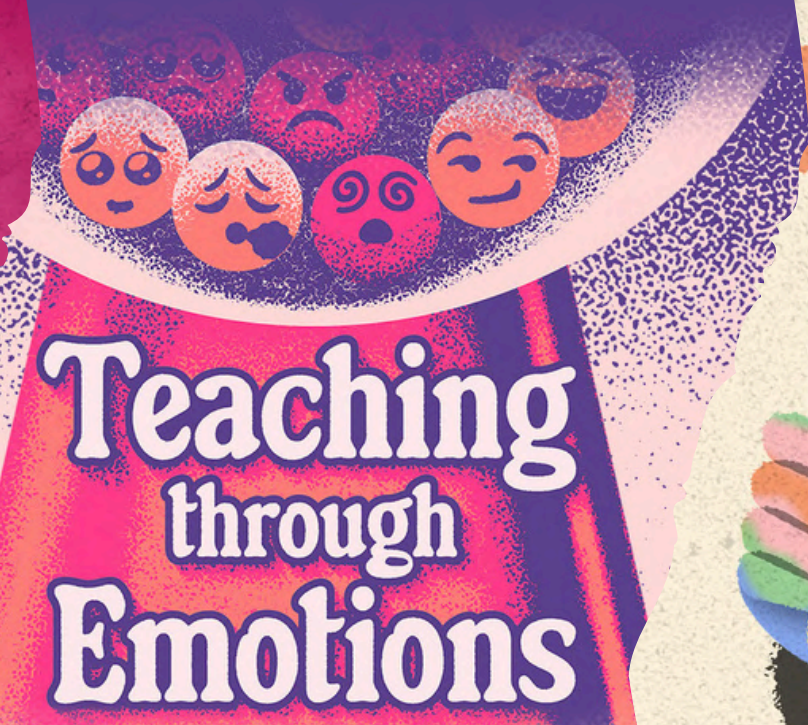


Practice
Marketing
Inside

FUTURE
AROUND
& FIND
OUT



THE BAD
THERAPIST
SHOW



Teaching
through
Emotions



What Your
Therapist
Thinks

PODCAST BRANDING PORTFOLIO

FEATURING FINAL,
VERTICAL & WIDE APPLE
PODCASTS FORMATS

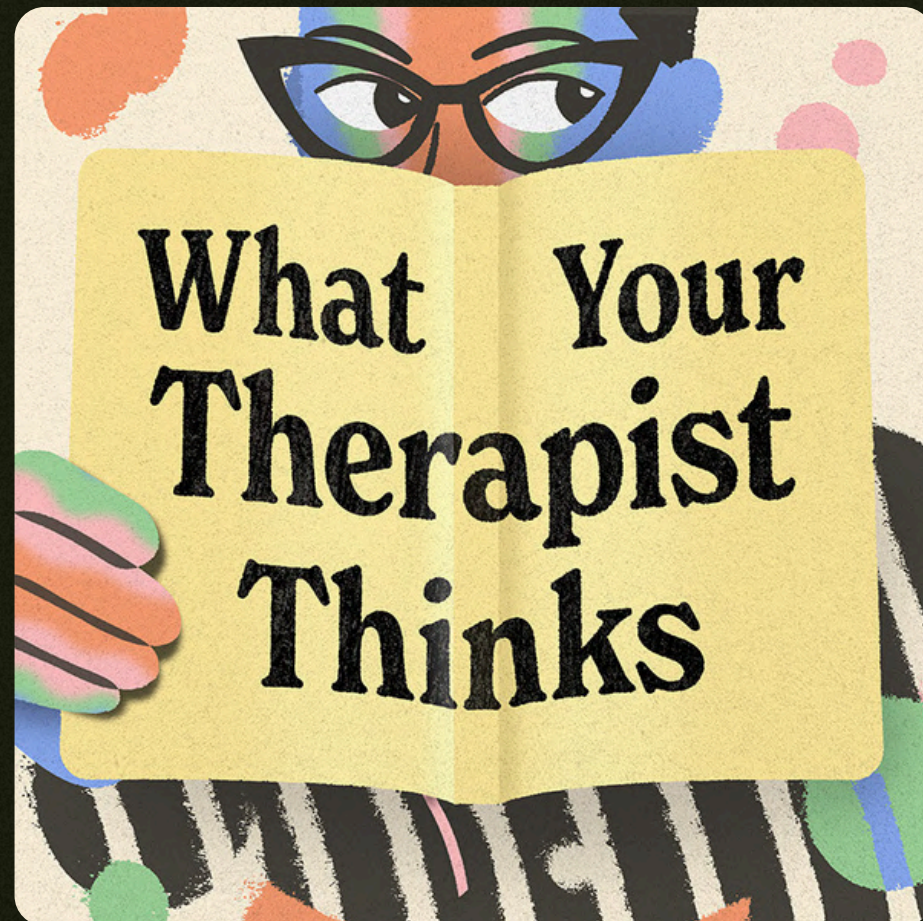


MULTIPLE TIMES FEATURED AND #1 MENTAL HEALTH PODCAST

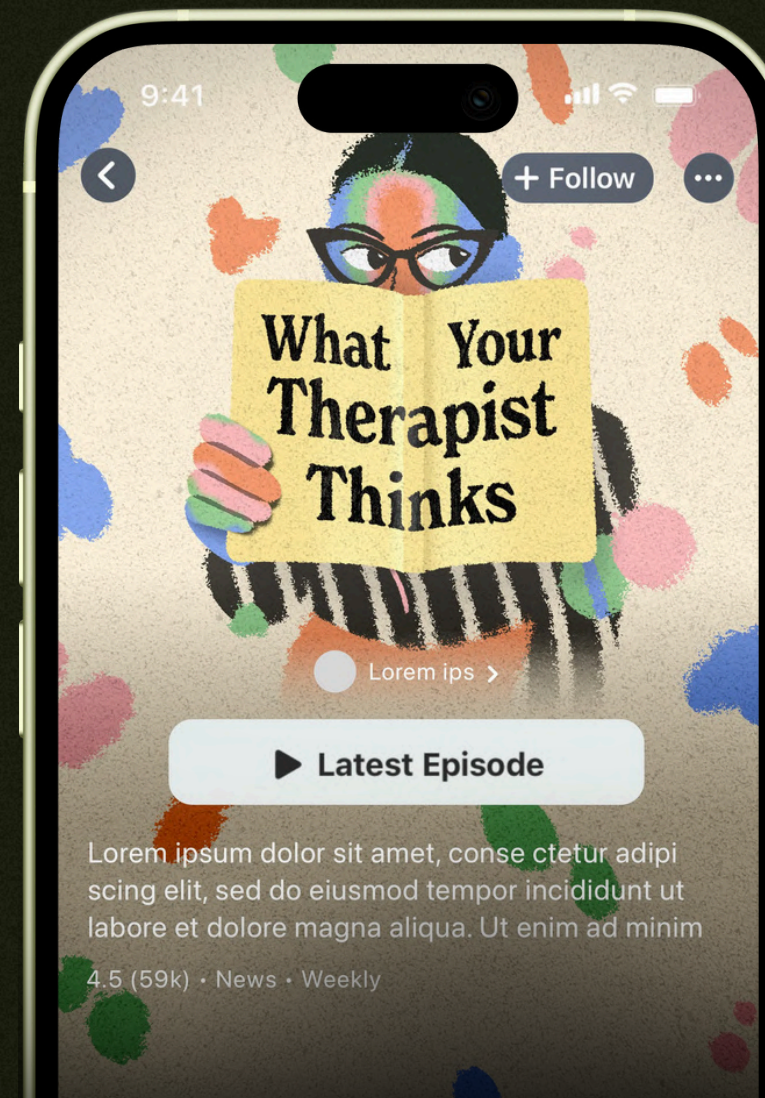
For this show, the cover art needed to match the deep curiosity and playfulness promised to listeners, while rooting the show in its unique professional, licensed therapist voice.

WHAT YOUR THERAPIST THINKS

Final Cover Art



Full Page Show Art



Showcase Hero

WEBBY AWARD WINNER AFTER REDESIGN AND REBRAND.

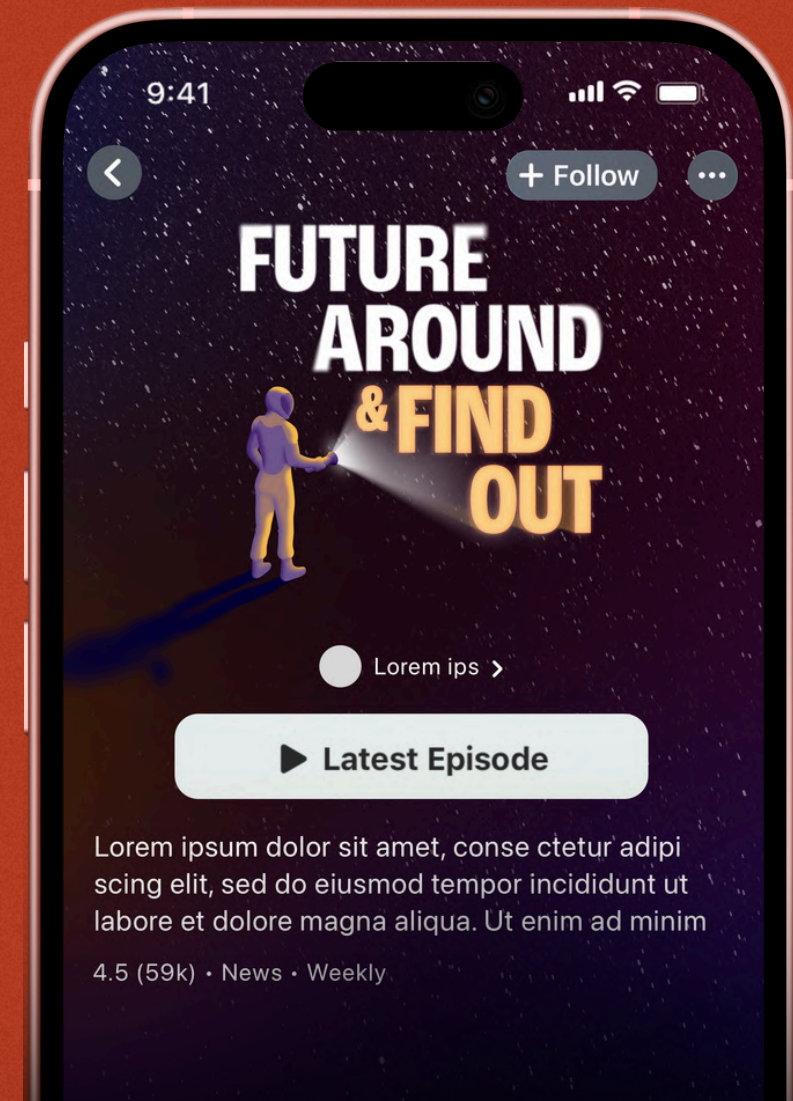
Previously called "CRAFTED.", this show needed to lean much harder into its exploration of what the future could hold, walking the edge between doom and excitement. The artwork is evocative of these feelings listeners already carry.

FUTURE AROUND & FIND OUT

Final Cover Art



Full Page Show Art



Showcase Hero

HOST CENTRIC, GROUND UP REBRANDING PROJECT.

This coaching podcast for mental health professionals has a very unique method presented in its title, but not yet in its artwork. We aimed to center both the host and the personas that therapists are often boxed in, painting them as “bad”.

Generative AI was partially used to alter the final artwork.

THE BAD THERAPIST SHOW

Final Cover Art



Full Page Show Art



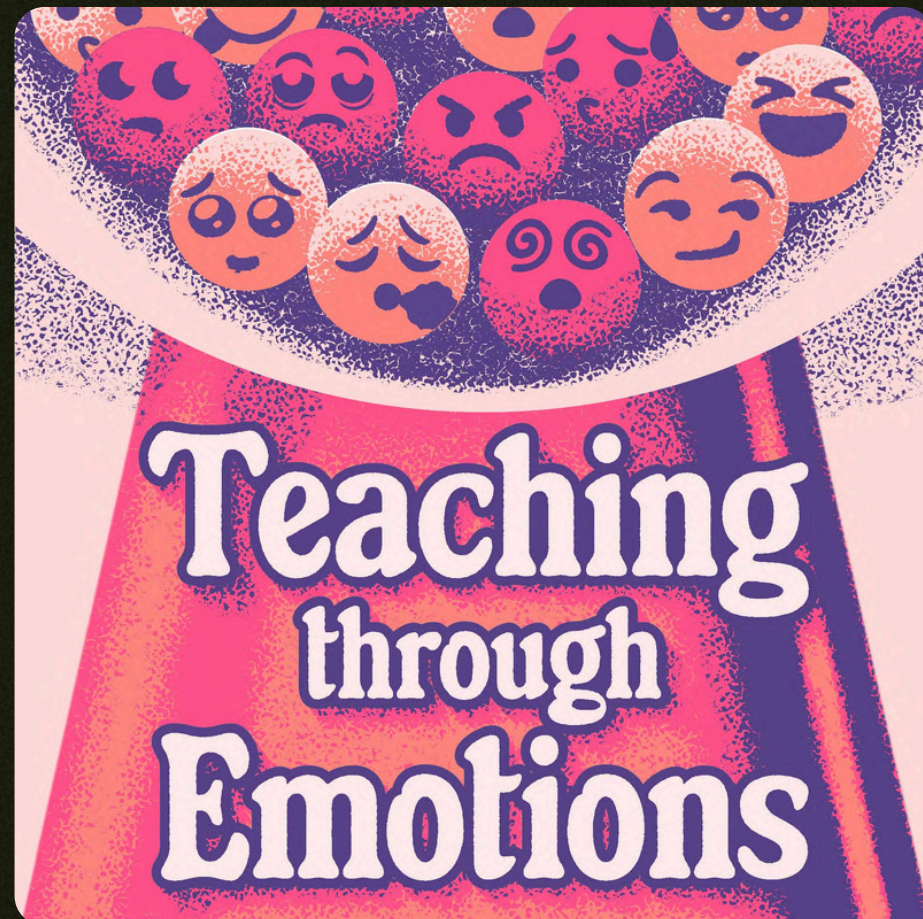
Showcase Hero

IWPA AWARD WINNER & FEATURED IN APPLE PODCASTS POST REBRAND.

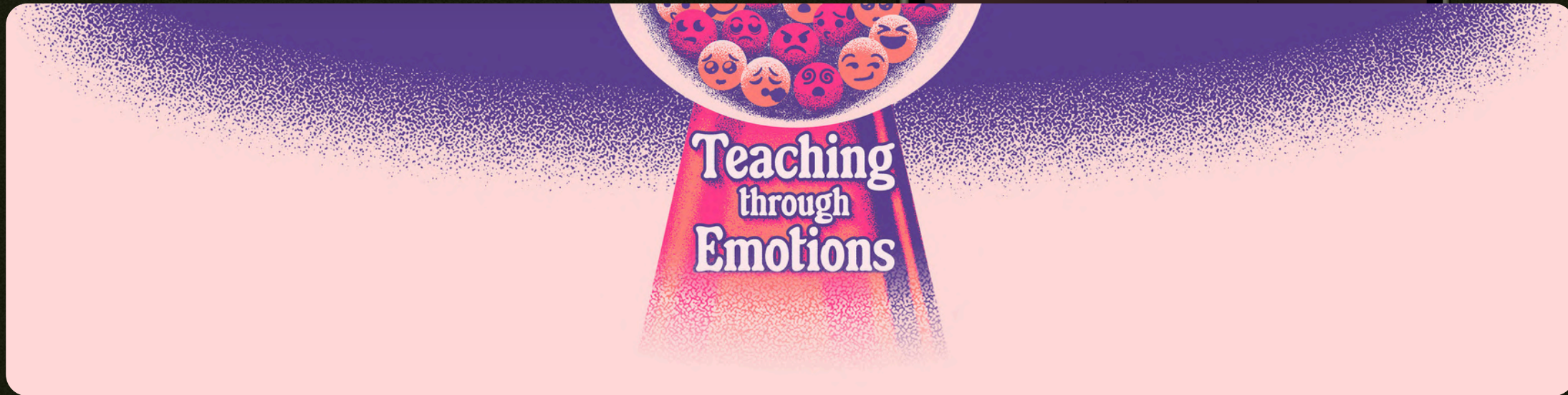
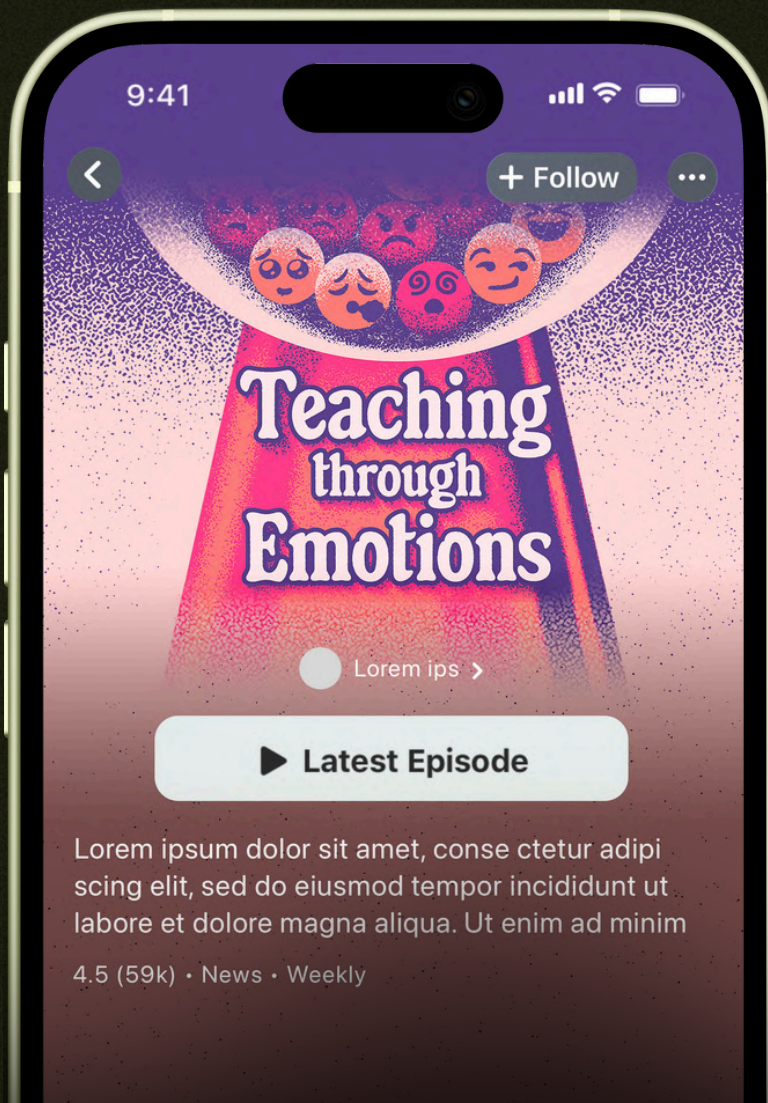
This podcast's rebrand project was executed in parallel with our own podcast strategy overhaul. We renamed the show to better match the parent business, and brought a strong, non-corporate visual edge to carry the show's values forward.

TEACHING THROUGH EMOTIONS

Final Cover Art



Full Page Show Art



Showcase Hero

INNOVATIVE BRANDING APPROACH TO NICHE MARKETING.

This show's branding needed to stand out in the crowded therapy marketing space. We chose to center the brand and an evocative aspect of the niche, with the insights found in the podcast, literally levitating a familiar therapy office scene.

Generative AI was partially used to create assets.

PRACTICE MARKETING INSIDER

Final Cover Art

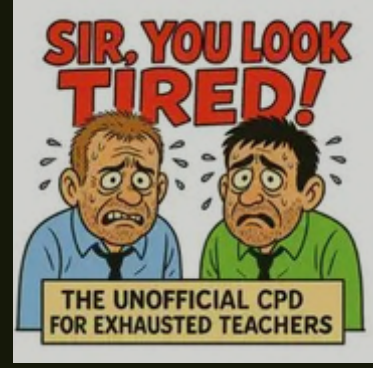
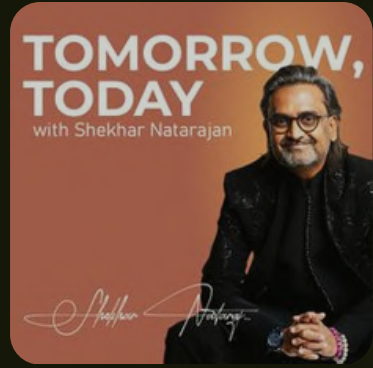
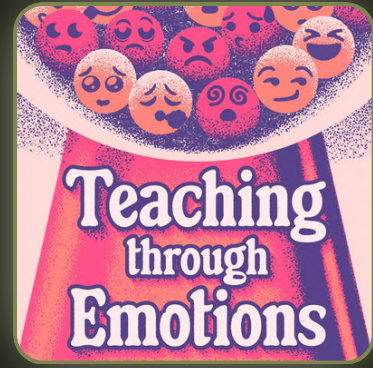


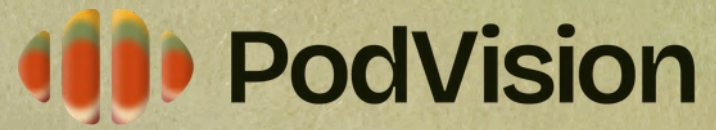
Full Page Show Art



Showcase Hero

WE BRAND SHOWS TO BEAUTIFULLY STAND OUT





**THANK YOU.
GOT QUESTIONS?**

andreea@pod.vision
jullian@pod.vision

www.pod.vision
www.linkedin.com/company/107352844