Timeless stories,
always within reach.

Your Story Deserves a Spotlight

At **Back Pocket Studios**, we help companies turn their history into powerful branded storytelling — cinematic, credible, and built to resonate. Listeners engage because the stories come first; your brand's values shine through storytelling, not slogans.

Our work has brought the histories of brands like MLB, LEGO, and Jose Cuervo to life. Each episode turns archives and anecdotes into soundscapes that resonate far beyond the boardroom.

We use AI to enhance research, production, and creative development — not replace it. Our process blends advanced tools with human editorial expertise to deliver faster, deeper, and more dynamic branded storytelling.

Whether your company is marking a milestone, refreshing its brand identity, or simply reclaiming its legacy, we make history feel immediate, emotional, and unforgettable.

What We Create

Custom Branded History Podcasts: Multi-episode or limited-series audio documentaries that present the story of your brand to a savvy audience. We mix narrative storytelling with interviews, archival sound, and music for shareable, narrative-driven episodes. Our audio post-production integrates AI-assisted mixing and mastering, ensuring every second meets broadcast-level clarity and polish.

Cross-Promotional Campaign Assets: We extend your story beyond the feed, creating assets that turn a single podcast into a full campaign, designed to meet your audience wherever they scroll, read, or watch. From AI-driven social video snippets to in-depth essays, each asset reinforces your message and brand voice while maximizing shareability and ROI.

Why Back Pocket Studios

Proven Storytelling Power: Our team produces ***HISTORY This Week***, the hit flagship podcast from **The HISTORY Channel**. Each episode brings one remarkable moment from the past to life each week through in-depth interviews and cinematic sound design.

Brand Collaboration Experience: We've worked with global companies on narrative integrations that earn press, loyalty, and cultural relevance. ***Road to Rickwood*** provided context and built awareness around MLB at Rickwood Field: A Tribute to the Negro Leagues, in collaboration with NPR.

Award-Winning Sound: Our team has been recognized by the Murrow Awards, Webby Awards, Signal Awards, Ambies, and media organizations like *The Atlantic* and NPR. Combining narrative craft with broadcast-level sound, we create podcasts that resonate with audiences and reflect the best of your brand.

Podcast Brand Reel

PRESS PLAY HERE for a sample of sound and story: a showcase of how we bring brand history to life with craft, clarity, and emotion.

From *Road to Rickwood (MLB/NPR)*

(0:00 - 2:41) - "Rebuilding Black Baseball"

From *HISTORY This Week (The History Channel)*

(2:41 - 4:44) - "When Nintendo (and Mario) Rescued Video Games"

(4:44 - 7:28) - "José Cuervo Rebuilds a Tequila Empire"

(7:28 - 9:34) - "America's Restaurants Meet the Michelin Man"

(9:34 - 11:53) - "How LEGO Rebuilt the Toy Itself"

Let's tell your company's story like it's history in the making…

Ben Dickstein - Founder/Executive Producer
ben@backpocketstudios.com
http://www.backpocketstudios.com