

ADVERTISING

New York Times ups paid post production via studio growth

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T Brand Studio logo

By STAFF REPORTS

The New York Times is expanding its commercial content operation, T Brand Studio, to the European and Asian markets.

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T Brand Studio now includes a London office to allow its production team to work with international clients on content marketing services, including its award-winning “paid post” native advertising platform. Publications already have an established readership, which presents marketers with a built-in network of consumers when communicating their goods and services through a media outlet.

In the studio with NYT

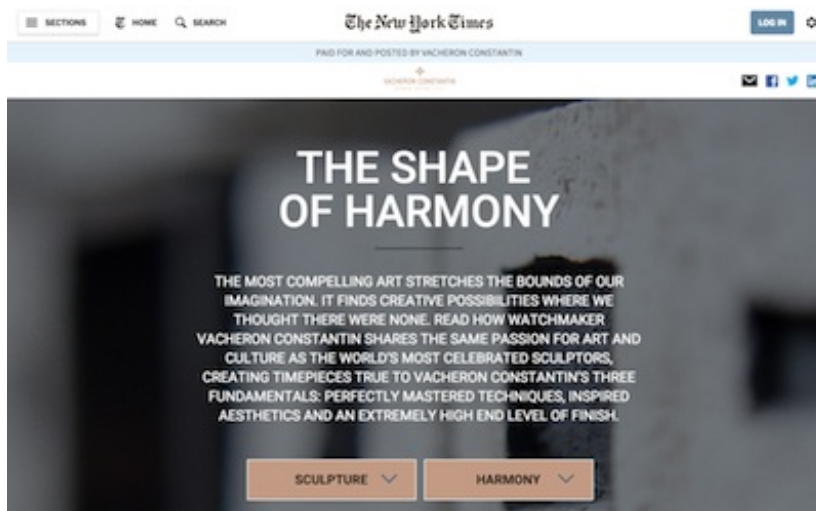
The London outpost of T Brand Studios will be led by Kaylee King-Balentine, who previously served as the executive video producer for the studio. As director Ms. King-Balentine will lead editorial, creative and video direction for international content as well as work hand-in-hand with the global sales team to develop new accounts.

In a statement, Sebastian Tomich, senior vice president, advertising innovations at The New York Times, said, “In 2014 we launched T Brand Studio with a small team that

focused on creating branded content at a level of quality people expect from The New York Times. That talented team of designers, writers, producers, developers and strategists has grown four-fold in the last year, and we're excited to bring our market-leading expertise to international advertising."

T Brand Studio will be operational in London beginning in August. The New York studio has already completed 70 major campaigns for 60 advertisers including Cole Haan, Google and Vacheron Constantin.

Vacheron Constantin worked with T Brand Studios to exhibit "the shape of harmony" through mobile advertisements and sponsored content found on the New York Times' Web site.



Vacheron's The Shape of Harmony on The New York Times

Accessible through ads placed on the newspaper's Style section, Vacheron called for discovery by using words such as "discover" and "uncover" paired with taglines that will likely distract readers for content elsewhere on the page. Sponsored content generates a level of interest that is lacking when brands rely on traditional banner ads alone, and can be both educational and entertaining ([see story](#)).

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