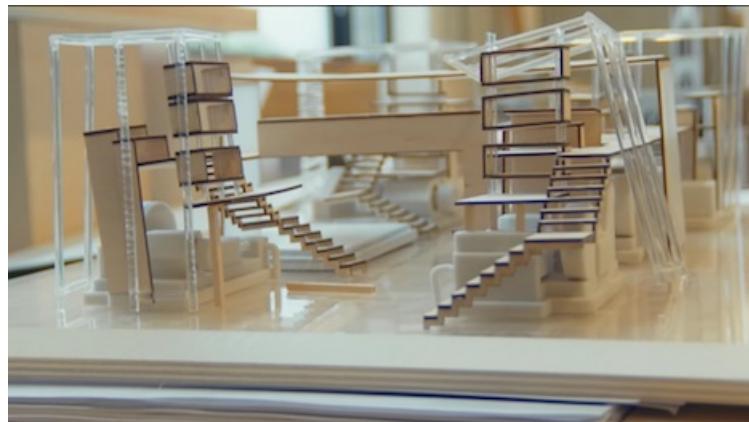


MEDIA/PUBLISHING

Cond Nast launches new branded content division with Aston Martin campaign

July 3, 2017



Stories' first campaign will be a short film for Aston Martin. Image credit: Vogue

By DANNY PARISI

Media conglomerate Cond Nast Britain is investing further into branded content with the opening of a dedicated division, and automaker Aston Martin is the first up on Stories' plate.

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The new division is devoted to working with brand partners to create branded content in a number of mediums and across Cond Nast's large stable of publications. The Aston Martin campaign, "The Beauty of Design," will debut on Cond Nast-owned GQ and British Vogue's digital channels.

"In this world of fast-paced short form content vying for the attention of consumers, one of life's luxuries is taking a bit of time to enjoy great storytelling content," said Marek Reichman, Aston Martin executive vice president and chief creative officer, Gaydon, UK.

Branded content

Branded content is a key part of modern media company's strategies.

As consumers become more media savvy and desensitized to standard types of advertising, such as display ads, branded content has emerged as a way for brands to create engaging content that stands on its own as something worth consuming in addition to serving brand purposes.

Most major publications have their own branded content divisions and Cond Nast is following suit with the establishment of Stories, a full-service internal branded content studio.



Aston Martin's Beauty of Design. Image credit: Cond Nast

Stories will be headed up by Tristan Taylor, who previously worked at AOL and Telegraph Media.

The first project from Stories is a campaign for British automaker Aston Martin on GQ and British Vogue. The Beauty of Design campaign features a short film directed by Jim Demuth.

Aston Martin's film features the automaker's chief creative officer discussing what inspires his designs along with imagery of some of the marque's iconic vehicles.

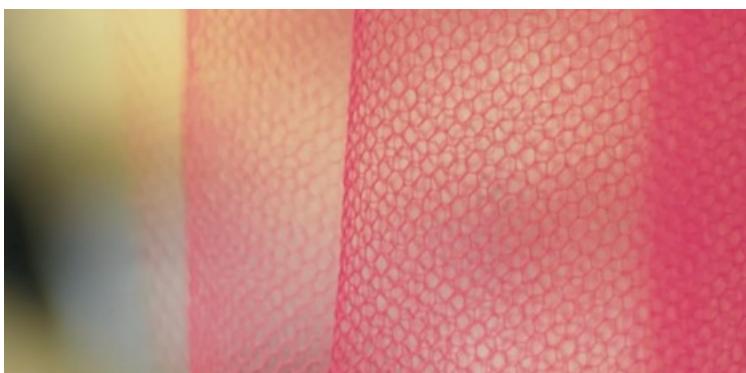
The Beauty of Design will be hosted on both GQ and British Vogue's Web sites, along with commissioned pieces of native content framing it and introducing it to the audience.

Beauty of design

Before the formation of Stories, Cond Nast had already been in the process of consolidating its native and branded content into one division.

Cond Nast organized the branded content commercial division to handle the growing interest in sponsored content on its digital platforms. Tristan Taylor was appointed the head of branded content commercial, which was incorporated into Cond Nast Britain Digital ([see story](#)).

Now the team officially has a name and a slate of projects on the horizon starting with Aston Martin.



Aston Martin's Beauty of Design. Image credit: Cond Nast

This organization comes just a few weeks after Cond Nast officially closed its other big branded content project, Style.com, which sought to merge editorial and commercial content in one place, but ultimately was shut down.

While many publishers are entering the ecommerce business as a means to combat falling revenue, this move by Cond Nast suggests that running a commercial site is more difficult than some publications may have expected. Nevertheless, the fact that Cond Nast is still in the ecommerce game through a partnership with Farfetch suggests that the market for editorialized shopping is still there ([see story](#)).

With Stories, Cond Nast is hoping to take a more hands-on approach to branded content that will hopefully last longer than its ill-fated Style.com.

"We are delighted to be working with Conde Nast Stories to showcase 'The Beauty of Design' to the luxury editorial and commercial lifestyle world," Mr. Reichman said.