

MEDIA/PUBLISHING

Hearst invests in branded content with new position

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Hearst is adding a position to its branded content division. Image credit: Elle for Prada

By STAFF REPORTS

Media group Hearst has named Nicolas Neubeck as the first the creative director of its HearstMade branded content studio.

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According to a report from *Women's Wear Daily*, Mr. Neubeck is making the leap from editorial to advertising, coming to HearstMade after four years as the creative director of editorial content for Hearst's digital media division. Increasingly, Hearst and its media competitors are putting an emphasis on branded content, as consumers pay less attention to traditional ads.

Going native

Mr. Neubeck began his new role on Jan. 29. He reports to Kate Lewis, the recently named chief content officer ([see story](#)), and Michael Clinton, president of marketing and publishing director.

In 2017, Hearst upped its total branded content campaigns to 300, compared to just 200 the previous year.

For instance, Marriott International's hospitality brand The Ritz-Carlton is bringing new depth to user-generated content through a collaborative filmmaking project with Hearst Magazines.

"The Note" was the first film released of the "The Stay" series that was shot on-location at different Ritz-Carlton properties by five up-and-coming directors selected from 500 contestants. Luxury brands, especially in the hospitality industry, are focusing on more experiential strategies, including supporting the arts ([see story](#)).

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Two friends. Five mistakes. One important decision. View the fifth film in The Stay series, "100%" tomorrow. - -
- #RasAlKhaimah #AlWadiDesert #AlWadi #UAE #travelstories #exclusive #film #shortifilm #cinematic
#Instatravel #travelgram #traveldiaries

A post shared by The Ritz-Carlton (@ritzcarlton) on Jan 16, 2019 at 4:15pm PST

Instagram post from The Ritz-Carlton

Hearst Magazines recently changed up its business leadership with a series of promotions aimed at better connecting its sales and marketing activities.

Veranda, *House Beautiful*, *Elle Dcor* and *Marie Claire* are among the titles getting new publisher oversight. This follows a series of editorial moves at Hearst as it aims to bridge digital and print ([see story](#)).

Hearst competitor Cond Nast International also put an emphasis on native ads, bringing together the publisher's 11 creative content studios into one entity. The Cond Nast Creative Studio unit will work with brands on everything from events and native content to custom research and talent consulting ([see story](#)).

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