



Podcast: What We Learned From 'My Dad Wrote A Porno'

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Imagine discovering an erotic manuscript written by your father, and instead of dying in shame, you share it with your friends, die laughing and turn it into a podcast. That was just the start of the journey shared by Jamie Morton, James Cooper and Alice Levine of the smash hit global podcast, My Dad Wrote a Porno.

Morton's father, under the pen name Rocky Flintstone (of course), wrote a series of "erotic novels," titled Belinda Blinked 1, 2 and 3. As the title suggests, Belinda is the main character who experiences a series of escapades, largely while at work as a sales representative. Morton and his friends-Cooper and Levine-read along and do not stint on the criticism or the humor, although it's usually hard to tell the two apart.

Since the show has started, it's gotten endorsements from some A-list celebrities-such as Elijah Wood, Emma Thompson and Daisy Ridley-and some of those celebs even come on to chat about it.

It didn't hurt that all three are actually experienced broadcasters. While the show feels like an impromptu gathering of friends, it's really the product of a well thought-out strategy to develop and market a specific brand of content. And that

strategy was highly successful: the global hit podcast has been downloaded more than 200 million times, the team produced and starred in a live HBO comedy special in May and gone on world tour.

Morton and Cooper joined Red Bee Deputy Managing Director Aileen Madden at Promax Europe 2019 in Amsterdam about how they made it all happen.

[Images courtesy of Memoryscape]

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