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WeTransfer launches Influence Podcast to explore the history of advertising

Podcast guests will include Nicholas Thompson (WIRED), Pelle Sjoenell (formerly of BBH), Kate Hutchinson (Culture Writer) and more

Influence

A Podcast by **WeTransfer**



Artwork by Alex Doherty

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[WeTransfer](#), the pioneer in noninvasive digital advertising, today announced the launch of the Influence podcast, a documentary podcast hosted by Chief Creative Officer Damian Bradfield that takes a deep dive into the world of advertising, discussing the good, the bad, and the ugly of the industry. Take a listen [here](#).

Each episode will take listeners on a journey through the history of advertising, from the birth of the industry after WW2 until present day, to answer the question: how has advertising transformed our economy and our world, and what can we do about it? The podcast explores why advertising works and the ideas that power our preferences. It will be available on Apple Podcasts, Spotify and all major podcast platforms.

“As an advertising platform, WeTransfer has always valued innovation and beautiful design, hosting full screen ‘wallpaper’ advertisements with an uncompromising focus on simplicity and user experience,” said Damian Bradfield, Chief Creative Officer at WeTransfer and Host of Influence. *“We’ve always been intrigued by the craftsmanship and storytelling elements of advertising. This podcast gives us the opportunity to understand the complicated state of advertising today and how we got here in order to continue innovating in our industry.”*

Three episodes will be available at launch with more episodes available weekly. The first season will feature eight episodes, presenting a retrospective look on the events that have shaped our advertising culture. Damian, alongside guests prominent in the advertising and media industries like Nicholas Thompson, Editor-in-Chief of WIRED Magazine, Kari Shimmel, Chief Strategy Officer at Campbell-Ewald, and Amy Gibson Grant, Vice President of Campaign Development at the Ad Council, will share insight and perspective on historical events, cultural trends and shifts in consumer behavior.

Subscribe to [Influence](#) to listen for free.

ABOUT WETRANSFER

WeTransfer makes tools to move ideas. Founded in 2009 in Amsterdam as a simple, well-designed file sharing service for the creative community, WeTransfer has grown to include tools that scale across the creative spectrum, including editorial platform WePresent (with 2M monthly readers), mobile app 'Collect by WeTransfer' (with 4M monthly users), quick slide-making tool Paste® (with 40,000 active teams), immersive sketching tool Paper® (with more than 25M downloads), and the original web platform with 50M monthly users and over a billion files sent each month.

From the beginning, WeTransfer has prioritized bringing “offline” values - trust, transparency, and ethics - online. This means having a responsible data policy and tools that don’t distract people from their creative flow.

WeTransfer has pioneered a new means of online advertising, resulting in the platform's full-page wallpapers, designed by our award-winning in-house creative studio. Advertisers include industry-leading brands like Apple, Saint Laurent, Google, Balenciaga, Samsung, Netflix, Adidas, and Squarespace.

Since its founding, WeTransfer has proudly supported the creative communities and given up to 30% of advertising space to support the arts, donating over 5 billion impressions in 2017. Through our ongoing advertising grant program and content platform, WePresent, we have partnered with hundreds of groundbreaking artists and organizations, including Björk, King Krule, FKA twigs, Ryan McGinley, Ami Vitale, the Nelson Mandela Foundation, the UN Development Program, the World Wildlife Foundation and the Prince Estate. In 2016, WeTransfer launched the world's first free Masters of the Arts in design thinking with the University of the Underground and Worldwide FM, the global radio station run by legendary BBC DJ Gilles Peterson.

Following a \$25 million investment from Highland Europe in 2015, WeTransfer opened a US office in Venice Beach, Los Angeles, to add to the Amsterdam headquarters. In 2018, WeTransfer acquired popular creative apps Paper® and Paste® and expanded its US presence to Seattle and New York City.

