

Bringing Place Branding Stories to Life

 **BrandStudio**
The New York Times



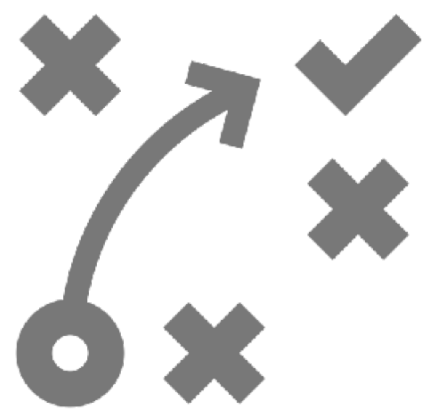
T Brand Studio is the brand marketing unit of The New York Times

150+ creatives, strategists, developers and producers in house

Over 150 Programs in 2017 and over 300 since 2014

Local offices New York, London, Paris, Hong Kong

We take a **journalistic approach** to crafting brand stories. Using The New York Times’s proven recipe for storytelling, we work with brands to develop industry-leading strategy, creative and distribution.



Strategy



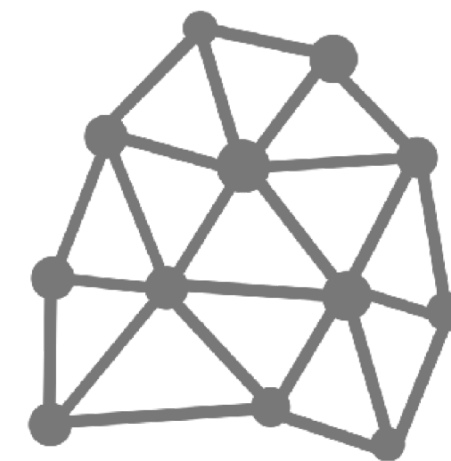
Find the most compelling story



Creative



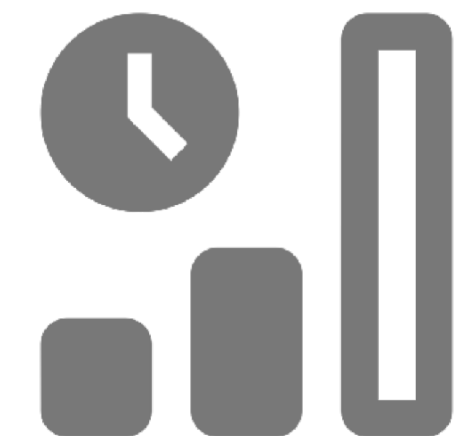
Tell the story with expertise



Distribution

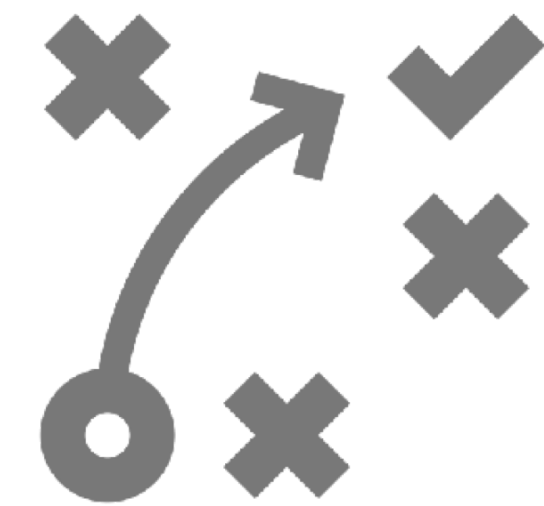


Deliver the story to the right people



Measurement

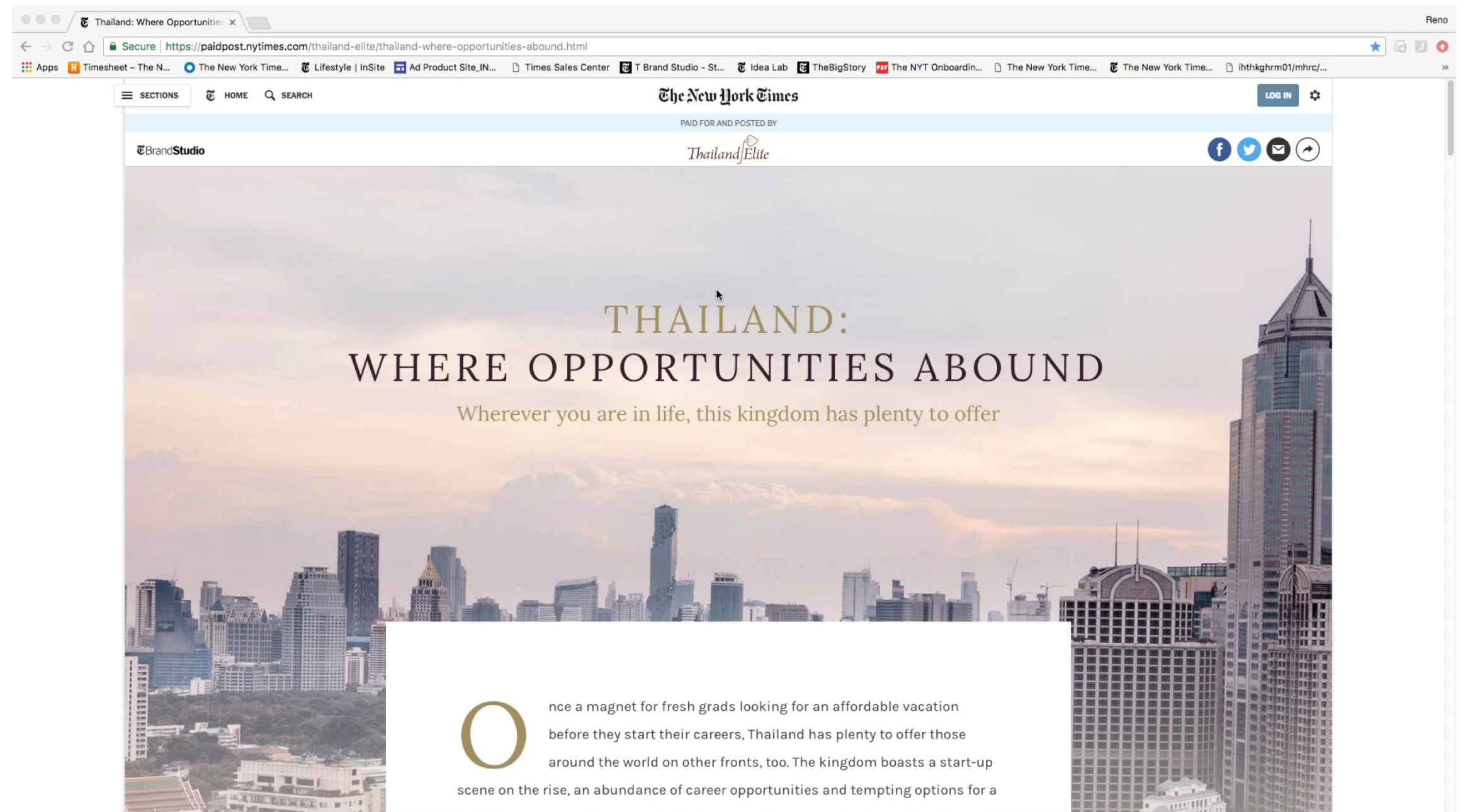
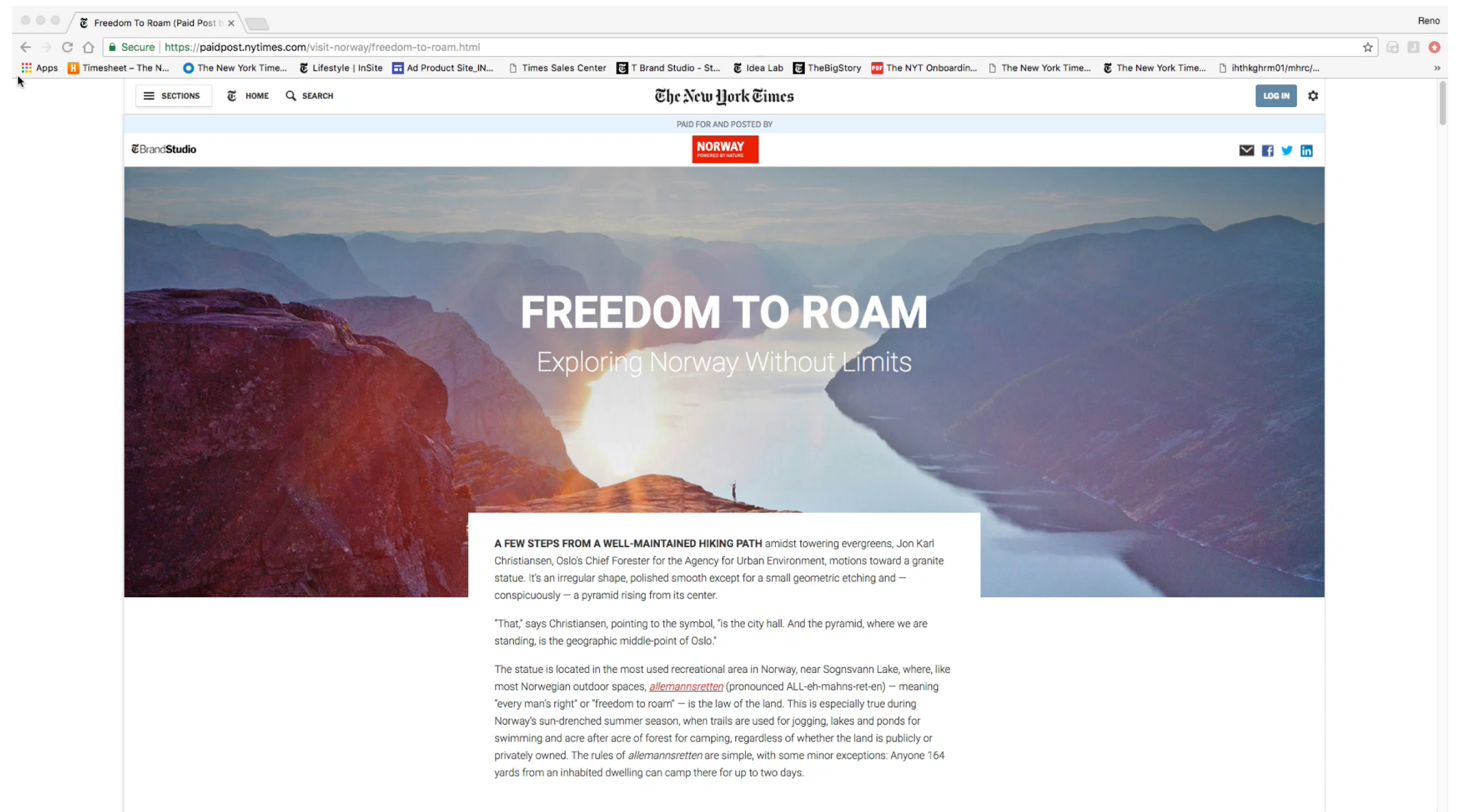
View results and optimize

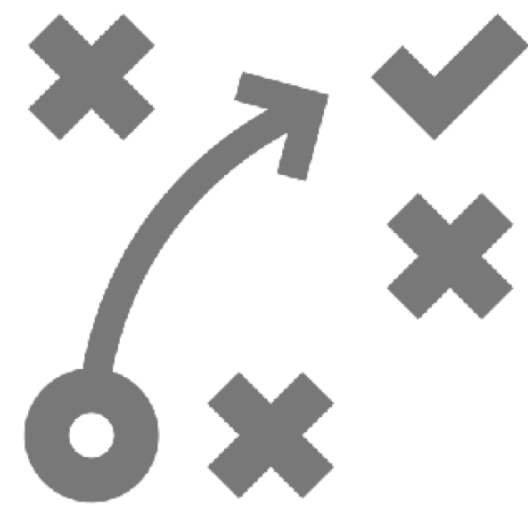


Strategy

Find an Angle:

Put your journalist's hat on and consider whether a story is interesting. What is the fresh take surrounding a place brand? How are you challenging or furthering the narrative about a place?

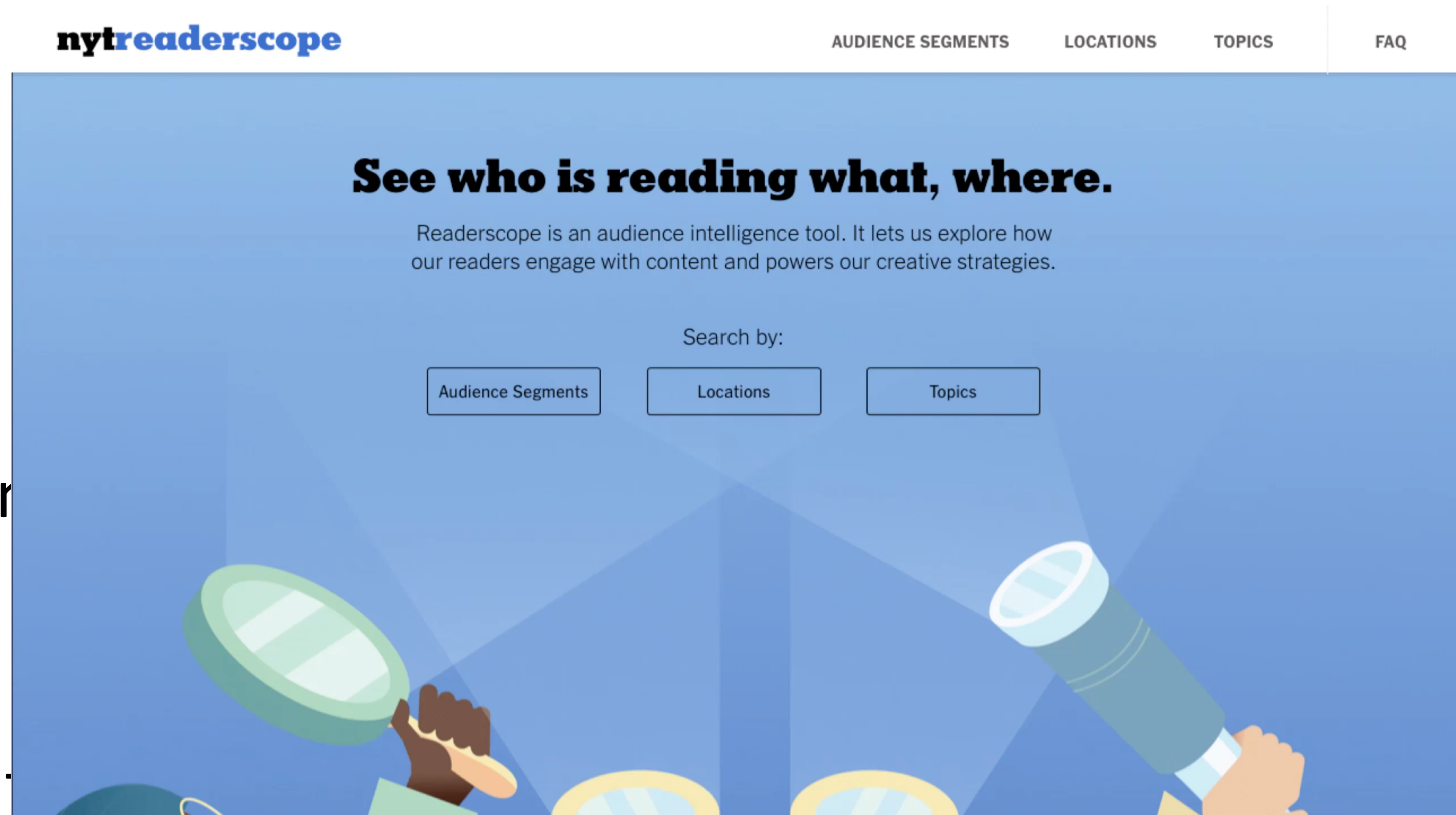




Strategy

Leverage Data:

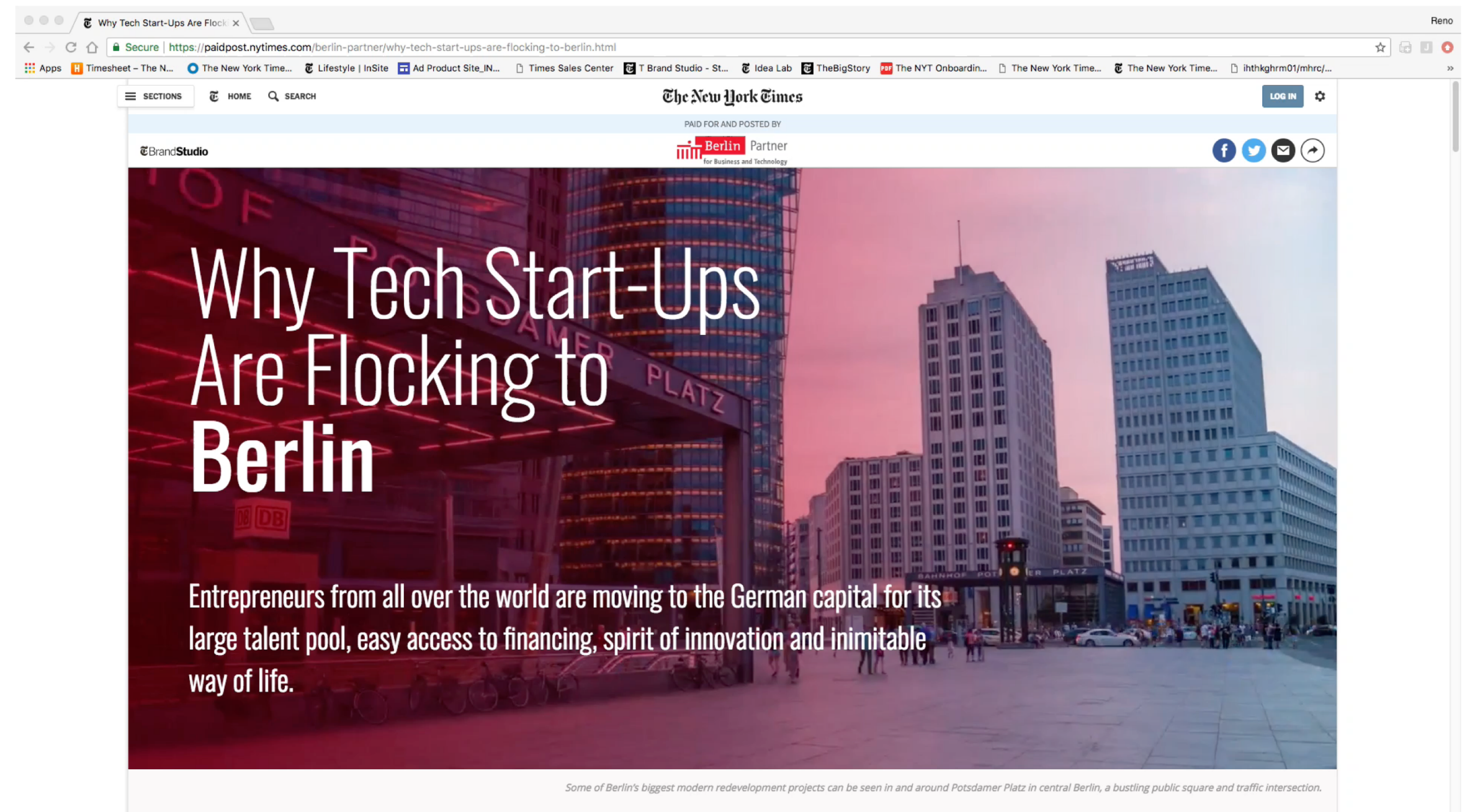
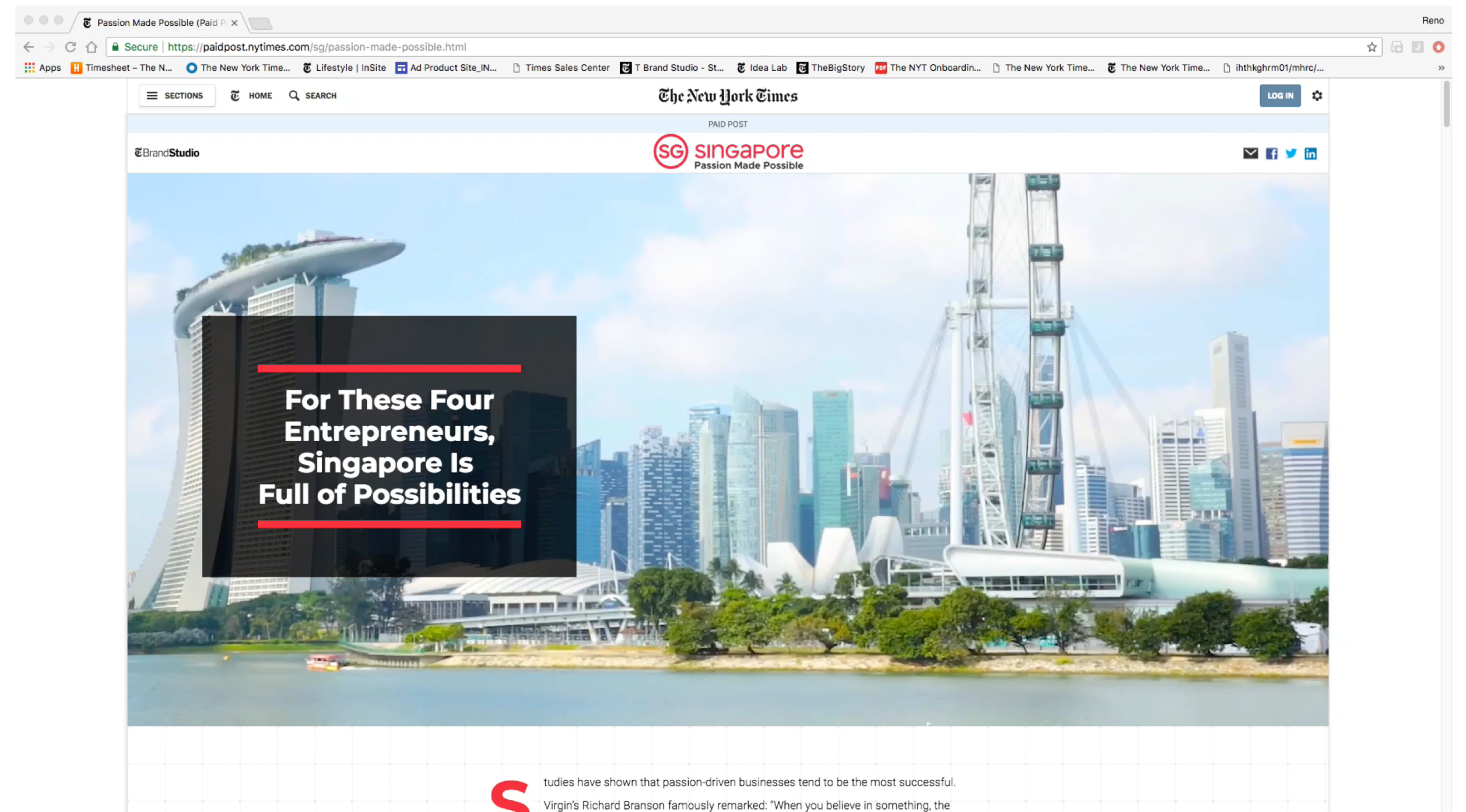
Analyze available information and gain insights into topics that would best resonate among specific audiences. Data can supplement the content strategist's approach.





Creative

Get the Right People to Execute:
It's not enough to leverage talent known to produce high-quality work. Finding experts in specific areas to shape the narrative for a campaign makes it that much more compelling.



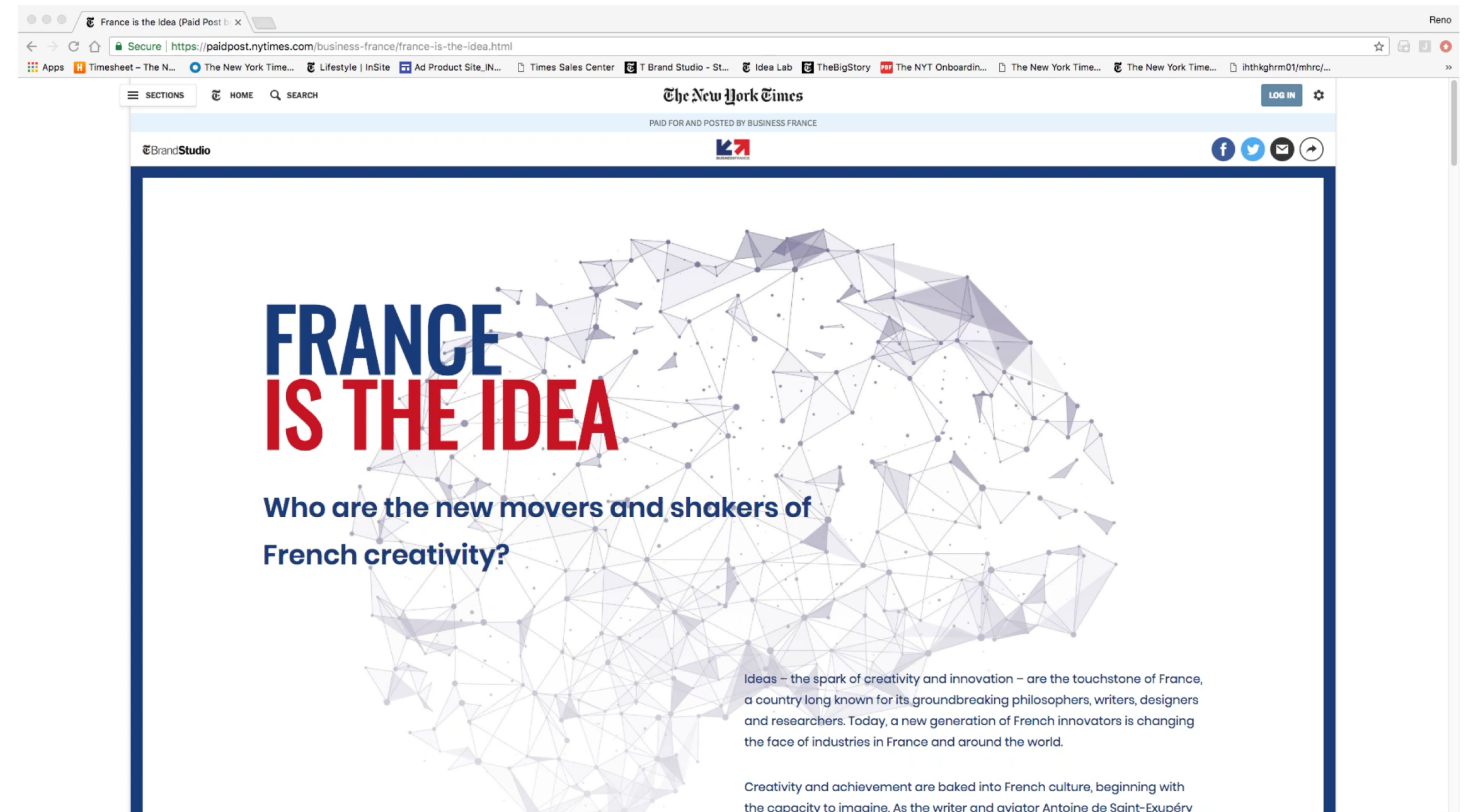
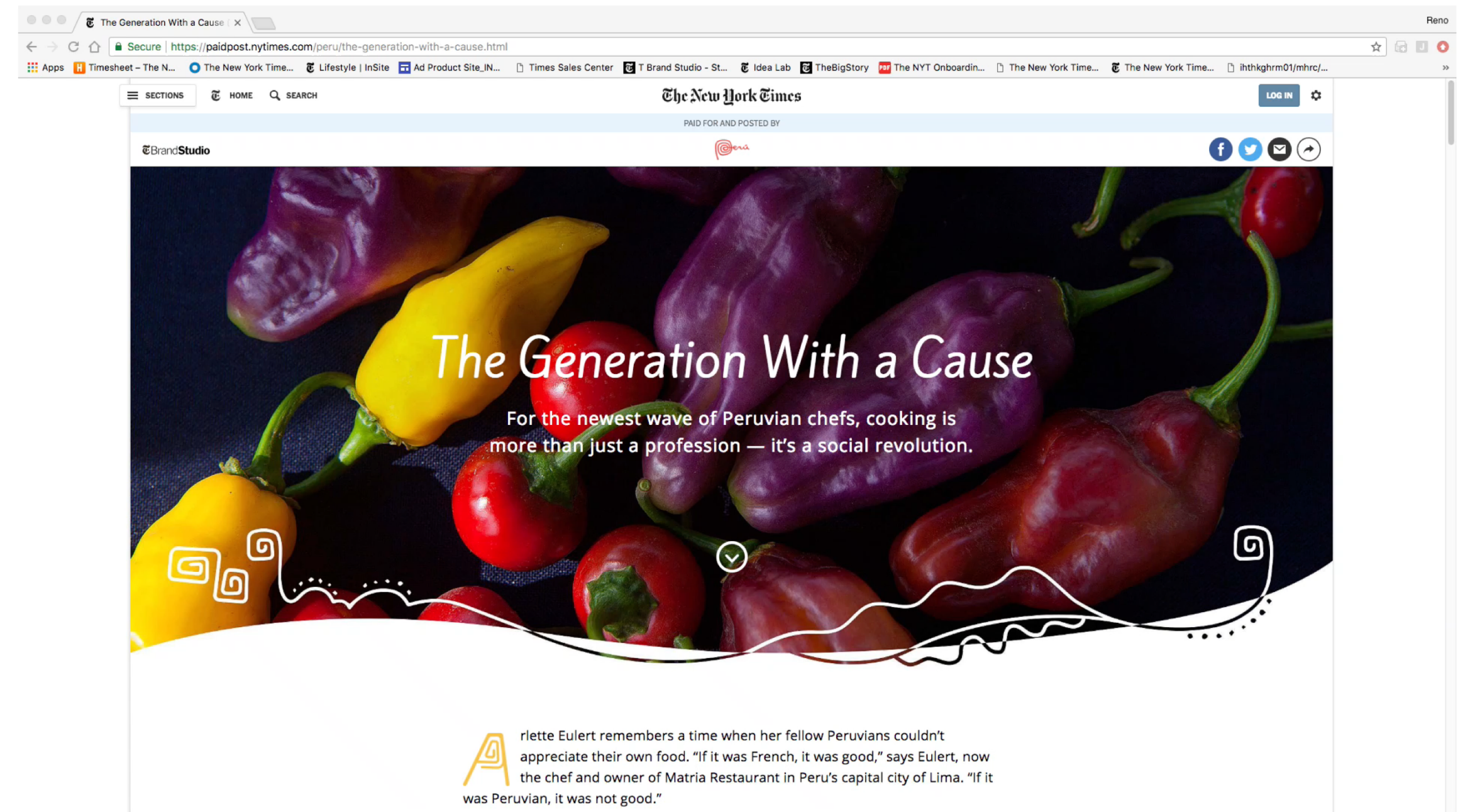


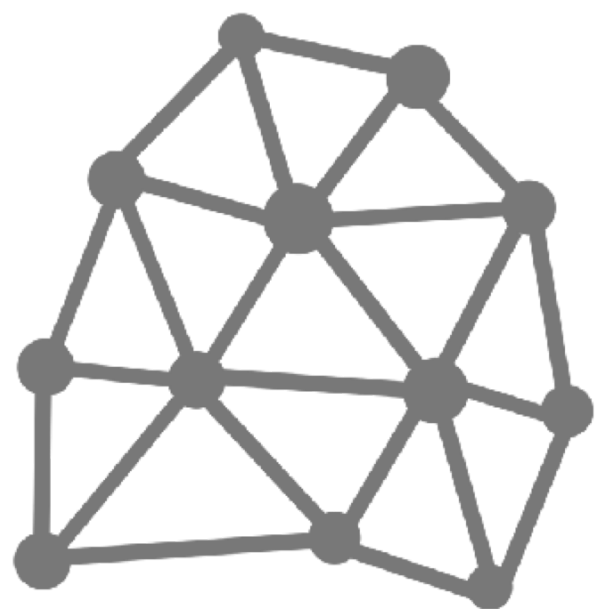
Creative

Find the Proper Way to Express

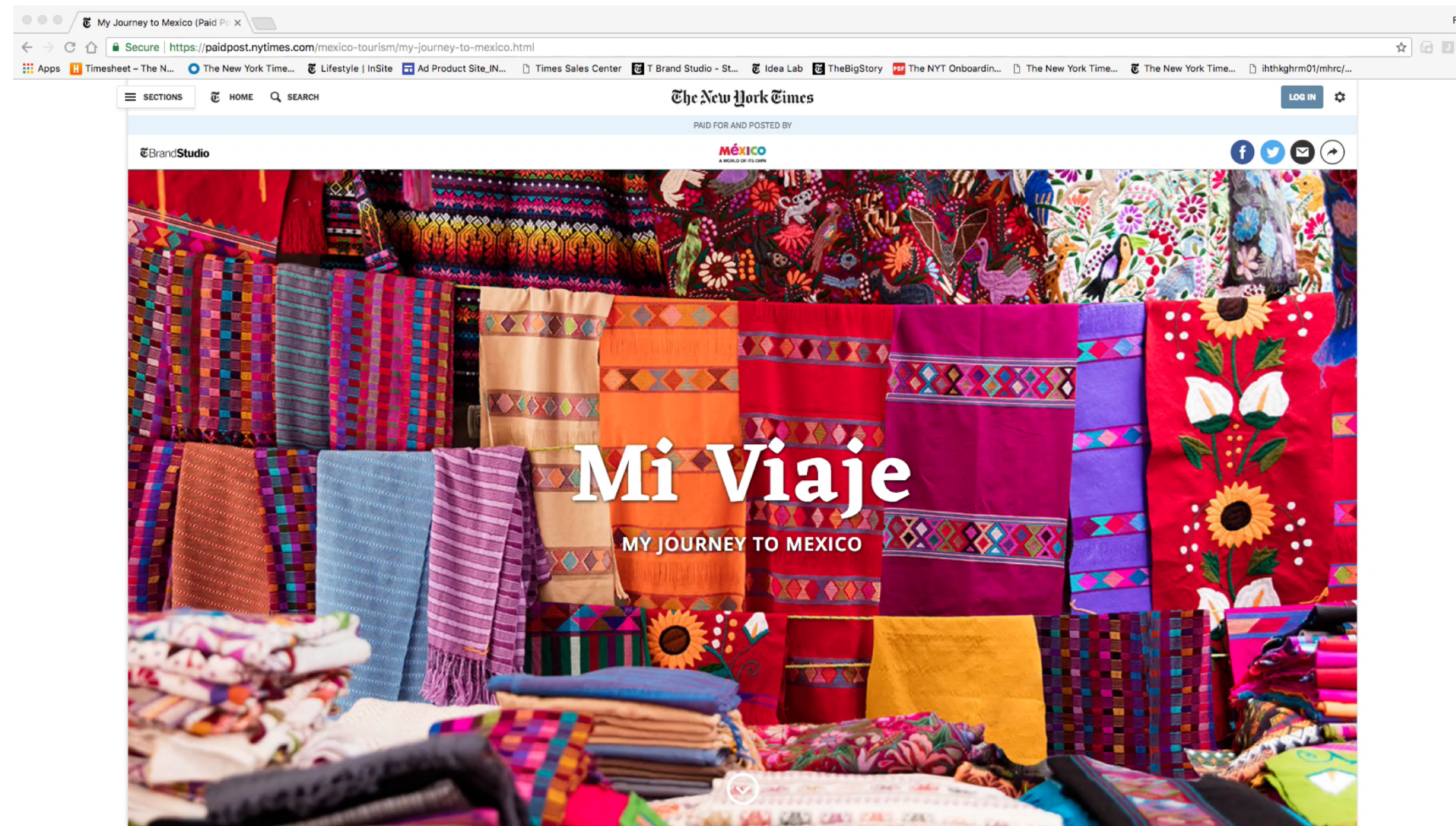
Your Message:

Adjust your creative approach based on the relevant topic. Begin by shaping the story, then figure out the best way to tell that story.





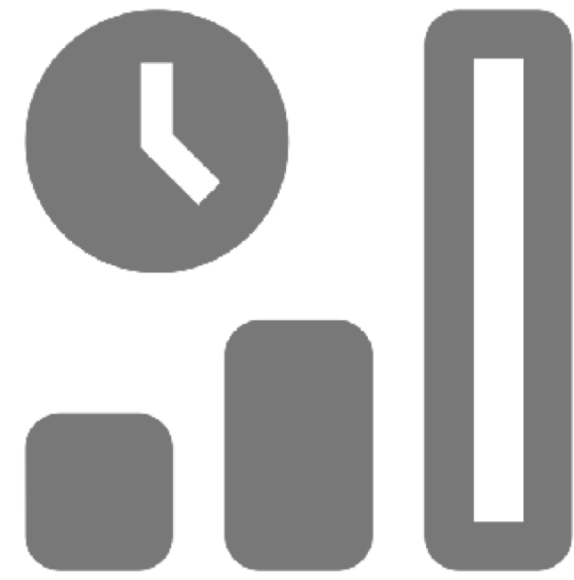
Distribution



Determine the Relevant Audience and Ecosystem:

Audiences consume content against an ecosystem, so play to the strengths of each platform.





Measurement

Track Performance and Adapt:
Leverage digital platforms to find areas to optimize in real time or to take as learnings for future programs. Storytelling is an ongoing process, so be mindful of feedback mechanisms. Just because something works, doesn't mean it can't be improved.



Overall Performance

439,423

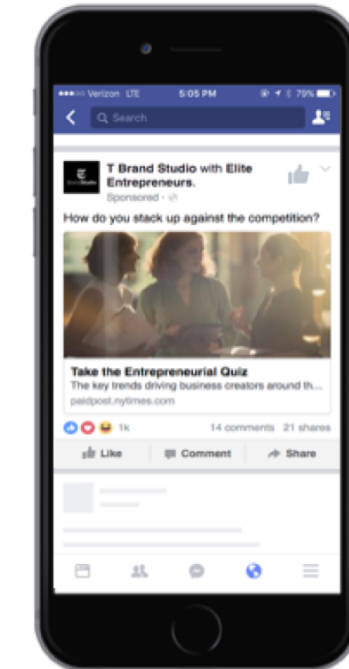
Impressions

6,213

Link Clicks

0.76%

Average CTR



Top Performing Post
1.41% CTR
(pictured left)

Social Copy
How do you stack up against the competition?

Headline
Take the Entrepreneurial Quiz

Insights
The CTA on this creative was clear, simply stating what the purpose in clicking would be. This helped drive a much higher CTR

Questions?

 Brand**Studio**