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 nine 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").

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

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LISTENERS AND STATS

As of mid-2024, How Brands Are Built has:

- 61 ratings on Apple Podcasts, with an average of 4.9 stars.
- Top 20 marketing podcast in United States and 59 other countries; top 5 in 34 of those countries, including Belgium, South Korea, United Arab Emirates, New Zealand, Indonesia, and Singapore (according to Chartable).
- Website visitors from 193 countries; top ten countries by share of visitors are the U.S., India, U.K., France, Australia, Canada, Germany, Italy, Netherlands, and Philippines
- Social media following of over 25,000 across Instagram, LinkedIn, Threads, Facebook, and YouTube

ONLINE AND SOCIAL

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