

MEDIA/PUBLISHING

Wall Street Journal parent rebrands sponsored content division

February 12, 2019



WSJ Custom Studios campaign for NetJets. Image credit: WSJ Custom Studios

By STAFF REPORTS

Dow Jones' brand marketing division WSJ Custom Studios is marking a move towards more data-driven services with a rebrand.

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The division, founded in 2014, will now be known as The Trust - The Wall Street Journal | Barron's Group, and will focus on engaging readers across the *Wall Street Journal* and Barron's Group, which includes financial publications such as *Mansion Global* and *MarketWatch*. News media has been ramping up custom content capabilities as native advertising becomes more popular.

Content push

Along with the rebrand, The Trust is making key hires. Will Misselbrook, who was entertainment producer at Cond Nast, has been tapped as creative director for The Trust, and the division plans to hire an editorial director.

In addition to content marketing for brands, The Trust will work with the Dow Jones Innovation Group on custom research and technologies.

"The new branding signals both the mission to continue to earn the trust of our audiences through smart marketing as well as a commitment to transparency and integrity in all aspects of our business," said Josh Stinchcomb, chief revenue officer of media sales at Dow Jones, in a statement. "Our expanded team and ability to leverage the full capabilities of the Dow Jones Innovation Group will bring the best thinking in content and experience to our partners and our shared consumers."

Among The Trust's first campaigns is an effort for Sotheby's.



Sotheby's Reside magazine is produced by Dow Jones. Image credit: Sotheby's

"In working with The Trust, the Sotheby's International Realty brand has found a truly collaborative and valuable partner," said Kevin Thompson, chief marketing officer of Sotheby's International Realty Affiliates LLC, in a statement. "*Reside*, the bespoke luxury lifestyle magazine published for the brand by Dow Jones, is the shining star in our portfolio of content development.

"*Reside* elegantly captures our position in the marketplace as a leading luxury brand, and provides extraordinary value to our affiliates, their agents and their customers," he said.

As more advertisers are tapping into the opportunities of branded editorial, *The New York Times* expanded its commercial content operations.

Having developed more than 150 campaigns for about 100 brands including BMW, The Macallan and Cartier, the media company's T Brand Studio opened up a location in Hong Kong to better serve clients in the Asia-Pacific region. Display advertising's waning efficacy has marketers turning to native placements to reach consumers through storytelling, creating new relationships with publishers who are adept at the medium ([see story](#)).

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