



CASE



“**Going Visual: Increasing Visibility with Video Podcasting, Social Outreach**”

STUDY

IN SHORT

5W transformed its monthly podcast into a video podcast to increase visibility, adapt long-form journalism for social media, and attract new audiences. The project resulted in a pilot video episode, a new visual identity, and short-form clips that significantly boosted reach and engagement, laying the groundwork for audience growth and increasing subscriptions.

ABOUT THE NEWS OUTLET

5W is a Spanish narrative journalism and photography magazine founded in 2015 by a collective of freelance journalists. With a global network spanning Africa, the Americas, Asia, Europe, and the Middle East, 5W focuses on long-form, in-depth storytelling under the motto “Small stories, big explanations.” It prioritizes context, reflection, and global understanding over click-driven content.



PROJECT OBJECTIVES

5W aimed to increase visibility and reach new audiences by adapting its long-form journalism to video and social media formats. The project focused on testing whether video podcasting could attract younger readers and serve as an entry point to 5W’s in-depth reporting.



IMPLEMENTED SOLUTIONS

5W transformed its monthly podcast into a video format, created a new visual identity, and produced short social media clips. Audience surveys and iterative testing guided format, pacing, and visuals, allowing the team to refine content based on engagement data and feedback.

WHY THIS PROJECT?

Since the pandemic, 5W observed a decline in subscriptions and a noticeable shift in audience behavior, particularly among younger readers, who were engaging less with long-form articles. To address this, the team decided to adapt its monthly podcast into a video format that could generate short clips for social media, increase visibility, and serve as a gateway to its broader journalism.

HOW DID APPLYING DESIGN THINKING PRINCIPLES HELP?

Design thinking helped the team focus on audience needs throughout the process. Surveys clarified user preferences, while iterative feedback allowed the team to test formats, pacing, and visual styles in real time. This approach enabled rapid adjustments based on actual audience behavior rather than assumptions.

DID 5W'S APPROACH CHANGE ENGAGEMENT WITH ITS AUDIENCE IN ANY WAY?

Yes. The video podcast and social media clips significantly increased reach and engagement. Several clips performed exceptionally well, including one that surpassed 100,000 views and generated more than 1,000 new followers, dramatically increasing the visibility of 5W's journalism.

WHAT CHALLENGES DID 5W ENCOUNTER AND HOW DID IT ADDRESS THEM?

One challenge emerged with the discovery that many users still prefer audio-only podcasts, valuing the ability to listen without watching a screen. Another was the difficulty of meaningfully reaching younger audiences, despite increased overall views.

HOW WAS 5W'S PROJECT RECEIVED BY ITS AUDIENCE?

The audience response was positive. Engagement and reach exceeded expectations, validating the decision to invest in video and short-form storytelling. Feedback also helped guide changes to the podcast's structure and visual identity.

WHAT INSIGHTS OR LESSONS DID 5W GAIN FROM THIS PROJECT?

People love good stories and the way they are told. For this reason, 5W changed the structure of the podcast to make it more dynamic and modified the graphic style to make it more appealing. 5W also changed the name from Podcast 5W, which felt generic, to Larga Distancia, a concept related to the magazine.

WHAT DOES 5W PLAN ON DOING NEXT?

Next, 5W will focus on converting increased visibility into subscriptions, sales, and sponsorships. The team will continue refining the video podcast and social media strategy, closely listening to audience feedback and testing new approaches to better connect with younger audiences.

WHAT ADVICE WOULD 5W GIVE TO OTHER JOURNALISTS OR ORGANISATIONS CONSIDERING A SIMILAR PATH?

Use surveys or other feedback tools to understand your potential audience, then rely on iterative feedback to refine the product as you go. Testing and adjusting based on real audience responses proved very effective.



Podcasts on air!