

The Role of Celebrity-Driven Video Branded Podcasts in Content Marketing: A Study of Egyptian Real Estate Brands

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Abstract:

This study examines the role of celebrity-driven video-branded podcasts in the content marketing strategies of Egyptian real estate brands, focusing on their impact on brand perception, consumer trust, and engagement. The research adopts a qualitative methodology, combining content analysis of 29 podcast episodes from four leading real estate brands (Palm Hills, Madinet Masr, Wadi Degla, and Mountain View) with in-depth interviews involving marketers and company representatives. The AIDA model (Attention, Interest, Desire, Action) serves as the theoretical framework to analyze how these podcasts strategically influence consumer behavior.

Key findings from the content analysis reveal that brands employ diverse approaches: Palm Hills and Mountain View integrate direct product mentions within lifestyle narratives, while Madinet Masr and Wadi Degla prioritize implicit value alignment through inspirational and family-centric storytelling. Interviews highlight that these podcasts are primarily used for long-term brand positioning rather than immediate sales, emphasizing human-centric values like "community" and "growth." Challenges include balancing creative freedom with brand alignment and logistical issues like guest scheduling. The Egyptian market's preference for video-centric "hybrid" formats further amplifies engagement through high production quality.

The study concludes that celebrity-driven video podcasts are effective tools for building emotional connections and reinforcing brand values, though their success hinges on aligning celebrity appeal with genuine storytelling and integrating them within broader marketing strategies.

Keywords: Celebrity-driven Podcasts, Content Marketing, Real Estate Brands, AIDA Model, Brand Positioning.

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دور البودكاست ذو العلامة التجارية في تسويق المحتوى: دراسة لعلامات العقارات المصرية

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الملخص:

تهدف هذه الدراسة إلى التعرف على دور البودكاست المرئي الذي تقوده الشخصيات المشهورة في استراتيجيات تسويق المحتوى لعلامات العقارات المصرية، مع تحليل تأثيره على تصور العلامة التجارية وثقة المستهلك وتفاعله. تعتمد الدراسة على المنهج الكيفي، حيث تجمع بين تحليل المضمون لـ 29 حلقة بودكاست لأربع علامات عقارية رائدة (بالم هيلز، مدينة مصر، وادي دجلة، وماونتن فيو) ومقابلات معمقة مع مسوقين وممثلين عن الشركات. ويُستخدم نموذج AIDA (الانتباه، الاهتمام، الرغبة، الإجراء) كإطار نظري لتحليل كيفية تأثير هذه البودكاستات استراتيجياً في سلوك المستهلك.

تكشف نتائج الدراسة أن العلامات التجارية تتبنى أساليب متنوعة: حيث تدمج بالم هيلز وماونتن فيو الإشارات المباشرة للمنتج ضمن سرديات أسلوب الحياة، بينما تركز مدينة مصر وادي دجلة على التوافق الضمني مع القيم من خلال سرديات ملهمة تتمحور حول العائلة. وتُظهر المقابلات أن البودكاست يستخدم أساساً لتعزيز تموضع العلامة التجارية على المدى الطويل وليس لتحقيق مبيعات فورية، مع التركيز على القيم الإنسانية مثل "المجتمع" و"النمو". وتشمل التحديات تحقيق التوازن بين الحرية الإبداعية ومواءمة العلامة التجارية، إضافةً إلى المشكلات اللوجستية مثل جدولة الضيوف. كما يعزز تفضيل السوق المصري للتنسيقات "الهجينة" المرئية من مستويات التفاعل من خلال جودة الإنتاج العالية.

وتخلص الدراسة إلى أن البودكاست المرئي التي يقودها المشاهير تمثل أدوات فعالة لبناء الروابط العاطفية وتعزيز قيم العلامة التجارية، غير أن نجاحها يعتمد على مواءمة جاذبية المشاهير مع السرد الأصلي ودمجها ضمن استراتيجيات التسويق الأوسع.

الكلمات المفتاحية: البودكاست المرئي الذي تقوده الشخصيات المشهورة ، التسويق بالمحتوى ، علامات العقارات المصرية، نموذج AIDA ، تموضع العلامة التجارية

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Introduction:

The rapid evolution of digital technologies has revolutionized business operations, particularly in marketing. Digital marketing has emerged as a cost-efficient and far-reaching alternative to traditional methods, enabling brands to engage with broader audiences. Among the most impactful developments in this space is the rise of social media, which has transitioned from a communication tool to a dominant marketing platform. Businesses now use social media for brand promotion, customer engagement, and influencer collaborations, a strategy proven to shape consumer behavior effectively.

Influencer and celebrity marketing have become pivotal in modern brand strategies. Celebrities, with their vast follower bases, act as powerful endorsers, mirroring word-of-mouth promotion but with amplified reach. Celebrity endorsements significantly enhance brand recall and consumer trust, particularly in the Middle East and North Africa (MENA) region, where 72% of Egyptian consumers rely on local celebrity recommendations (Nielsen 2024 Annual Marketing Report, 2024).

The rise of podcasting has emerged as a powerful content medium alongside influencer marketing, particularly in the Middle East and North Africa region. Egypt stands out as a dominant market for Arabic-language podcasts, capturing a significant share of regional listenership. Video podcasts have shown particularly strong performance, consistently holding audience attention for longer durations compared to traditional audio-only formats. This shift reflects the broader transformation in media consumption habits, where audiences now prefer on-demand, personalized content that offers convenience and accessibility over scheduled traditional broadcasts. The growing popularity of podcasts complements the digital content revolution, where consumers increasingly seek out formats that fit their lifestyles and viewing preferences.

In Egypt's real estate sector, digital innovation is revolutionizing how properties are marketed and discovered. As buyers increasingly turn to online platforms for their property search, content formats that blend entertainment with information are gaining prominence. While video has become a staple in property showcases, a particularly compelling format remains largely unexploited: celebrity-driven video-branded podcasts. This innovative medium merges the authenticity of influencer marketing with the depth of long-form content, creating unique opportunities for immersive

brand storytelling. By featuring trusted personalities exploring properties and discussing market trends, these podcasts can build stronger emotional connections than traditional advertising. The format's conversational nature allows for diverse presentations of developments, while the celebrity element lends credibility and expands reach through existing fan bases. For an industry where trust and visualization are vital, this hybrid approach offers fresh ways to engage potential buyers throughout their decision-making journey.

This study examines the role of celebrity-driven video-branded podcasts in Egyptian real estate content marketing. It investigates how real estate brands can use this format to enhance brand perception, consumer trust, and lead generation.

Research Problem:

In the evolving content marketing landscape, branded podcasts, particularly those featuring celebrities, have become a powerful tool for engaging audiences. In Egypt, companies increasingly adopt celebrity-driven podcast formats to humanize brand narratives, enhance emotional resonance, and build audience trust. Despite the growing use of this medium, there is limited academic exploration of how Egyptian brands strategically integrate messaging into these podcasts, how celebrity involvement affects audience perceptions of authenticity and credibility, and how marketers assess the effectiveness of these campaigns. Furthermore, the broader role of branded podcasts within integrated content marketing strategies remains underexplored. This study aims to address these gaps by investigating the intersection of branding, celebrity culture, and podcasting in the Egyptian marketing context.

Research Importance:

This research significantly contributes to the theoretical understanding of celebrity-driven video-branded podcasts as a content marketing tool, particularly within the Egyptian market. By focusing on how Egyptian Real Estate Brands use video podcast formats with celebrity participation, the study expands existing literature on influencer marketing, branded content, and visual storytelling, providing insights into the integration of celebrity culture and audiovisual media for brand communication.

Practically, the research offers insights for Egyptian Real Estate Brands and marketers seeking to utilize celebrity-driven video podcasts to enhance

brand narratives, increase emotional resonance, and build audience trust. By analyzing strategies for integrating brand messaging into these podcasts, the study will provide recommendations for using celebrity endorsements. The findings will serve as a strategic guide for marketers, brand managers, and content creators, helping them better understand the key factors that drive the effectiveness of celebrity-driven video-branded podcasts within integrated content marketing strategies.

Research Objectives:

The main objective of this research is to examine the role of celebrity-driven video-branded podcasts in the effectiveness of content marketing strategies employed by Egyptian Real Estate Brands. To achieve this, the research will focus on the following specific objectives:

1. To explore how Egyptian Real Estate Brands integrate brand messaging into celebrity-driven podcasts and align them with their marketing goals.
2. To assess the role of celebrity-driven podcasts in the integrated marketing communication strategies of Egyptian Real Estate Brands.
3. To examine the challenges and opportunities companies face in integrating celebrity-driven podcasts into their content marketing efforts.
4. To explore marketers' views on the strategic use of celebrity-driven podcasts in Egyptian content marketing.
5. To investigate how marketers perceive the impact of celebrity participation on audience engagement, focusing on authenticity, credibility, and emotional appeal.

Literature Review:

The rise of branded podcasts as a content marketing tool has accumulated significant academic attention, particularly in exploring their effectiveness in shaping brand perception, consumer engagement, and advertising outcomes.

This literature review synthesizes existing research across three key dimensions: (1) Podcast Advertising Effectiveness and Consumer Response, (2) The Role of Celebrity and Influencer Endorsement in Branded Content, and (3) Content Strategy, Format, and Brand Integration in Podcasting.

By critically analyzing these dimensions, this review identifies gaps in the literature, particularly concerning celebrity-driven video-branded podcasts in the Egyptian market.

Podcast Advertising Effectiveness and Consumer Response

Several studies have examined how podcast advertisements influence consumer attitudes and brand perception. (Abdelrahman, 2024) applied Ducoffe's advertising value model to podcast ads, finding that informativeness and interactivity positively impact audience attitudes, whereas irritation (due to intrusive placements) negatively affects acceptance. The study, conducted among Egyptian university students, suggests that advertisers must carefully design podcast ads to balance engagement and intrusiveness.

Similarly, (Hamed, 2025) explored how podcast ads shape brand image among Egyptian listeners, revealing a strong correlation between ad effectiveness dimensions (e.g., credibility, entertainment) and brand perception. The study highlights that audience attitudes toward podcast ads mediate their impact on brand image, reinforcing the need for audience-centric advertising strategies.

Beyond traditional ads, branded podcasts, where the content itself is brand-sponsored, have been scrutinised for their effectiveness. (Fitó-Carreras, Méndiz-Noguero, & Vidal-Mestre, 2024) classified branded podcasts based on brand presence, finding that high-branding podcasts (where promotional intent is overt) lose their non-intrusive appeal, resembling traditional ads. Conversely, indirect brand integration maintains engagement, suggesting that branded podcasts should prioritise storytelling over direct promotion.

The role of podcast hosts is another critical factor. (Milovan, Dobre, & Moisesescu, 2025) found that host-read ads enhance brand recall and attitudes, particularly when listeners have a parasocial relationship with the host. (Bernal, 2024) extended this by applying the Theory of Planned Behavior (TPB), showing that trust in the host significantly increases the likelihood of listeners redeeming promotional codes, while perceived behavioral control has little effect. These findings highlight the host's credibility as a decisive factor in podcast ad effectiveness.

The Role of Celebrity and Influencer Endorsement in Branded Content

Celebrity influence in marketing has been extensively studied, but its application in podcasting, particularly in video-branded podcasts, remains underexplored. Research on celebrity endorsements suggests that credibility, attractiveness, and meaning transfer shape brand perception.

(Chatzopoulou & Navazhylava, 2022) provide crucial insights into how authenticity concerns shape celebrity endorsement strategies, particularly in ethnic marketing contexts. Their findings about brands adopting self-presentation strategies through celebrity endorsements to resolve authenticity tensions complement (Yu & Hu, 2020)'s work on localized endorsements suggests that cultural authenticity is equally important for podcast hosts. This authenticity framework helps explain why certain celebrity-hosted podcasts succeed where others fail.

(Aprianto, Surajiyo, Suwarno, & Santia, 2024) examined celebrity endorsers on TikTok, finding that credibility and power significantly enhance brand image, whereas visibility and attraction had negligible effects. This implies that not all celebrity traits equally impact branding, with expertise and authority being more influential than mere exposure.

(Adiba, Suroso, & Afif, 2020) reinforced this, showing that celebrity expertise, attractiveness, and trustworthiness positively affect brand image, while poor brand-celebrity fit harms perception. Their study on Oppo smartphones in Indonesia highlights the risks of mismatched endorsements, suggesting that alignment between celebrity persona and brand identity is crucial.

The meaning transfer theory further explains how celebrity traits influence brands. (Tian, Tao, Hong, & Tsai, 2021) found that non-evaluative celebrity traits (e.g., "crazy" vs. "brave") transfer to brands, particularly for lesser-known brands using co-branding. Well-known brands, however, are less affected, indicating that celebrity associations are most impactful for emerging brands.

(Jun, Han, Zhou, & Eisingerich, 2023) expanded on this by introducing the "3E" celebrity associations framework, enabling, enticing, and enriching benefits. Their experiments showed that enriching associations (e.g., inspirational narratives) are most transferable, especially for unknown brands. This suggests that storytelling-driven celebrity

podcasts may enhance brand perception more than purely promotional content.

Cultural relevance also plays a role. (Yu & Hu, 2020) compared localized vs. standardized celebrity endorsements for luxury brands in China, finding that local celebrities drive higher engagement, particularly among patriotic audiences. This implies that regionally relevant hosts in Egyptian branded podcasts may strengthen connection and trust.

(Prihatna, Ayal, Sistarani, & Widyastuti, 2024) further enrich this discussion through their examination of digital marketing's role in building Gen Z brand trust. Their findings about celebrity endorsements significantly influencing brand trust through platforms like Instagram and TikTok suggest important implications for video podcast strategies targeting younger demographics. The study's emphasis on eWOM quality as a mediator also relates to Bernal's (2024) findings about trust transfer in podcast promotions.

Content Strategy, Format, and Brand Integration in Podcasting

The format and content strategy of branded podcasts significantly influence their success. (Yin, 2024) compared conversational interviews vs. thematic storytelling, finding that storytelling podcasts slightly outperform in enhancing brand favorability, with listener reflection acting as a key mediator. This suggests that narrative depth strengthens psychological impact, making branded podcasts more persuasive.

(Amanzholova, 2024) analyzed podcasts from brands like Sephora, Dior, and Netflix, concluding that alignment with brand values and audience interests is crucial for engagement. However, challenges like content consistency, monetization, and audience targeting remain barriers.

Luxury brands, as explored by (Hiljding & Gárgoles, 2022), use podcasts for cultural storytelling rather than direct promotion. Brands like Chanel and Gucci utilize audio formats to convey heritage and aesthetic philosophy, reinforcing aspirational positioning without overt selling.

(García-Estévez & Cartes-Barroso, 2022) classified branded podcasts in Spain and Latin America, noting that most focus on educational and informative content rather than entertainment. This contrasts with (Bonk & Kubinski, 2023), who found that Gen Y and Gen Z podcast listeners prefer engaging, host-driven content with emotional resonance. Their

proposed "Podcast Advertising Evoking Positive Effect" framework emphasizes host credibility, relatability, and authenticity as key drivers of ad success.

Finally, (Hamm, 2022) positioned branded podcasts within Integrated Marketing Communication (IMC), arguing that they excel in brand awareness and loyalty rather than direct sales. Successful podcasts prioritize consumer-centric narratives, humanizing brands and advancing authentic connections.

Extent of Benefit from Literature Review:

The current literature reveals three critical gaps that this research uniquely addresses. First, while existing studies have examined podcast marketing and celebrity endorsements separately, none have investigated their convergence in video-branded podcasts - a hybrid format that is gaining significant traction yet remains academically unexplored. Second, research has predominantly analyzed audio podcasts and social media videos in isolation, leaving a notable gap in understanding how visual elements enhance the effectiveness of celebrity-driven podcasts. Third, despite the rapid growth of podcast adoption in MENA regions, no studies have specifically analyzed Egyptian companies' use of celebrity-driven video podcasts, creating a significant knowledge gap regarding this emerging market context.

By addressing these gaps, this research makes three key contributions that provide an academic examination of celebrity-driven video-branded podcasts as a distinct format, reveal how visual components amplify celebrity influence in content marketing, and deliver much-needed insights into Egypt's advertising landscape. These contributions will help bridge the current disconnect between traditional podcast studies and evolving digital marketing practices in emerging markets.

Research Questions:

1. How do Egyptian Real Estate Brands integrate brand messaging into celebrity-driven podcasts and align them with their marketing goals?
2. What role do celebrity-driven podcasts play within the integrated marketing communication strategies of Egyptian Real Estate Brands?
3. What challenges and opportunities do companies encounter when integrating celebrity-driven podcasts into their content marketing efforts?

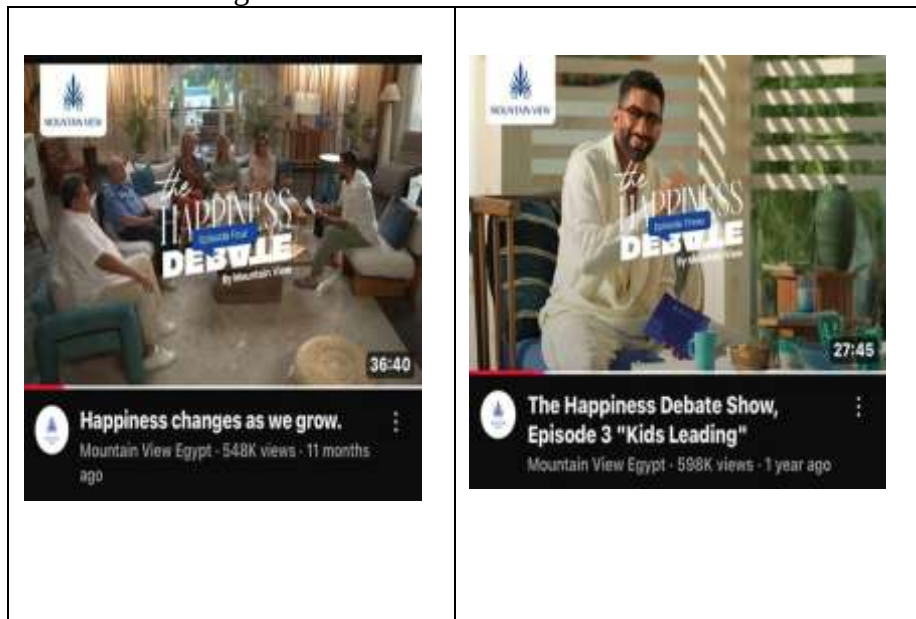
4. How do marketers perceive the strategic use of celebrity-driven podcasts in Egyptian content marketing?
5. How does celebrity participation in branded podcasts influence audience engagement, particularly regarding authenticity, credibility, and emotional appeal?

Research Methodology:

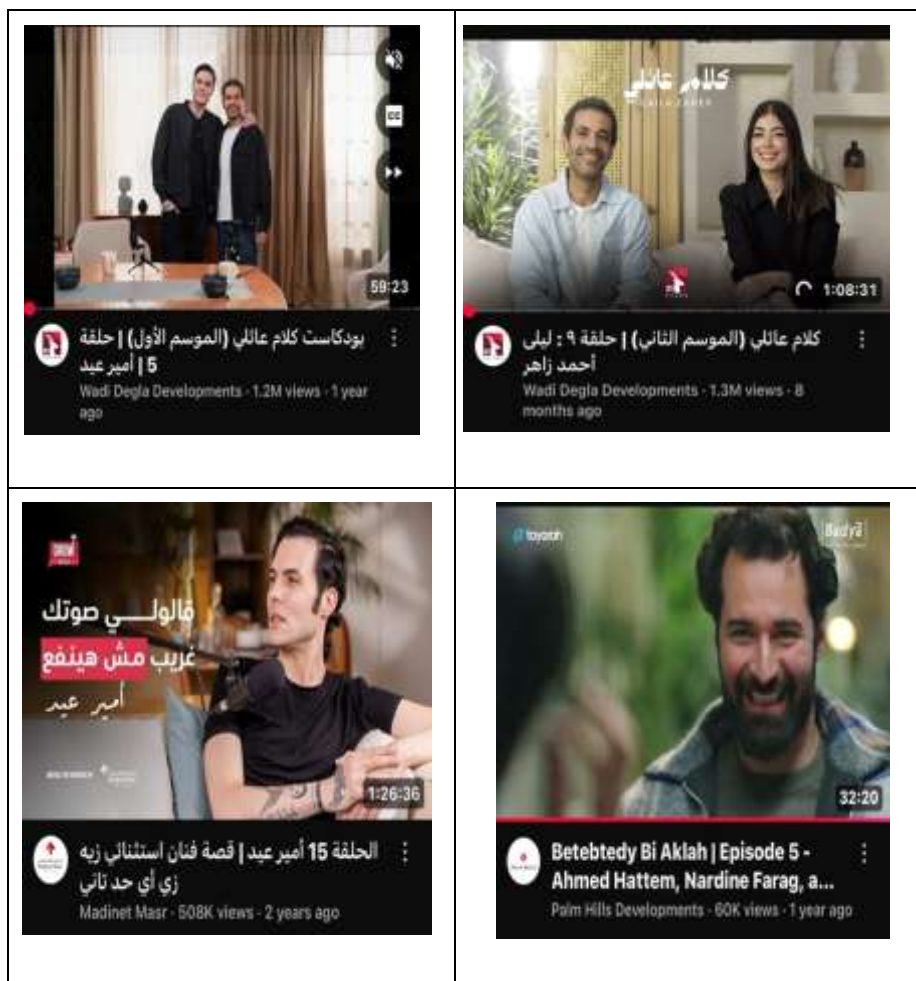
This study will adopt a qualitative methodology, combining in-depth interviews and content analysis to explore the role of celebrity-driven video-branded podcasts in the content marketing strategies of Egyptian Real Estate Brands. Applying both tools will offer a comprehensive understanding of both the strategic use of celebrity-driven podcasts and the content itself, allowing for a richer analysis of branding, authenticity, and audience engagement.

Research Sample:

The content analysis will be applied to the celebrity-driven video-branded podcasts in the content marketing strategies of Egyptian Real Estate Brands, such as the following:



The Role of Celebrity-Driven Video Branded Podcasts in Content Marketing: A Study of Egyptian Real Estate Brands



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The research will involve in-depth interviews with two key groups: marketers (practitioners) and representatives from companies that incorporate celebrity-driven podcasts into their marketing strategies.

Research Interviewees

- Marketers (Practitioners)

Name	Position	Affiliation	Relevance to Study
Mahmoud Mostafa	Marketer & Podcast Host	Madinet Masr	Host of branded podcast El Khabeer Ma'a El Modeer; expertise in real estate marketing.
Islam Gamal	Country Director (Egypt & North Africa)	at DMS (Digital Media Services/CG Brand).	Digital media strategy and brand partnerships.
Noha Mohamed	Senior Performance Specialist	Spade/ Marcadeals	Performance marketing and e-commerce strategies for brands.
Bahga Mohamed	Marketer	Ultimate Solutions Company	Hands-on experience in marketing campaigns for real estate/services.
Monika Moeen	Senior Copywriter & Content Creator	Thync Advertising Agency	Expertise in branded content creation for advertising.

The Role of Celebrity-Driven Video Branded Podcasts in Content Marketing: A Study of Egyptian Real Estate Brands

- Company Representatives

Name	Position	Affiliation	Relevance to Study
Mahmoud Mostafa	Marketer & Podcast Host	Madinet Masr	Host of branded podcast El Khabeer Ma'a El Modeer; expertise in real estate marketing.
Shady Sherif	Former VP of Strategy & Communication	Madinet Masr	Led podcast-integrated branding (G-Talks).
Sarah Georgy	Digital Manager	Wadi Degla Developments	Oversees digital branding for a studied real estate brand.
Ibrahim Wael	Filmmaker & Video Editor	Arnoub Studios	Produced El Khabeer Ma'a El Modeer; executes celebrity-driven content.
Hala Farouk	Production Project Manager	Arnoub Studios	Managed podcast production aligned with real estate marketing.

Additionally, a qualitative content analysis will be conducted on a purposive sample of official video-branded podcasts produced by selected Egyptian real estate brands, specifically Mountain View, Palm Hills Developments, Madinet Masr, and Wadi Degla Developments. The analysis will examine brand message integration, the role and visibility of the celebrity, narrative structure, visual branding elements, alignment with marketing goals, and audience engagement metrics such as views, likes, comments, and shares. These podcasts will be sourced from platforms such as YouTube and company-owned media channels.

Research Time Frame:

The research will span from 2023 to 2025, focusing on the recent growth of celebrity-driven video-branded podcasts in Egypt. This period highlights Egyptian Real Estate Brands' increasing investment in such podcasts to strengthen brand narratives, build emotional connections, and engage audiences effectively through audiovisual platforms.

Theoretical Framework:

The AIDA model, an acronym for Attention, Interest, Desire, and Action, is one of the most widely recognized frameworks in the field of advertising and marketing communication. First introduced by E. St. Elmo Lewis in 1898, the model outlines the sequential cognitive and emotional stages a consumer undergoes when exposed to marketing stimuli (Strong, 1925); (Barry & Howard, 1990); (Iwamoto, 2023). The four stages represent a

progression from awareness to behavioral response: attracting attention, generating interest, creating desire, and prompting action.

In the attention stage, marketers aim to capture the consumer's awareness through powerful, emotionally resonant messaging or visuals. (Kotler & Armstrong, 2006) emphasize that effective attention must be meaningful, believable, and distinctive to stand out in a crowded media environment. Once attention is secured, the interest stage involves deepening consumer engagement by highlighting the relevance and potential benefits of the product or message. This phase reflects the emergence of purchase interest driven by the communication of clear solutions or hope to meet consumer needs.

Next, the desire stage focuses on building emotional motivation. Marketers use persuasive techniques to transform consumer interest into a strong preference or aspiration for the brand. This stage requires bridging the gap between consumer needs and the product's promise, while also addressing potential doubts (Li & Yu, 2013). Finally, the action stage aims to convert intention into behavior by encouraging a specific response, such as purchasing, subscribing, or inquiring, using direct calls to action (Pashootanzade & Khalilian, 2018); (Hassan, Nadzim, & Shiratuddin, 2015). This step is often considered the most challenging, requiring precise language, emotional triggers, and effective media planning to move the consumer toward decision-making.

The AIDA model has remained a cornerstone of promotional strategy over time and has been extended in various modern forms, such as AISDALSL and EACYR, to reflect evolving consumer behavior in digital contexts (Iwamoto, 2023). It remains widely applicable to both traditional and online marketing practices, especially those involving influencer endorsements, social media campaigns, and emotionally driven storytelling.

Extent of Benefit from Theoretical Framework:

Applying the AIDA model in this research offers benefits for understanding the persuasive structure and strategic intent of celebrity-driven video-branded podcasts. Since the model captures the psychological journey of the consumer, it provides a structured lens to examine how podcast content is crafted to grab attention, sustain interest, cultivate desire, and ultimately drive action. The model's focus on emotional and rational triggers aligns well with the characteristics of podcast marketing, where celebrity

endorsements, narrative design, and audiovisual cues are carefully orchestrated to influence audience perception.

In particular, the model allows the researcher to dissect podcast episodes systematically, evaluating how each stage of AIDA is reflected in the content, tone, visual elements, and messaging. It also supports the interpretation of audience engagement metrics (e.g., likes, shares, comments, viewing duration) as indicators of movement through the AIDA process. Furthermore, the AIDA framework facilitates in-depth interviews with marketers by offering a shared vocabulary to discuss the strategic objectives behind branded podcast production.

Operational and Conceptual Definitions:

Variable Name	Conceptual Definition	Operational Definition
Branded Podcasts	Branded podcasts are a series of episodes produced by companies to explore topics that capture the interest of their target audience. They serve as a storytelling tool that builds brand connection while providing valuable and entertaining content (Hamm, 2022).	Branded podcasts are defined as brand-sponsored audio/video series whose effectiveness is measured through quantitative audience engagement metrics (e.g., downloads, shares, listen duration) and qualitative analysis of audience feedback regarding perceived brand authenticity and value alignment.
Content Marketing	Content marketing is a strategic approach that delivers valuable, relevant, and consistent content to attract and retain a defined audience, with the goal of driving profitable customer actions. Unlike direct sales tactics, it builds trust and long-term relationships through useful content such as blogs, videos, podcasts, and social media updates (Zaki, 2024).	Content marketing is the strategic creation and distribution of valuable, non-promotional content (e.g., branded podcasts) designed to attract and retain a defined audience, measured through quantitative engagement metrics (views, shares, duration) and qualitative analysis of audience sentiment regarding brand authenticity and value alignment.

Research Results:

Content Analysis Results

Content Analysis Overview

The qualitative content analysis examined 29 video-branded podcast episodes across four Egyptian real estate brands, Palm Hills Developments (5 episodes), Madinet Masr (10 episodes), Wadi Degla Developments (10 episodes), and Mountain View (4 episodes), released between 2023 and 2025. Key differences emerged in format, duration, celebrity selection, and thematic focus:

Palm Hills' "Betebedi Bi Aklah" featured short-form, conversational episodes (22–37 mins) with entertainment celebrities (e.g., Ghada Adel, Dina Elsherbiny, Amir Eid) in a casual, multi-guest format, emphasizing lifestyle and community engagement in Badya. Cross-promotion was heavily concentrated on YouTube, Facebook, Instagram, and TikTok.

Madinet Masr's GrowTalks adopted long-form, solo interviews (avg. 60–90 mins), targeting inspirational narratives with high-profile figures like Amir Eid (musician), Abdullah Sallam (CEO), and Tarek Nour (advertising legend). Episodes emphasized career journeys and personal growth, aligning with Madinet Masr's corporate branding as a developer of human capital.

Wadi Degla's Kalam Aaily focused on family and societal themes (avg. 60–90 mins), hosted by Sedky Sakhr, with guests like Fifi Abdou (actress) and Eyad Nassar (actor). The podcast blended celebrity appeal with relatable discussions, reinforcing Wadi Degla's family-centric residential branding.

Mountain View's The Happiness Debate Show diverged with thematic, hybrid formats (27–36 mins), mixing celebrities (e.g., Saint Levant) with community members (e.g., residents like Sawsan Badr (actress), children) to discuss well-being and community values. Visual storytelling highlighted Mountain View's luxury lifestyle, with episodes structured as debates or generational dialogues.

Celebrity Integration Strategies

The analysis revealed how each brand strategically utilized celebrity involvement to reinforce their messaging.

Palm Hills consistently featured entertainment figures in casual settings, creating an accessible, lifestyle-oriented appeal. Their episodes showcased celebrities like Dina Elsherbiny in relaxed conversations that naturally incorporated the Badya development's community values.

Madinet Masr took a different approach by selecting high-profile entrepreneurs and motivational figures whose personal journeys mirrored the brand's emphasis on growth and resilience. The extended interview format allowed for deeper exploration of themes relevant to aspirational audiences.

Wadi Degla's "Kalam Aaily" blended celebrity appeal with family-centric content, featuring actors like Fifi Abdou and Eyad Nassar in discussions

about parenting and work-life balance. This strategy effectively reinforced their residential branding through emotional storytelling rather than direct promotion.

Mountain View innovated by combining celebrity guests with community members in hybrid formats. Episodes like their happiness debate featuring Saint Levant alongside residents created unique opportunities to showcase their developments while maintaining authentic conversations about community values.

Brand Messaging and Positioning

The study found significant variation in how explicitly brands incorporated their messaging.

Palm Hills Developments and Mountain View adopted more direct approaches, with Palm Hills consistently mentioning its Badya development (e.g., Episode 1 with Ghada Adel discussing Badya's lifestyle) while maintaining detail through casual conversations about community values. Similarly, Mountain View explicitly referenced its developments (Episode 1's "Lighthouse by Mountain View" mentions) but anchored its messaging in emotional storytelling about happiness and community well-being. Both brands reinforced their identities through strong visual branding - Palm Hills with consistent logos and color schemes across episodes, and Mountain View through premium set designs like the Lighthouse backdrop that embodied its "Happiness by Design" slogan.

In contrast, Madinet Masr and Wadi Degla employed more implicit strategies. Madinet Masr's GrowTalks rarely mentioned specific developments (e.g., Episode 15 with Amir Eid avoiding product references) but powerfully conveyed brand values through inspirational narratives about growth and resilience, as seen in Episode 17 featuring CEO Abdullah Sallam discussing entrepreneurial journeys. Wadi Degla took the most indirect approach, with no direct brand mentions in episodes like Season 1 Episode 1 featuring Ahmed Dawood, instead relying entirely on visual branding (logos, family-oriented slogans) and thematic alignment - exemplified by Episode 9 Season 2's discussion of family bonds mirroring the brand's residential ethos.

The brands diverged notably in their narrative framing while sharing common sensitive tones. Palm Hills and Mountain View balanced direct references with lifestyle storytelling, using celebrity guests to humanize

their developments. Madinet Masr positioned itself as a thought leadership platform through long-form interviews with industry figures, while Wadi Degla's family-centric conversations with entertainment celebrities created emotional connections without overt promotion. These differences highlight how each brand tailored its approach - from Palm Hills' entertainment-driven mentions to Wadi Degla's value-based silence - to serve distinct marketing objectives while maintaining authentic audience engagement through celebrity-driven content.

Marketing Objectives Alignment

All brands successfully aligned their podcast content with broader marketing objectives, though execution varied.

Palm Hills Developments seamlessly integrated its Badya branding into casual conversations (e.g., Episode 1 with Ghada Adel naturally discussing Badya's lifestyle) while mirroring its smart-city vision through content themes. Similarly, Mountain View's "Happiness by Design" philosophy was consistently reinforced, as seen in Episode 2 where the Lighthouse setting became a visual metaphor for community values. In contrast, Madinet Masr and Wadi Degla prioritized implicit value alignment over product promotion - Madinet Masr's Episode 17 featuring CEO Abdullah Sallam emphasized growth narratives that echoed brand values without direct mentions, while Wadi Degla's family-centric episodes (e.g., Season 2 Episode 9 with Laila Ahmed Zaher) relied entirely on thematic resonance to convey its residential ethos.

Target audience matching was universally strong but executed differently. Palm Hills and Mountain View utilized entertainment celebrities (actors, influencers) to engage lifestyle-oriented demographics, as seen in Mountain View's Episode 4 featuring children to appeal to family buyers. Madinet Masr and Wadi Degla, however, curated guests for value-based alignment - Madinet Masr's Episode 15 with musician Amir Eid targeted aspirational youth, while Wadi Degla's Season 1 Episode 1 with actors Ahmed Dawood and Ola Roshdy catered to family-centric buyers through parenting discussions. Notably, calls-to-action were universally absent, with only Madinet Masr's Episode 10 including soft prompts to engage further with content. This reflects an industry-wide preference for emotional branding over hard selling, where Palm Hills and Mountain View used visual branding (logos, set designs) as implicit CTAs, while Wadi Degla's complete avoidance of promotions (e.g., no website mentions in any episodes)

highlighted its commitment to pure value-based storytelling. These variations demonstrate how Egyptian real estate brands are adapting podcast strategies to serve distinct positioning - from Palm Hills' lifestyle-integrated approach to Wadi Degla's pure emotional resonance model - while maintaining shared principles of audience-centric, non-transactional content.

Content Style and Narrative Structure

The analysis reveals different narrative approaches tailored to each brand's identity, though all prioritize conversational authenticity.

Palm Hills Developments adopted a lighthearted multi-voice format, blending storytelling, testimonials, and Q&A in episodes like Episode 3 (Dina Elsherbiny) where casual banter about creativity aligned with Badya's smart-city vision, maintaining an inspirational yet comedic tone. Madinet Masr's GrowTalks favored long-form solo interviews with structured storytelling, as seen in Episode 17 (Abdullah Sallam), where deep dives into entrepreneurial struggles created a serious, inspirational tone that mirrored the brand's growth ethos. Wadi Degla's Kalam Aaily stood out for intimate testimonial-driven narratives, exemplified by Season 2 Episode 9 (Laila Ahmed Zaher), where raw reflections on family and identity enhanced emotional warmth, aligning with its family-centric branding. Mountain View uniquely merged formats, using panel-style Q&A (Episode 2 with Saint Levant) and intergenerational storytelling (Episode 4 with children) to balance inspirational and nostalgic tones, reinforcing its "Happiness by Design" slogan.

Key contrasts emerged in emotional calibration: Palm Hills and Wadi Degla infused humor (e.g., Palm Hills' Episode 1 comedic moments; Wadi Degla's Season 1 Episode 1 parenting anecdotes), while Madinet Masr and Mountain View leaned into gravitas (e.g., Madinet Masr's Episode 4 with Omar Samra's Everest journey; Mountain View's Episode 3 elder testimonials). All brands avoided scripted feels, but structural differences were evident, Palm Hills' multi-guest dialogues versus Madinet Masr's solo hero narratives and Mountain View's hybrid formats. These choices reflect strategic alignment: entertainment-driven engagement (Palm Hills), thought leadership (Madinet Masr), emotional resonance (Wadi Degla), and experiential branding (Mountain View).

Audience Engagement and Interaction

Audience engagement metrics revealed patterns, with all brands achieving strong audience connection through different strategies. Palm Hills Developments and Wadi Degla generated high viewership (Palm Hills Episode 3 at 239K views; Wadi Degla Season 2 Episode 9 at 1.2M views) with predominantly positive feedback. Comments praised emotional authenticity, such as Wadi Degla viewers calling guest Laila Ahmed Zaher "honey" ("asal") and Palm Hills fans admiring Dina Elsherbiny's "beautiful heart" ("Dina om qalb gameel"). However, Palm Hills received some constructive criticism on technical execution, like Episode 4's comments about "fast pacing," while Wadi Degla maintained consistently warm sentiment.

Madinet Masr's GrowTalks achieved deeper engagement through inspirational content, with Episode 11 (Nevin Elgendy) reaching 2.3M views. Viewers described it as an "excellent interview" ("muqabala mumtaza"), though some noted occasional host interruptions. Mountain View stood out with interactive formats, using live Q&A sessions (Episode 2's happiness debate) and reflective questions like "What makes a happy home?" (Episode 4), driving 427K-718K views per episode. Comments frequently mentioned the "clean and calm interview" ("muqabala nadifa wa hadiya"), highlighting its unique participatory approach.

While all brands avoided direct sales pitches, their engagement tactics varied significantly: Mountain View's structured interactivity contrasted with Wadi Degla's pure organic discussion. Palm Hills and Madinet Masr blended entertainment and inspiration, with Madinet Masr occasionally prompting subscriptions. These approaches reflect core brand identities - from Wadi Degla's emotional storytelling to Mountain View's experiential community-building - proving Egyptian real estate brands are effectively tailoring podcast strategies to their distinct audience relationships.

Content Analysis Key Findings

The content analysis results reveal how Egyptian real estate brands effectively use celebrity podcasts in their marketing. Palm Hills and Mountain View directly mention developments in natural conversations, while Madinet Masr and Wadi Degla use clever thematic approaches. All maintain strong visual branding across episodes.

Celebrity podcasts serve as key marketing tools, focusing on emotional engagement rather than direct sales. Palm Hills promotes content across social media, while Mountain View creates unique community experiences. Each brand tailors its approach - Wadi Degla uses family stories, Madinet Masr shares inspirational journeys, and Mountain View blends celebrities with residents.

Results reveal that balancing celebrity appeal with brand authenticity proves crucial. Mountain View's hybrid format successfully combines stars with real residents, while Wadi Degla's elusive approach shows the difficulty of measuring effectiveness. Palm Hills demonstrates the viral potential of entertainment content.

Celebrity participation significantly boosts engagement. Organic conversations create authenticity, expert guests build credibility, and emotional family content generates strong responses. The most successful strategies use soft selling techniques and consistent visual branding while matching episode formats to specific marketing goals.

In-depth Interviews Results:

The Egyptian real estate sector is increasingly adopting celebrity-driven video podcasts as part of a strategic shift toward long-term brand positioning and audience engagement, moving away from direct promotional content.

A crucial contextual element is the unique nature of podcasting in Egypt. As noted by Mahmoud Mostafa, a marketer and podcast host, and Islam Gamal, the Country Director for Egypt and North Africa at DMS (Digital Media Services/CG Brand), the market has gravitated towards a "hybrid model" that blends traditional talk shows with digital podcasts. This video-centric format, which puts a significant emphasis on production quality, set design, and visual storytelling, differentiates the Egyptian market from global trends that often focus heavily on audio-only content.

Strategic Motivations and Brand Positioning

The interviews indicate a broad consensus among both marketers and company representatives that these campaigns are not designed for immediate sales, but for a deeper, more prevailing form of brand engagement.

- The Shift from Promotion to Positioning

The primary motivation for real estate companies to launch celebrity-driven podcasts is a fundamental shift in marketing philosophy, from transactional promotion to strategic brand positioning.

Mahmoud Mostafa explains this explicitly, stating that the objective is to move "from brand promotion to brand positioning" by naturally reflecting the brand's values in the conversation and tone. This sentiment is confirmed by Islam Gamal, who confirms that the objective is not for a listener to "instantly pick up the phone to inquire about a project" but to ensure the brand "naturally comes to mind first" when a potential buyer thinks about real estate, whether that happens now or in several years.

This long-term approach appears to be a direct strategic response to the unique nature of the real estate sales cycle. Unlike fast-moving consumer goods, real estate is a high-consideration, high-ticket purchase that can take years of thought and research. Consequently, a traditional, short-term advertising campaign is often ineffective at nurturing a potential buyer over this extended period. The podcast format, with its ability to build familiarity and trust over time through a series of episodes, is uniquely suited to address this specific market challenge. The brand effectively becomes a trusted companion in the buyer's long journey of decision-making, continuously providing value and slightly reinforcing its message, rather than merely appearing as a one-off advertisement at the point of sale.

- The Core Brand Messages

In line with the focus on brand positioning, the interviews consistently show that the messages conveyed through these podcasts are centered on abstract, human-centric values rather than concrete product features. The interviews with representatives from Madinet Masr, for example, reveal that the brand's podcasts are not focused on constructing buildings but on communicating a philosophy of "building communities, not buildings". Their core message, as articulated by Mahmoud Mostafa and Shady Sherif, host of G-Talks, revolves around themes of "growth," "innovation," "development," and the importance of learning from real-life experiences and setbacks. This message is reinforced through shows like "Half of a Full Tank," which features individuals who failed on Shark Tank, highlighting that growth is about learning from challenges, not just celebrating success.

Similarly, Wadi Degla's podcast, Kalam Aaily ("Family Talks"), is strategically designed to reflect its slogan, "We build for your family," by focusing on themes of "parenting, childhood, and emotional well-being," as explained by Digital Manager at Wadi Degla Developments Sarah Georgy. This value-driven approach is a calculated move to differentiate brands in a crowded and often homogenous market. Because all real estate companies offer similar products, competing on features alone is difficult and resource intensive. By using podcasts to own a specific value, such as Madinet Masr's focus on "growth" or Wadi Degla's ownership of "family", these brands can create a unique and defensible brand position. This emotional connection makes the brand feel more authentic, trustworthy, and relatable, which is a critical advantage in an industry where purchasing decisions are deeply personal and high stakes.

Operational and Creative Aspects

The results reveal a complex relationship between the desire for authentic storytelling and the need for brand alignment, as well as the unique advantages presented by the video-centric nature of the Egyptian market.

- The Role of the "Story" vs. the "Celebrity"

A significant point of discussion across the interviews is the criteria for guest selection. A clear divergence exists between the stated ideal, that a compelling story should be the central focus, and the practical reality that a known celebrity is often a powerful tool for initial reach and audience attraction.

Shady Sherif, is the most emphatic on this point, stating that "the story itself is the celebrity and the hero for us," and that his team intentionally searches for guests whose personal stories show resilience and self-belief, regardless of their fame. He believes that true success is not just about bringing in a big name but about finding a new angle or a fresh perspective that makes the conversation worth hearing.

However, other interviewees acknowledge the undeniable pull of a celebrity's presence. Sarah Georgy explains that celebrity participation "significantly enhances emotional connection" by adding relatability and authenticity.

Hala Farouk, a production project manager in the company that hosted the podcast El Khabeer Ma'El Modeer, notes that celebrities bring "instant credibility" and that audiences develop "para-social relationships" with

them, forming a personal connection that naturally extends to the brand. This perceived tension between the "story", and the "celebrity" reveals a strategic paradox. A celebrity's presence provides the initial attention to attract a broad audience, but the quality of the "story" is what ultimately builds long-term trust and loyalty. This suggests that a successful strategy is not about choosing one over the other but about finding celebrities who have an authentic, compelling story to tell, which is precisely the approach that figures like

Shady Sherif's team attempts to implement by being "very selective" about who they feature.

- Challenges and Opportunities in Production

The operational and creative aspects of producing these podcasts are marked by a unique set of challenges and opportunities. The challenges are both logistical and strategic. Interviewees repeatedly mention the difficulty of coordinating schedules with high-profile guests, which can cause delays and disrupt production timelines. More fundamentally, there is a constant tension between a brand's need for control and a creator's desire for creative freedom.

Ibrahim Wael, a production professional, describes this as a "simple conflict" between the host's vision and the company's brand requirements, which can necessitate "multiple edits and revisions for each episode to be perfectly aligned with their mission and vision".

Shady Sherif provides a key example of this creative tension, recalling how he had to change his podcast's name from Grow Talks to G-Talks to maintain his partnership with Madinet Masr while staying true to the show's original mission.

Hala Farouk also noted the challenge of balancing entertaining content with intelligent brand messaging without seeming overly promotional.

At the same time, this format presents a significant opportunity, particularly within the Egyptian market. Both Mahmoud Mostafa and Islam Gamal identify the local preference for a "hybrid model" or "video podcasts" as a key advantage. This provides an opportunity for innovation in visual storytelling, set design, and multi-platform content distribution that resonates well with local audiences. This unique format allows for a deeper and more immersive experience than audio-only podcasts, creating a rich

environment for combining entertainment with valuable insights, or "edutainment," as some interviewees refer to it.

Integration and Measurement of Success

The effectiveness of branded podcasts is not assessed in isolation; their success is defined by their role within a broader integrated marketing strategy and measured through a combination of traditional metrics and more diverse, qualitative feedback.

- Role within the Broader Marketing Strategy

Podcasts are not treated as standalone content pieces but are strategically positioned as a cornerstone of an integrated marketing communication (IMC) plan, designed to complement and feed other channels.

Sarah Georgy, for example, explains that the podcast serves as an essential pillar for "emotional storytelling, which is then repurposed and amplified across our digital channels, including Meta platforms (Facebook, Instagram), TikTok, Spotify, Apple Podcasts, and Anghami".

Hala Farouk describes the podcast as a "top-of-funnel awareness tool" that broadens a company's reach by attracting audiences who might not engage with traditional real estate advertising. This highlights a highly efficient content strategy: the initial investment in producing a long-form podcast generates a large amount of evergreen, value-driven content that can be broken down into dozens of shorter, shareable clips for social media, maximizing the return on investment of the production. This extends the lifespan and reach of the core brand message across different audience segments who consume content in varying formats, ensuring a consistent brand presence and narrative.

- Assessing Impact and Building Trust

Given that the primary goal of these podcasts is long-term brand positioning rather than immediate sales, the measurement of success is a complex process that relies on a blend of quantitative and qualitative metrics. Interviewees from both groups acknowledge the difficulty of directly linking podcast views to property sales. Instead, they focus on a more sophisticated set of indicators.

Mahmoud Mostafa and Ibrahim Wael, for instance, highlight the importance of "constructive feedback" and "meaningful feedback" over simple view

counts, noting how specific comments have led to tangible changes in future episodes.

Noha Mohamed also mentions that if an episode has high views but low interaction, it's a sign that the connection is not strong enough. This focus on qualitative measures suggests a recognition that the podcast's true value lies in its ability to change perceptions and build trust, not just drive transactions.

While direct sales attribution is difficult, marketers still track a variety of performance metrics. Islam Gamal and Hala Farouk both mention using a blend of data points, including views, watch time, shares, comments, audience retention rates, and website referrals. Additionally,

Islam Gamal highlights the importance of "intangible but powerful word-of-mouth impact" and the organic buzz that signals whether the audience finds the celebrity and content credible and worth sharing.

Shady Sherif also states that he measures real success by how many people genuinely comment, share, and connect with the stories, rather than by media spending. This blended approach to measurement, which combines hard data with a diverse analysis of audience sentiment and feedback, indicates a sophisticated understanding that the podcast's impact is best defined by its ability to build brand equity and emotional connection over time.

Comparative Synthesis: A Dual-Perspective Analysis

	Marketers (Practitioners)	Company Representatives
Interviewees	Mahmoud Mostafa, Islam Gamal, Noha Mohamed, Bahga Mohamed, Monika Moeen	Mahmoud Mostafa, Sarah Georgy, Shady Sherif, Ibrahim Wael, Hala Farouk
Core Motivation	To build long-term brand awareness, trust, and thought leadership. To position the brand as a credible and trustworthy presence in the market.	To create an emotionally resonant platform that humanizes the brand and reflects its core values beyond physical properties.
Brand Message	Embed brand values (growth, innovation) into the conversation to move from promotion to positioning.	Convey a message of an aspirational lifestyle, community, and family to align with the brand's promise of building more than just buildings.

The Role of Celebrity-Driven Video Branded Podcasts in Content Marketing: A Study of Egyptian Real Estate Brands

	Marketers (Practitioners)	Company Representatives
Primary Goal	To build brand loyalty and ensure the brand is "top-of-mind" for future purchasing decisions. To use the podcast as a channel for storytelling that is not clearly promotional.	To use storytelling to build deeper audience relationships and create a sense of community around the brand's core mission.
Measurement Approach	A blend of quantitative metrics (views, shares) and qualitative feedback (word-of-mouth) to justify investment and track campaign performance.	Focus on high levels of emotional engagement, positive sentiment, and feedback that demonstrates a deep connection with the audience.

- Commonalities in Strategy and Vision

Despite their differing roles, the two groups share a remarkable degree of alignment on the strategic purpose and value of celebrity-driven podcasts. There is a universal belief that the format is a long-term investment in brand equity, with both groups agreeing that the goal is to build a lasting "mental presence" and "trust" that will eventually translate into brand loyalty and future sales. This shared vision is non-negotiable, both marketers like Mahmoud Mostafa and company representatives like Shady Sherif consistently emphasize that the content must feel authentic and not overly promotional. The brand message should be slightly constructed into the conversation, rather than being forced upon the listener through direct advertisements.

Furthermore, both sides agree that a compelling, authentic story is the ultimate driver of audience engagement and trust. While a celebrity's name can draw initial attention, it is the genuine narrative and the value-driven content that build a lasting connection with the audience. This consensus on the importance of authenticity and meaningful content is a key finding, as it suggests a maturity in the understanding of branded content marketing within the Egyptian real estate sector.

The Role of Celebrity-Driven Video Branded Podcasts in Content Marketing: A Study of Egyptian Real Estate Brands

	Marketers (Practitioners)	Company Representatives
Interviewees	Mahmoud Mostafa, Islam Gamal, Noha Mohamed, Bahga Mohamed, Monika Moeen	Mahmoud Mostafa, Sarah Georgy, Shady Sherif, Ibrahim Wael, Hala Farouk
Key Challenges	Securing the right guests who balance fame with story. Gaining media visibility for branded podcasts which often requires paid media support. Sustainability and consistency beyond the first few episodes.	Managing the creative tension between the host's vision and brand requirements. Logistical challenges of guest scheduling and production timelines. Measuring direct ROI for a format that is not about immediate sales.
Key Opportunities	The ability to build emotional intimacy and humanize the brand through long-form conversation. The booming Egyptian video podcast market allows for innovation in visual storytelling.	The conversational nature of the format allows for deeper storytelling and an impactful way to deliver the brand's message. The celebrity can add a layer of relatability and authenticity to the conversation.
Guest Selection	Prioritize individuals who have genuine communication skills and a deep understanding of the topic. The guest's audience should overlap with the brand's target audience.	The real hero is the story itself; the guest is chosen for their authentic journey and belief in their dreams, not just their fame.
Impact on Trust	The celebrity acts as a "bridge" to an authentic conversation, and their familiarity makes the content more accessible. The trust is ultimately built by the quality of the content.	The celebrity's relatability and the "para-social relationships" they have with their audience directly transfer to the brand, making it feel more authentic and trustworthy.

- Divergences in Implementation and Perception

Despite the strategic consensus, the interviews reveal significant divergences in how the two groups experience the implementation of these campaigns.

The most significant point of divergence is the management of creative control versus brand alignment. Company representatives and production teams, like Ibrahim Wael, are on the front lines of this conflict, as evidenced by Shady Sherif's account of changing his podcast's name to maintain his partnership with Madinet Masr and Ibrahim Wael's comments about the "multiple edits and revisions" required to align content with brand guidelines. This tension between a creator's need for authenticity and a

corporation's need to protect its brand image is a fundamental operational challenge that is felt more acutely by those on the production side.

A second area of difference lies in the approach to measurement and return on investment (ROI). While both groups agree that direct sales are a poor metric, marketers like Islam Gamal and Noha Mohamed tend to focus more on a tactical, numbers-driven approach to justifying the investment, mentioning the need for parallel campaigns and a blend of metrics like website referrals and social media engagement. Company representatives, by contrast, often speak in broader, more qualitative terms, emphasizing the "impact on people's lives" and "earning the audience's trust," which, while aligned with the strategic vision, are harder to quantify.

Finally, the role of paid media is a tactical point of divergence. Marketers like Mahmoud Mostafa and Noha Mohamed explicitly state that branded podcasts, especially when hosted on a brand's channel, require "paid media support to be seen" and that investing in distribution is "essential" for visibility and organic reach. This crucial tactical insight about the need to invest in distribution is less frequently mentioned by company representatives, who are more focused on the creative and content-related aspects of the project. This highlights a disconnect between the creative production and the tactical realities of content distribution in a crowded digital landscape.

In-depth Interviews Key Findings

The interviews revealed that Egyptian real estate brands use celebrity-driven video podcasts primarily for long-term brand positioning rather than immediate sales, emphasizing emotional storytelling and human-centric values like "community" and "family." While celebrity involvement attracts initial attention, authenticity and compelling narratives are crucial for sustained audience trust. A key challenge lies in balancing creative freedom with brand alignment, alongside logistical hurdles like guest scheduling. The video-centric "hybrid model" unique to Egypt enhances engagement through high production value and visual storytelling. Success is measured through a mix of quantitative metrics (views, shares) and qualitative feedback, with podcasts serving as top-of-funnel tools repurposed across digital platforms for maximum reach. Marketers and company representatives agree on the format's strategic value but diverge on implementation, particularly regarding paid media's role in distribution and ROI measurement.

Conclusion

This study's findings provide answers to the five research questions through analysis of Egyptian real estate brands' use of celebrity-driven video podcasts. Regarding how brands integrate messaging, the results demonstrate a spectrum from explicit product placement to value-based thematic alignment, with Palm Hills and Mountain View favoring natural conversational mentions while Madinet Masr and Wadi Degla pursue implicit brand-value synchronization. The role within marketing strategies emerges clearly as a top-of-funnel brand positioning tool, where podcasts serve as primary content generators that feed into smaller social media assets, creating an integrated content ecosystem that maintains brand consistency across platforms.

Concerning implementation challenges and opportunities, the research reveals significant tension between creative authenticity and brand control, particularly evident in production teams' need for multiple revisions to align content with corporate messaging, while simultaneously revealing Egypt's unique advantage in video-forward podcast formats that enhance storytelling. Marketers' strategic perceptions crystallize around viewing podcasts as long-term brand equity investments rather than direct response tools, with interviewees consistently emphasizing emotional connection over immediate conversion metrics. The impact of celebrity participation proves multidimensional - while famous hosts and guests provide crucial initial attention capture, their lasting value depends on authentic story alignment, as evidenced by Wadi Degla's family-oriented content generating deeper engagement than mere celebrity name recognition.

The study's findings both align with and expand upon the existing literature on branded podcasts, particularly in how they address gaps regarding celebrity-driven video formats in emerging markets. While prior research (Fitó-Carreras, Méndiz-Noguero, & Vidal-Mestre, 2024) emphasizes the effectiveness of indirect brand integration and storytelling, confirmed by Egyptian brands' preference for thematic alignment over overt promotion, this study reveals how video elements enhance these strategies in MENA contexts, diverging from global audio-centric norms. The literature highlights celebrity credibility and cultural relevance (Yu & Hu, 2020) as critical to endorsement success, which the findings validate but further vary by demonstrating that in Egypt, visual storytelling and para-social relationships (e.g., Wadi Degla's family narratives) amplify these effects

beyond what text-based or audio studies capture. Challenges like balancing creative control with brand alignment (Amanzholova, 2024) and measuring long-term impact (Hamm, 2022) persist in the Egyptian context, but the research advances the field by showing how localized video formats mitigate these issues through multi-platform repurposing and visual branding. Ultimately, while the literature frames branded podcasts as tools for awareness and trust-building (Bonk & Kubinski, 2023), this study specifies their role in high-consideration industries like real estate, where emotional resonance and delayed action stages redefine conventional AIDA outcomes.

The study's findings strongly align with and operationalize the AIDA model, demonstrating how Egyptian real estate brands strategically apply each stage through celebrity-driven video podcasts. The attention stage is effectively captured through celebrity involvement and high production values, with recognizable figures like Amir Eid (Madinet Masr) and Fifi Abdou (Wadi Degla) serving as initial drawcards, consistent with (Kotler & Armstrong, 2006) emphasis on distinctive, emotionally resonant stimuli. The interest stage is sustained through narrative depth and thematic relevance, as seen in Palm Hills' lifestyle discussions and Madinet Masr's entrepreneurial journeys, which mirror (Li & Yu, 2013) assertion about bridging consumer needs with brand promises. The desire stage is cultivated through emotional storytelling (e.g., Wadi Degla's family narratives) and aspirational branding (Mountain View's "Happiness by Design"), though the study reveals a diverse adaptation: real estate brands often decouple desire from immediate action, deferring calls-to-action due to the industry's long purchase cycles. This deviation from traditional AIDA expectations (Pashootanizade & Khalilian, 2018) highlights the model's flexibility in high-consideration contexts.

The AIDA framework also elucidates why certain strategies succeed or fail. For instance, episodes with strong celebrity attention but weak narrative interest (e.g., superficial interviews) fail to progress audiences to desire, validating the model's sequential logic. Conversely, Mountain View's hybrid format, combining celebrities with resident testimonials, advances all AIDA stages by pairing attention-grabbing visuals with authentic desire-building content. The framework's utility extends to measurement, where metrics like view duration (attention), shares (interest),

and sentiment analysis (desire) map directly to AIDA's stages, offering a structured way to assess podcast effectiveness beyond sales conversions.

In conclusion, this study highlights the significant role of celebrity-driven video-branded podcasts in enhancing content marketing strategies for Egyptian real estate brands. By using celebrity appeal, authentic storytelling, and visual elements, these podcasts effectively capture attention, build emotional connections, and reinforce brand values, though their impact is more pronounced in long-term brand positioning rather than immediate sales. The findings highlight the importance of balancing celebrity influence with genuine narratives and aligning content with broader marketing goals, offering insights for marketers aiming to harness this innovative format in high-consideration industries.

Recommendations:

- 1- Research the audience's perspective directly through surveys or focus groups to understand their perceptions of authenticity, credibility, and persuasion in celebrity-driven branded content.
- 2- Investigate the use of this format in other high-consideration industries in Egypt and the MENA region (e.g., automotive, banking, higher education) to assess the transferability of the findings.
- 3- Researchers can analyze the differential impact and ROI of using mega-celebrities versus micro- or nano-influencers in branded podcast formats.
- 4- Brands should choose celebrities whose personal narratives align authentically with brand values.
- 5- Brands should support podcasts with paid media promotion to ensure initial visibility and growth.

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