

MEDIA/PUBLISHING

Newsweek to launch luxury, millennial-focused vertical Ndelible

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By DANNY PARISI

Newsweek is betting big on branded content as it debuts a new fashion and lifestyle vertical aimed at millennials.

Notably, the vertical will not be supported by advertising in the traditional model but will instead be supported entirely with branded content sold directly to luxury marketers. Ndelible has already secured partnerships with influencers, celebrities and luxury brands such as Tag Heuer.

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"Millennials remain our focus," said Jean-Claude Biver, CEO of Tag Heuer. "Young people influence older generations.

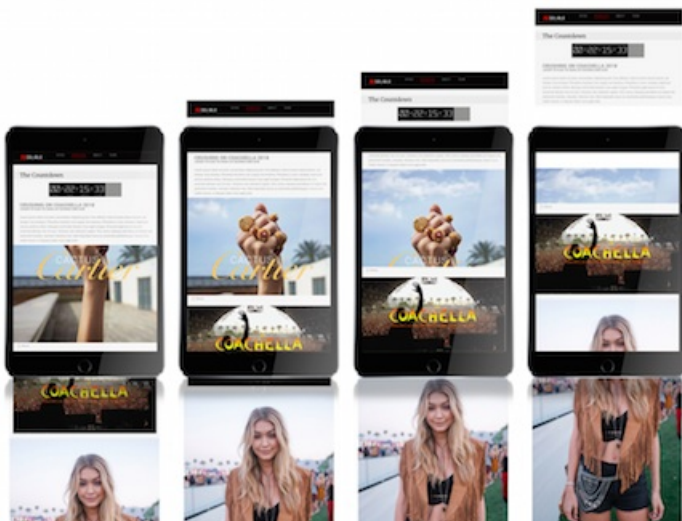
"This century has been marked by our obsession with slowing down the aging process," he said. "The appeal of young products is even greater than usual.

"You have to be able to listen to young people and give them what they want. This is, without doubt, one of the major challenges for watchmaking in the future."

Branded content

Newsweek's newest vertical Ndelible is laser-focused on targeting millennial consumers with relevant fashion and lifestyle content.

To do that, Ndelible is working directly with luxury marketers to create branded messaging that appeals to young people today. Every piece of content that appears on Ndelible will be branded content, ensuring a purity of messaging that brands cannot be guaranteed from traditional ad-supported media.



Ndelible's "insta-feel" scrolling feature. Image credit: Newsweek

One of Ndelible's main selling points is its "insta-feel," a mobile-friendly design philosophy that lets consumers

seamlessly scroll and flick between stories, rather than clicking on discreet links.

This smooth, seamless flow is meant to mimic the infinite scroll that many millennials will be familiar with from popular social media platforms such as Instagram and Snapchat.

Ndelible will also cater to millennials with exclusive interviews and collaborations with influencers. At launch, Ndelible will publish interviews with actors such as James Marsden and Laura Dern, fashion designers such as Brian Atwood and musicians such as Chvrches.

Digital advertising

Newsweek's bet on Ndelible comes at an opportune time in the world of luxury, as luxury brands are increasingly relying on digital media and branded content to engage with consumers.

While high-end brands have been slower than mass players at adopting digital advertising, luxury marketers are allocating more of their budgets towards online media.

According to Zenith's fourth annual "Luxury Advertising Expenditure Forecasts" report, a third of luxury brands' advertising spend this year will be put into digital channels. Luxury brands' total ad expenditures are poised to grow slightly this year, driven primarily by digital spend ([see story](#)).



Ndelible launches later this month. Image credit: Newsweek

Ndelible is banking on the hope that luxury brands will see the appeal of a content provider that is devoted entirely to brand content with nothing to dilute the messaging.

"Tag Heuer will get a unique countdown content play in a 'jewel box' as Newsweek's Ndelible calls it," said Robert Lee, senior vice president and global creative director at Newsweek Media Group. "The team at the site has identified 10 key moments for the brand to be associated with and will write four to five stories leading up to that event in their box which has a digital countdown to the identified event. so the brand gets 50 pieces of content for their sponsorship all packaged nicely in their 'countdown' box.

"Ultimately, this strategy will lead to better brand engagement and brand affinity versus just running ads - as the ad model has changed from an interruptive to an interactive world."

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