

How Brands Are Built



ABOUT THE SHOW

How Brands Are Built is a [blog](#) and [podcast](#) where branding professionals get into the details of what they do—and more importantly, how they do it.

Each season includes 9 interviews with branding experts (e.g. [David Aaker](#), [Laura Ries](#), and [Marty Neumeier](#)), followed by one wrap-up episode (e.g., “[Season two wrap-up: Five themes for brand positioning](#)”).

1. [Season one](#) is all about brand naming.
2. [Season two](#) is about brand positioning.
3. [Season three](#) is about brand experience.
4. [Season four](#) touches on the social impact of branding and design.

WHAT MAKES HOW BRANDS ARE BUILT UNIQUE?

Most branding content focuses on news, opinion, or high-level theory. While other resources provide a 30,000-foot view, How Brands Are Built keeps it practical and tactical—where those interested in branding can find tips, tools, and other useful resources to help build brands.

ABOUT THE HOST

The [podcast](#) is hosted by Rob Meyerson, a San Francisco-based brand strategist. With over 15 years of experience in brand consulting, Rob’s previous roles include head of brand architecture and naming at HP, director of verbal identity at Interbrand in San Francisco, and director of strategy at FutureBrand for Southeast Asia. His client experience ranges from the Fortune 500 to Silicon Valley startups, and from San Francisco to Shanghai, including brands such as Flex, GE, J.D. Power, Disney, and Intel.

Rob’s specialties include brand strategy and positioning, naming, messaging, and brand architecture. His articles about brand strategy and naming have been published in [Branding Strategy Insider](#), [Business Insider](#), [Guardian](#), [TechCrunch](#), and [VentureBeat](#), among others.



HOW TO LISTEN AND SUBSCRIBE

- On the site: Find every episode on the [podcast page](#).
- Apple Podcasts: [Launch iTunes](#), then click “Subscribe.”
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- Stitcher: [Visit Stitcher](#).
- Spotify: [Visit Spotify](#). Free signup required.
- YouTube: [Visit YouTube](#).

LISTENERS AND STATS

As of late-2020, How Brands Are Built has:

- 34 ratings on Apple Podcasts, with an average of 4.8 stars.
- Top 20 marketing podcast in United States and 21 other countries, such as Great Britain, Australia, Germany, Singapore, Switzerland; top 5 in nine of those countries (according to [Chartable](#)).
- Website visitors from 186 countries, including the U.S., India, U.K., France, Australia, Singapore, Germany, Canada, Italy, Netherlands, Indonesia, Philippines, Brazil, Spain, Denmark, and South Africa.
- Social media following of 16,000+ across [Twitter](#), [Instagram](#), [LinkedIn](#), [Facebook](#), and [YouTube](#).

ONLINE AND SOCIAL

- Website: <https://howbrandsarebuilt.com/>
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