

MEDIA/PUBLISHING

## Cond Nast Britain emphasizes native content in new hire, division

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*Image courtesy of Cond Nast Britain*

By STAFF REPORTS

Magazine publisher Cond Nast Britain is putting stock into the future of branded content with a newly launched division.

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Cond Nast has organized the branded content commercial division to handle the growing interest in sponsored content on its digital platforms. Tristan Taylor has been appointed the head of branded content commercial, which will be incorporated into Cond Nast Britain Digital.

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Mr. Taylor will begin as the head of branded content commercial at Cond Nast immediately. In his role, created at the launch of the division, Mr. Taylor will oversee the creation of branded content on Cond Nast's multiple platforms across its portfolio of magazine titles serving United Kingdom audiences.

Prior to joining Cond Nast, Mr. Taylor was at AOL Advertising as a channel partnership strategist. Previously held positions include roles at Channel 5 Broadcasting, Telegraph Media Group, News International, Associated Newspapers and Independent News and Media.

"I'm thrilled to have the opportunity to work across award winning media brands in the fast expanding native sector," Mr. Taylor said in a statement.

"The currency of Vogue, GQ, Glamour, Wired and others in the Cond Nast stable is one of deep connection with the consumer, a relationship where authority and entertainment is always delivered together with benchmark creativity," he said. "I'm looking forward to engaging with our partners to build ever greater success stories."

In time, Cond Nast Britain plans to add additional positions to the branded content commercial division team.

"Tristan is a very talented executive with experience across a variety of media including press, digital, mobile and TV," said Malcolm Attwells, commercial director of Cond Nast Digital, in a statement.

"This new appointment reflects the growth in branded content requirements together with the multi-platform needs

for many of our clients," he said. "In bringing together creative solutions and video under one division this will ensure these needs are met both creatively and commercially."



*Tristan Taylor joins Cond Nast Britain as head of branded content commercial, a division of Cond Nast Digital*

Cond Nast Britain counts a Web audience of more than 13.4 million users for its British sites, per Google Analytics from February to April 2017. The group has seen a 6 percent increase in its audience since the year-ago period.

On social media, Cond Nast's British titles have a combined 24 million followers on Facebook, a 10 percent increase since April 24. On Twitter, its titles have a community of 11 million followers, up 14 percent from last year.

Recent branded content efforts include Cond Nast-owned Vogue Video giving a glimpse into the daily routines of three entrepreneurial woman by sharing how jewelry and sustainable gemstones fit into their lives.

British Vogue's "The Ritual" is a three-part series produced in partnership with colored-gemstone miner Gemfields that will air on the Vogue Video channel. Since its launch in 2015, Vogue Video has run a number of partnered content series, and to date has almost 40 million viewers, demonstrating the power of video marketing.

On the editorial side, British Vogue also prepared a sponsored post giving its readers an overview into Gemfields' sustainable practices ([see story](#)).