

PURPOSE MADE



PODCAST

*Transformative conversations with the world's
most brilliant minds*

ABOUT THE SHOW

Purpose Made is a long-form interview podcast hosted by Pete Bell, exploring the stories, strategies, and philosophies of extraordinary achievers. The show brings together leaders from gaming, entertainment, technology, neuroscience, sport, and human performance -- uncovering what drives them and the lessons that can transform how we think, create, and lead.

ABOUT THE HOST

A strategist working at the intersection of gaming, entertainment, and transmedia storytelling -- Pete Bell has spent twenty-plus years advising studios, governments, and investors on how IP becomes global franchises. His work spans six continents and more than fifty countries, from organisational transformation for multinationals to IP strategy for the entertainment industry. He founded Purpose Made because too many organisations treat story and strategy as separate problems. That experience allows him to ask questions most interviewers never think to ask.

purposemade.uk

WHAT SETS US APART

- **Deep-dive format**
Long-form conversations (60-120 min) that go far beyond surface-level interviews, allowing guests to share genuine insight.
- **Cross-discipline guests**
From BioShock creator Ken Levine to Olympic champion David Smith MBE and neuroscientist Dr Lara Boyd -- a uniquely diverse roster.
- **Cinematic production**
Professional multi-camera video production with high-end audio, delivered on YouTube, Spotify, and Apple Podcasts.
- **Engaged niche audience**
People obsessed with gaming, creativity, and what it takes to build something that matters -- a loyal audience who actively seek out deep, substantive content.

AUDIENCE & REACH

34.6K+

YouTube Subscribers

95+

Episodes Published

~9K avg.

YouTube Views Per Episode

4.9 / 5

Apple Podcasts Rating

AUDIENCE PROFILE

- **Demographics**
Predominantly 25-54, a mix of male and female listeners, English-speaking global audience with strong UK and US presence.
- **Engagement**
Top episodes (BioShock, Fallout, Nike) reach 18K-38K views. Long-form content that continues to attract viewers for months after release.
- **Interests**
Gaming, technology, creative industries, storytelling, entrepreneurship, neuroscience, sport, personal development.
- **Behaviour**
Highly engaged long-form viewers who watch or listen to full episodes. Strong comment activity and community interaction.

AVAILABLE ON

YouTube · Spotify · Apple Podcasts · Amazon Music · Google Podcasts

THE PURPOSE MADE MEDIA ECOSYSTEM

Purpose Made is not a single show. It is a media operation reaching senior decision-makers across multiple touchpoints, every day.

Purpose Made Podcast

90+ long-form episodes distributed across YouTube (34.6K+ subscribers), Spotify, and Apple Podcasts. Top episodes reach 18K-38K views and continue attracting viewers for months after release.

The Daily Digest

A daily newsletter covering the business of entertainment, gaming, and franchise strategy. Published every weekday at thedailydigest.co.uk. Written for executives, founders, investors, and creative leaders.

LinkedIn

6,066+ followers. Pete Bell's professional network includes studio heads, franchise architects, PE and VC professionals, and entertainment executives across six continents.

WHAT THIS MEANS FOR SPONSORS

Your brand doesn't appear in a single episode and disappear. It reaches the same high-value audience across podcast, newsletter, and professional social -- multiple touchpoints, sustained over time.

THE ATHLETE

Outside of his work advising studios and running Purpose Made, Pete Bell is a competitive endurance runner with serious credentials.

1:22

Half Marathon

Sub-3 Hours

Marathon

Currently training for the Helvellyn Sky Ultra -- a 57km mountain race across the Lake District fells, widely regarded as one of the most technically demanding marked races in the UK and a jewel in the crown of high-level technical mountain running.

Pete's training is built around early mornings, treadmill hill simulation at home, and planned recce days in the Lake District -- all structured around life as a father of three young children in Whitley Bay, North East England. He is a genuine user of the endurance products he recommends, not a paid face reading a script.

WHY THIS MATTERS FOR SPORTS, ENDURANCE, AND WELLNESS BRANDS

Purpose Made sits at a rare intersection: a podcast reaching senior professionals in gaming and entertainment, hosted by someone who lives the endurance lifestyle at a competitive level. That crossover -- high-performing executive and high-performing athlete -- is exactly the audience profile that premium performance brands target. Your product reaches professionals who have the income to buy it and the lifestyle to use it.

NOTABLE GUESTS

- Ken Levine
Creator of BioShock & System Shock 2
- Tim Cain
Creator of Fallout & co-creator of The Outer Worlds
- Peter Levin
Founder, Griffin Gaming Partners; fmr. President, Interactive & Games, Lionsgate
- Fabian Nicieza
Co-creator of Deadpool; acclaimed Marvel & DC writer
- Marko Djurdjevic
Marvel artist & character designer
- Jeff Gomez
CEO, Starlight Runner; pioneer of transmedia storytelling
- Stefan Lampinen
Founder, Game Advisor; premier advisory firm in the gaming market
- Dr Lara Boyd
Neuroscientist; brain plasticity researcher, University of British Columbia
- Rich Diviney
Former Navy SEAL; author & leadership expert
- David Smith MBE
Paralympic & Olympic champion; world-record rower
- Russell Binder
Licensing industry leader; President, Striker Entertainment

...and many more across gaming, film, television, technology, sport, and the creative industries.

"Peter is best-in-breed at what he does. He has an intellectual curiosity that is much needed within our industry. He comes to each and every situation armed for bear, and that level of professionalism has led him to a position of respect and admiration."

-- Peter Y. Levin

Managing Director & Co-Founder, Griffin Gaming Partners

FEATURED EPISODES

High-production, long-form interviews with the biggest names in gaming, entertainment, and beyond -- consistently reaching thousands of engaged viewers.



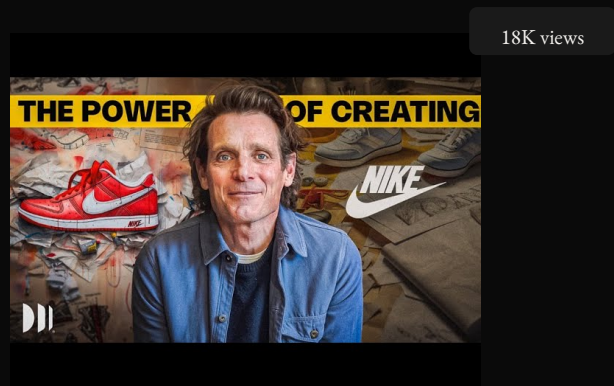
BioShock Creator Reveals What Almost Killed the Game



The Best Games, Films & TV of 2025 -- Ranked Honestly



The Fallout Creator Told Me Things He Regrets



The Nike CMO Who Quit to Do Something That Actually Mattered



Riot Games Is Spending Millions on Causes Gamers Care About

WHY THIS AUDIENCE MATTERS

Purpose Made listeners are not casual viewers. They are the decision-makers, builders, and investors shaping the next generation of entertainment, technology, and creative culture.

OUR AUDIENCE INCLUDES

- Studio founders & creative directors
- Game developers & designers
- Producers & IP strategists
- Investors & venture capitalists
- Brand strategists & marketing leaders
- Writers, artists, and content creators
- Entrepreneurs & business leaders

INFLUENCE OVER SCALE

With 34,600+ subscribers and episodes averaging around 9,000 YouTube views -- with top episodes reaching 38,000 -- Purpose Made delivers a concentrated audience of high-value professionals who spend 60-120 minutes with every episode. This is not mass reach -- it is deep, sustained attention from the people who matter most.

*The people building the next generation
of entertainment, technology, and creative culture.*

WHY PARTNER WITH US

Credibility & Trust

Purpose Made is hosted by a strategist with over twenty years advising studios, governments, and investors on IP strategy and transmedia storytelling. Guests trust the show, audiences trust the host -- and that trust extends to your brand.

Quality Over Quantity

Every episode is a carefully crafted, cinematic production -- not a high-volume content churn. Your brand aligns with premium, long-lasting content that continues to attract viewers for years.

An Engaged Niche

Our audience actively seeks out deep, substantive content. They are professionals, creators, entrepreneurs, and lifelong learners -- a highly valuable demographic for brands that value quality reach.

Cross-Industry Appeal

From gaming legends and Marvel artists to Olympic champions and neuroscientists, Purpose Made bridges industries. Your brand gains exposure across multiple passionate communities.

Authentic Integration

We work with sponsors to find natural, authentic placements that feel genuine -- not forced. Your message is woven into content that audiences choose to spend over an hour engaging with.

BRANDS WE BELIEVE IN

We only partner with brands we genuinely use. Every sponsor recommendation on Purpose Made is grounded in personal experience -- not a script. This is the trust model that made host-read podcast advertising the highest-performing ad format in digital media.

BRANDS PETE ACTIVELY USES

- Science in Sport (SiS) -- Endurance nutrition for training and race day
- Garmin -- GPS watches and performance tracking
- Strava -- Training logging, route planning, and the endurance community
- HOKA -- Trail and road running shoes
- New Balance -- Training and everyday wear
- Peloton -- Indoor cycling and cross-training
- NordicTrack -- Treadmill training (hill simulation for fell running)
- Riverside -- Podcast recording platform (every episode recorded here)
- Shure -- Professional audio (microphones and monitoring)
- Audible -- Audiobooks and long-form audio
- MasterClass -- Expert-led learning

WHERE WE SIT IN THE SPONSORSHIP LANDSCAPE

Purpose Made's audience profile aligns with the sponsor rosters of shows like Lex Fridman, Rich Roll, Diary of a CEO, and The Joe Rogan Experience -- podcasts partnered with brands including AG1 (Athletic Greens), BetterHelp, WHOOP, LMNT, Eight Sleep, Momentous, Perplexity, ElevenLabs, Huel, and Shopify. The difference is audience concentration: where those shows reach millions, Purpose Made reaches thousands of the right people -- the founders, studio heads, and investors who shape the entertainment industry.

LET'S WORK TOGETHER



INTERESTED IN SPONSORING?

Visit the sponsor enquiry form to get in touch:
purposemadepodcast.co.uk/sponsors

FIND THE SHOW

WEBSITE	purposemadepodcast.co.uk
YOUTUBE	youtube.com/@purposemade
SPOTIFY	Purpose Made Podcast
APPLE PODCASTS	Purpose Made Podcast
LINKEDIN	linkedin.com/in/peter-george-bell
DAILY DIGEST	thedailydigest.co.uk

For partnership discussions, please fill out the form at
purposemadepodcast.co.uk/sponsors.