

MEDIA/PUBLISHING

## Flipboard to reinvent itself with exclusive publisher deals

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*Flipboard has already drawn in brands like Ritz-Carlton. Image credit: Ritz-Carlton*

By DANNY PARISI

Editorial platform Flipboard is hoping to revitalize itself by partnering with print magazines to create original digital content, an effort that luxury publishers should pay attention to in the coming months.

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While Flipboard was once a great place for luxury brands to create look books and publish content, other social media platforms have overshadowed it in recent years. But with a revitalized Flipboard looking for exclusive content, luxury brands and publishers may consider embracing the platform's audience.

"For 90 percent of our audience it is important to be well-informed, according to Global Web Index," said Gabriella Schwarz, managing editor at [Flipboard](#), Palo Alto, CA. "Working closely with some of the world's best publishers ensures people are presented with high quality stories.

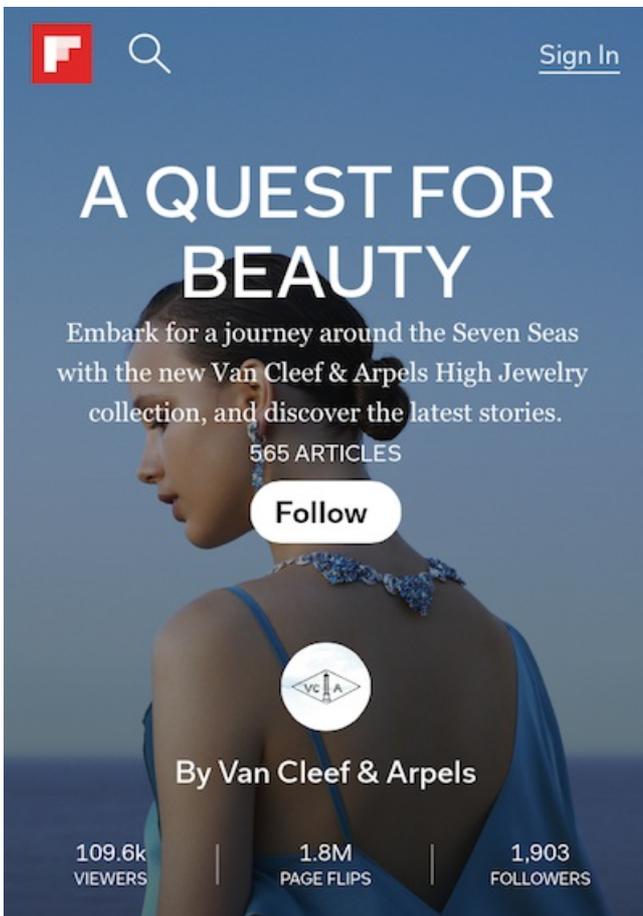
"We also believe there's power in the package that a thematic grouping of stories is more powerful than a single story," she said. "It's that curation that provides depth, analysis and information to our readers."

### Publisher deals

One of the biggest questions in the media industry today is how to engage customers with visual content.

There has been much talk of video being a lucrative driver of engagement, but many media companies have struggled to make use of it in an effective way.

Flipboard, a platform that lets customers collect, view and share articles, videos, images and more, was once a prime asset for many publishers' visual agendas. But it has been overshadowed lately by platforms like Twitter and Instagram.



Van Cleef & Arpels Flipboard. Image credit: Van Cleef & Arpels

But Flipboard might be just what brands and publishers need in terms of engaging customers with visual content in a smooth and satisfying way.

The platform has pledged to begin working directly with publishers in 2018 to create exclusive visual content for Flipboard, such as coverage of the Golden Globe Awards Jan. 7 and the Consumer Electronic Show in Las Vegas Jan. 9-12.

Flipboard has cited an increase in traffic to its platform as the impetus to begin more aggressively pursuing partnerships with brands and publishers.

This presents an opportunity for luxury brands and publishers to begin working with Flipboard to create look books, curated lists of inspiration and other lifestyle-related content.

### Luxury content

The past two or three years shows a number of good examples of how Flipboard can be used by luxury brands.

For instance, the Ritz-Carlton Hotel Company provided its enthusiasts with a one-stop shop online by establishing itself on Flipboard.

As part of Ritz-Carlton's social media portfolio, social magazine site features 12 different branded publications covering a range of topics. Social media serves as the primary liaison between consumers and online content, so venturing to new platforms and finding new ways to package material will grant a brand more visibility ([see story](#)).



Ritz-Carlton's Mandarin Flipboard. Image credit: Ritz-Carlton

Similarly, Sephora is natively blending its ads into the flow of magazine and blog content ahead of its holiday sales event within the application Flipboard, which is known to keep in line with the beauty retailer's audience.

The cosmetics brand is one of the first big names to make use of the new feature, but others are following. Sephora is hoping to make use of Storyboard to let their advertisements sit naturally and non-intrusively among Flipboard users' content streams ([see story](#)).

Finally, French jeweler Van Cleef & Arpels gave consumers an inside look at its oceanic-inspired Seven Seas high-jewelry collection through a Flipboard story.

The brand used the September issue of its "A Quest for Beauty" Flipboard magazine to compile imagery, multimedia and text about the line, allowing consumers to pick their own path of exploration. While Van Cleef & Arpels' high-jewelry is not available for purchase online, having this rich content experience may help spur in-store visits from consumers ([see story](#)).

With these kinds of examples, as well as Flipboard's dedication to working with publishers and brands to create unique content, now might be a better time than ever to take up the platform as it seeks to offer a viable alternative to Twitter and Instagram.

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