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DESIGN

Bam Leon

KNOW YOUR ROUTES

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Grass Routes Podcast is a concept that was developed out of a creative connection that both co-founders, Brandon Hall and Erin Ashley Simon, had during a mini-MBA Program at Rutgers. The hosts felt like there weren't enough platforms out there for celebrities and influencers to be candid, intimate, vulnerable and vocal. Grass Routes Podcast is more than just a show, it's all of our grassroots - highlighting our thoughts, our successes, our past and our future.



KNOW YOUR HOSTS



Erin Ashley Simon

Erin Ashley Simon is an accomplished media maven, host and digital content creator. She specializes in content strategy and creation for brands, media/news organizations and celebrities. Since starting at age 16, she's gained over millions of unique visitors and YouTube views for her blog and work. She's worked with reputable brands like The Wall Street Journal, NBA 2K League, 94x50 (Red Bull, Skull Candy, Converse, REVOLT TV and more. Currently she is a TV host and anchor for Cheddar Esports.

Brandon “Killa BH” Hall

Brandon Killabh Hall has built an impressive and solid resume throughout the years. The former hypeman for Joe Budden has pioneered his success A&Ring Budden’s Mood Muzik series, writing comedic skits and Executive Producing Ty Powell’s “For The Love.” Hall continues to leave a mark on each of his projects while actively developing a platform that will help encourages others to grow in their respective industries.



Naz “Regular Naz” Whipper

Naz “Regular Naz” Whipper is a newcomer to the entertainment industry but, brings a lot of the old school perspective to the show. His knowledge of old school acts like CL Smooth, Heavy D, Robin Givens, Pete Rock and the 80s/90s, Whipper has a unique perspective that contributes to the well-rounded content on Grass Routes Podcast.

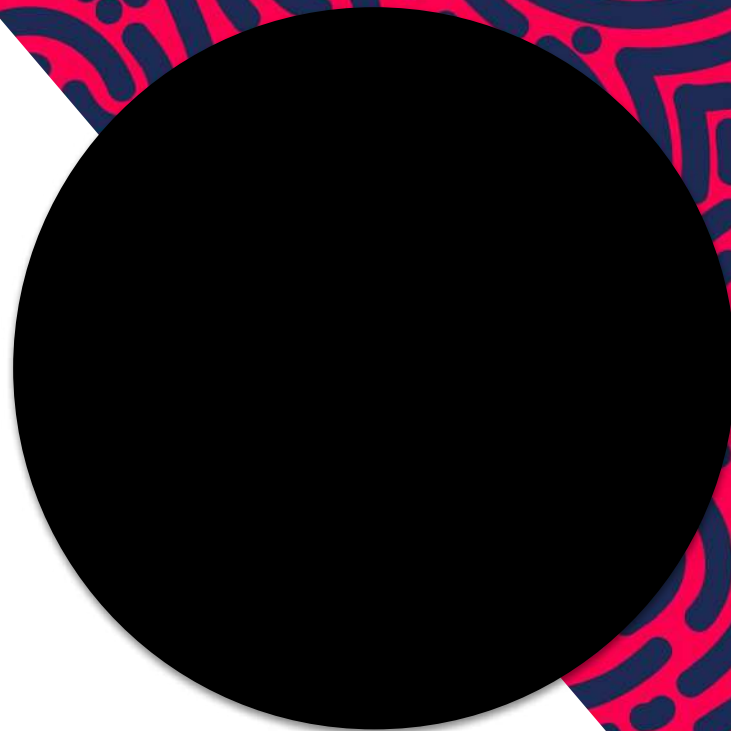


KNOW YOUR HOSTS

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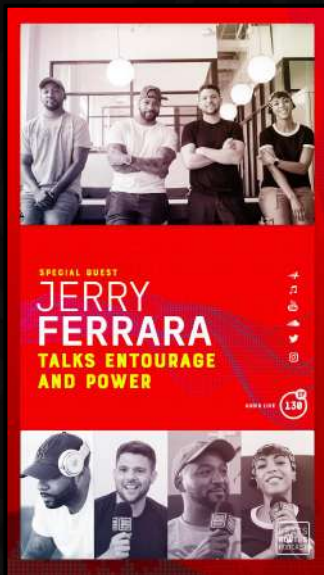
Wylson

Naz Wylson is a host whose identity is unknown but brings spicy and unique commentary to each and every episode. Just like Wilson from Home Improvement, people may not see him but, they all know who he is and what he is bringing to the table.



PROMOTIONAL CAMPAIGNS

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AUDIO PROMO (AM)



VIDEO PROMO (PM)



YOUTUBE COVER

SOCIAL MEDIA

09



FEATURED GUESTS



JERRY
FERRARA



DANILEIGH



METHOD MAN
& REDMAN



IZZY BIZU



JOE BUDDEN

PRESS + MEDIA

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KNOW OUR STATS

TOTAL PLAYS AND LISTENS

1,362,066

AUDIENCE STATISTICS

18-35 MALES

74.2% 25-34

13.2% 18-24

12.6% 35-44

TOP COUNTRIES

- 1. UNITED STATES**
- 2. UNITED KINGDOM**
- 3. CANADA**

TOP 3 YOUTUBE EPISODES

- 1. MAL - 153,000**
- 2. JOE BUDDEN - 101,000**
- 3. Surviving R Kelly - 63,505**

TOP 3 AUDIO EPISODES

- 1. Scorpion Album - 24,649**
- 2. Story of Adidon - 20,164**
- 3. Nicki Minaj Troll - 19,536**