

No Bull Marketing Ideacast – Season 4: Brand Impact

A podcast hosted by Becky Holland, exploring marketing's role in real-world transformation.



The **No Bull Marketing Ideacast** is a straight-talking, insight-driven podcast hosted by Becky Holland, Founder & CEO of BH&P, a behaviour change agency working in energy, finance, data/AI. BH&P helps marketing leaders drive measurable positive change in industries where impact is a choice, not a guarantee.

Since launching in 2021, the No Bull Ideacast has reached over 10,000+ listeners, with an average of 100-400+ downloads per episode. Available on [Spotify](#), [Apple Podcasts](#), and all major platforms, the podcast has featured marketing and business leaders tackling the big challenges of business growth, behavioural change, and creative problem-solving.

🎧 Listen to previous seasons here: www.bhandp.com/podcast

Past seasons have explored:

- ✅ **Marketing That Drives Real Change** – Featuring insights from brands like Idox, Epicor and The British Business Bank.
- ✅ **Scaling Brands & Changing Behaviour** – Exploring new agency models that align marketing with long-term business success.
- ✅ **Creativity and Performance** – Everything from cookieless advertising to becoming a B Corporation, how to get great work from a marketing agency, and brand safety when working with influencers.
- ✅ **Impact & Ethics in Business** – Featuring organisations like Y.O.U. Underwear and Ella's Kitchen on the challenges of building brands with real impact.

Each episode is recorded on Zencastr, using audio only (yup, no video unless you specifically request this!) edited and made live inside 2 weeks from the date of recording. If you / your brand team would like to review the episode before it goes live, please let us know.

The Impact Trinity

This season, we're focusing on the industries, sectors and brands that have the power to accelerate positive change or entrench systemic challenges – from energy and finance, to agriculture, retail and AI. The choices made today will define the next decade, and marketing leaders have a greater role in this transformation than many realise.

Yes, technological breakthroughs, regulation, and policy shifts are essential. But mindsets must shift first—and that's where brands, storytelling, and behaviour change marketing play a pivotal role.

💡 **Heat pumps, for example, are vital for the energy transition**, yet uptake remains sluggish in many markets. Why? Because consumers still see them as expensive, untested, or complex. The reality? A lack of clear, compelling communication from brands, installers, and policymakers has slowed demand. Marketing has the power to reframe the conversation, making heat pumps aspirational, normalised, and inevitable—just like EVs a decade ago.

💡 **Finance is the hidden enabler of transformation**—yet most financial institutions still struggle to position their green finance products, often treating them as niche offerings rather than the default way of doing business. How can marketing shift perception so that sustainable finance isn't seen as an alternative, but as the best or only option?

💡 **AI adoption is surging**, but so is distrust. From energy optimisation to fraud detection, AI has the potential to be a force for good. But without trust, uptake will stall. The brands that win won't just be the most advanced—they'll be the ones that communicate AI's value and ethics most effectively.

The behaviours we incentivise, the narratives we build, and the demand we create will determine whether we transition towards a better future—or stay locked in outdated models.

And that's why marketing leaders, and how brands position themselves matter. More than ever.

We've already secured expert guests from Moorhouse Consulting, Cornwall Initiative, Cadent Gas, and Aira with more to be announced.

Topics this season:

- ◆ **How Advertising Works** – getting to the heart of the matter
- ◆ **Women in Power** – Breaking barriers and driving transformation.
- ◆ **Heat Pumps & Consumer Perception** – Why brand positioning is critical for adoption.
- ◆ **Protecting Vulnerable Consumers** – The role of marketing in energy support schemes.
- ◆ **The People's Champion** – Changing how consumers engage with energy advice.

- ◆ **The Ginger Chain** – How brands like Moju are changing the ways we buy, and what this means for consumers
- ◆ **Power Purchase Agreements (PPAs) & Green Energy** – How they drive the renewables market.
- ◆ **Energy Crime & Public Perception** – Making energy theft as unacceptable as fare dodging.
- ◆ **The Energy Storage Revolution** – Why storage is the missing piece in renewables.
- ◆ **AI & The Great Transformation** – The intersection of AI, energy, and financial services.

Why Get Involved?

We're looking for expert voices – marketing leaders, founders and changemakers - to share insights and ideas that listeners can get behind. If your work involves strategy, marketing, behavioural change, policy, or technology, we'd love to invite you to speak.

What You Can Expect:

Informal, conversational format – No jargon, just real insights.

Episodes ~30 minutes long – Easy to listen to, highly engaging.

Audio-only, recorded in advance & professionally edited

Shared for review before going live – You'll have full sign-off.

Episodes released every two weeks – Maximising audience engagement.

Great for profile building – Reach thousands of engaged listeners in key industries.

Want to be a guest?

The No Bull Ideacast is all about real talk, real insights, and real impact. If you or someone from your organisation would be a great guest, get in touch.

Email Becky at becky@bhandp.com

More info & past episodes: www.bhandp.com/podcast