

## 2024 MEDIA KIT

# BRAND SLAM

## THE WINNING BRANDS PODCAST

Welcome to *Brand Slam*, where (add)ventures global CEO Steve Rosa and host Joe Kayata join guests in game-planning brands that win.

Brand Slam's wide array of guests all have one thing in common: a winning brand. Our episodes break down journeys sharing the behind-the-scenes stories that make true victories. Stories that inform, inspire, educate and entertain. We share the best ways to win in business, sports and life.

### Why appear as a guest on *Brand Slam*?

We share what it truly takes to win in business, society, sports and entertainment today. It's where brand expertise and industry game-changers meet.

**Brand Slam is an exposure engine and an influence machine.** We provide clips and assets for effective cross-promotion. We promise a brand-positive media experience plus potential networking opportunities with (add)ventures client partners.

**A guest-friendly and brand-positive experience.** We build brands up and never tear people down. You can speak freely, comfortably and confidently knowing your personal brand is safe in our studios.

**Each episode is pre-recorded, vetted and edited** by top brand experts before streaming.

**The world needs your victory stories.** A truly human and authentic brand experience that all brands should deliver for success in a world getting more artificial and angry every day.

### Recent guests



**Devin McCourty**  
3x Super Bowl Champion  
turned NBC Sports  
Football Analyst



**Helena Foulkes**  
Former President, CVS  
Pharmacy; former CEO,  
Hudson's Bay Company



**Kali Reis**  
Former heavyweight boxing  
champ and HBO's *True  
Detective* Season 4 costar



**Samantha Lomow**  
Former Hasbro executive  
who helped build the multi-  
billion dollar Transformers  
franchise



**Dan Hurley**  
Head Coach, UCONN Men's  
Basketball, 2X NCAA National  
Champion, 2024 Naismith  
College Coach of the Year

### Contact us

[BrandSlam@addventures.com](mailto:BrandSlam@addventures.com)

## Meet your Brand Slam hosts

Joe Kayata and Steve Rosa



TOP **3%** across all  
global podcasts  
on Listen Notes

Reached

**#1** in marketing on Apple  
Podcasts in Argentina

**750K+** social media  
impressions\*

Entered top

**100** on Apple Podcasts  
in U.S. Marketing

\*As of February 2025

**Steve Rosa, founder + CEO of (add)ventures,** a global agency offering strategy + creative x brand-multitude (multidisciplinary, multicultural, multigenerational and multinational solutions) without typical agency attitude.

An Emmy winner, Steve has helped Fortune 500 companies, major brands and industry icons thrive for decades.

Steve always informs and inspires, whether recording, writing or appearing live in person. Audiences are captivated by his passion for brand storytelling, and *Brand Slam* guests appreciate his love for all things people, sports and entertainment.

**Joe Kayata, television sportscaster turned multi-media host.** Popular and award-winning, Joe sits at the helm of *Brand Slam*, the winning brands podcast.

With a keen ear for compelling stories, eye for talent and a voice that excites, Joe navigates the journeys of victory for champions from the world of sports, entertainment, business and life. He's always capturing the diverse talents and dynamo spirit of (add)ventures.

## An (add)ventures production

*Brand Slam* was born of a dynasty, (add)ventures global, a trusted branding partner of Fortune 500 Companies, major brands and industry leaders.

After 35 years of business growth, (add)ventures is still referred to as an up-and-coming agency. That's a testament to our courage to continuously reimagine and reinvent for better. *Brand Slam* is another way we (add) more to give back. Between special guest episodes, (add)ventures branding experts join Steve and Joe to discuss how brands must go from surviving to thriving by solving and evolving.

As a global brand agency, our expertise runs wide and deep, as does *Brand Slam*. Our wide range of guests and topics have a lot to say, and we all have a lot to do to make brands and life better.



(add)ventures