

CHEERFUL EARFUL

est 2022.

Festival & Awards

UK • US • AUS

A LIVE PODCAST MOVEMENT WITH A YEAR-ROUND CULTURAL FOOTPRINT

 The
2025 Golden
Lobes

 MAY

Proper podcast awards celebrating
the funniest creators and shows

**CHEERFUL
EARFUL**

 OCT

A global festival of funny podcasts taking
over stages in Australia, US and UK

PROVEN, GROWING, AND GLOBALLY RELEVANT

- 7,500+ attendees across 3 continents
- 60+ podcasts performing annually
- 2 million organic social reach in 2 weeks
- Household name creators and comedians inc James Acaster, Phil Wang, Brett Goldstein and tonnes more.

WHAT OUR AUDIENCE EXPECTS FROM BRANDS:

Community impact
Humour & creativity
Sustainability and diversity
Fair pricing and quality

A CULTURALLY ENGAGED AUDIENCE WITH SPENDING POWER

AGE: MAJORITY 25–44

INCOME: ~63% £50K+ HOUSEHOLD INCOME

OCCUPATIONS: TECH, MEDIA, EDUCATION, CREATIVE, PROFESSIONAL

HOW BRANDS ARE DISCOVERED, SHARED, AND REMEMBERED

Before

Discovery & trust-building

- 90% listen to podcasts weekly or more
- Podcasts and social media are key discovery channels
- Creator recommendations carry real weight

During

Attention & association

- Average in-person dwell time: 2.5–3 hours
- Relaxed, social attention – not rushed footfall
- Natural moments for sampling, conversation, and content creation

After

Amplification & recommendation

- Nearly half of attendees are likely to share content
- Organic social posts and word-of-mouth
- Peer recommendation drives recall



This is why Cheerful Earful partnerships continue working after the lights go down.

THE GOLDEN LOBES

The cultural peak of the Cheerful Earful calendar

The awards night that celebrates comedy podcasts without the usual industry stiffness.

For brands, they offer:

- High-density creator presence
- Press and social moments
- Association with creativity, humour and craft

90% recall of the Headline Sponsor

60% would proactively seek out partners to work with

FRANK SKINNER

“

The Golden Lobes was a fun night out: none of the cheesy nonsense of more established awards nor nowhere near as long. It was just a bunch of very funny people saying very funny things. British comedy podcasts seem to be in a great state.

”



WE MAKE FUNNY BUSINESS.

Product & Presence

Put your product directly into people's hands during shows and social moments, where dwell time averages 2.5–3 hours.

Amplification

Extend the partnership through podcast, social, and creator-led content before and after the festival.

Shared Spaces

Own a space where creators and audiences naturally gather – relaxed, social, and highly shareable.

Creative Moments

Collaborate on moments that feel part of the awards and festival, from afterparties to playful integrations and on-stage moments that people remember.

Every partnership is shaped collaboratively, with the audience experience as the priority.

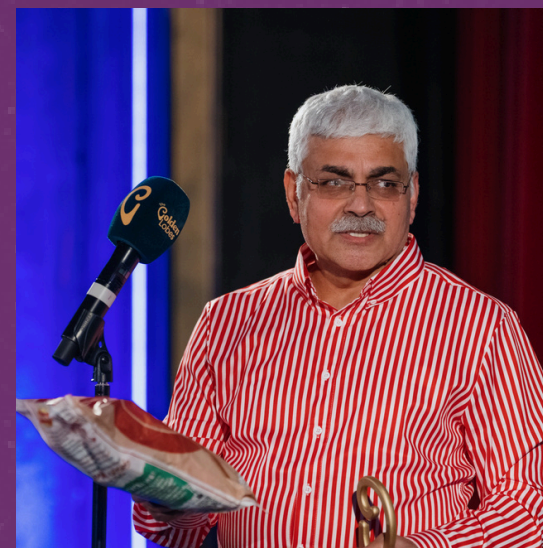
THE CHEERFUL COMMUNITY

A YEAR ROUND CELEBRATION OF FUNNY PODCASTS

Cheerful Earful and The Golden Lobes aren't just two events – together they're the comedy podcast calendar. One is the stage, the other the spotlight, and between them they create a year-round ecosystem where creators, fans, and industry collide.

For partners, that means you're not backing a single night or a single festival – you're plugged into a global community that stretches from Melbourne to New York to London, and lives on across socials, podcasts, and press long after the curtains close.

When you join us, you don't just get visibility. You get connection, recall, and credibility with the people shaping the future of comedy podcasting.



Interested? ohmy@giddyauntcomedy.com

DATA APPENDIX — CHEERFUL EARFUL AUDIENCE INSIGHTS (2025)

AGE PROFILE

- 25–34: ~32%
- 35–44: ~32%
- 45–54: ~18%
- 18–24: ~8%
- 55+: ~11%

GENDER SPLIT

Female: ~43%
Male: ~54%
Non-binary: ~3%

ECONOMIC PROFILE

- ~63% report £50k+ household income
- Majority spent £20–£50+ on food, drink, merch
- Many travelled specifically to attend

PODCAST & MEDIA BEHAVIOUR

- Deeply embedded podcast listeners
- 90% listen to podcasts weekly or more
- Many listen daily or several times per week
- Comedy is the dominant genre, alongside:
 - Culture
 - News & current affairs
 - Business / tech

BRAND VALUES & EXPECTATIONS

Top values when choosing brands:

- Community impact
- Humour & creativity
- Sustainability
- Diversity
- Fair pricing and quality

PRODUCT & CATEGORY FIT

Most frequently purchased categories:

- Food & drink
- Entertainment & media
- Tech & gadgets
- Lifestyle & fashion
- Health & wellness

SPONSOR ACTIVATION PREFERENCES

Audiences respond best to:

- Product sampling
- Thoughtful, useful merch
- Photo moments
- Social or afterparty experiences

BRAND DISCOVERY & INFLUENCE

- Top discovery channels:
 - Podcasts
 - Social media
 - Friends and family recommendations
 - Events and live experiences

15,000 VISITS
TO FESTIVAL PROGRAMME

20,000 WEBSITE VISITS
TO FESTIVAL PROGRAMME

PARTNER LOGOS SERVED TO
OVER 10,000 MAILBOXES