

MEDIA/PUBLISHING

Luxury must harness passion of young, bold consumers: New York Times

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The young, bold consumer is luxury's golden ticket. Image credit: New York Times Advertising

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Branded content should be top-of-mind for brands and retailers as young media consumers solidify their place in luxury.

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According to a new report from New York Times Advertising, the next generation of the publication's readers, which it has dubbed "young/bolds," are 1.7 times more likely to be interested in luxury fashion and designer brands consumers than those who do not read *The New York Times*. With this in mind, businesses should consider how branded content via news publications can effectively target consumers.

New York Times Advertising conducted qualitative and quantitative research via focus groups, in-depth interviews and video diaries in various markets, examining young, NYT-reading luxury consumers' mindsets, behaviors, needs and expectations. Additionally, a group of more than 600 consumers was surveyed.

Being bold

According to the report, young/bolds are the rising stars of the luxury business and are defined by a few key characteristics: being bold and intentional and their inclination toward long-term brand relationships.

Young/bolds continuously push boundaries to express their identities and stand out, with 81 percent of those surveyed considering themselves experimental luxury shoppers.

They approach luxury fashion with passion, purpose and ambition, remaining informed about the history and craft behind the brands they buy 86 percent identify as thoughtful luxury shoppers.



Sian-Pierre Regis and Sam Moll in their apartment in Chelsea as part of a Tiffany-branded New York Times content campaign. Image credit: New York Times

These consumers are also not interested in isolated engagement, rather, they want to build long-term relationships with brands, viewing luxury fashion as a journey. They are twice as likely to consider factors like quality, artistry and sustainability within branded content, versus if a celebrity endorses a product.

While they respect brand heritage, young/bolds also want brands to prove their relevance and exhibit awareness of the moment. 90 percent of these consumers are drawn to luxury brands and designers who regularly push boundaries like themselves.

Brands must also find a way to balance exclusivity with inclusivity, as both are valuable to this cohort. Inclusive exclusivity might look like personalized luxury, unique items, diverse representation and intimidation-free strategies.

Young/bolds also aim to be a part of the larger fashion conversation, so when it comes to targeting these consumers, brands should be aware that young/bolds want to be told a compelling story and are drawn to the artistry of luxury advertising.

They gravitate towards brands that combine the old with the new, create cinematic universes, build new worlds, show inclusivity, surprise consumers and promote contemplative messaging.

According to the survey, 90 percent of *New York Times* young readers lean toward stories on fashion and luxury, arts and entertainment and climate, while 80 percent often read opinion, politics and international news.



Ana De Armas was the face and voice of Este Lauder's campaign with The New York Times. Image courtesy of Este Lauder

Eight in 10 consumers say they are open to advertisements and branded content as a part of their reading experience.

Branded content

For highly engaged media users, branded content can be a lucrative way to reach consumers where they are something The New York Times has initiated with a number of brands.

Last year, LVMH-owned jeweler Tiffany & Co. expanded on its celebration of love with a digital campaign featuring the stories of four couples in New York.

In an effort to promote all forms of love in support of the LGBTQIA+ community, the jeweler collaborated with New

York Times Advertising to share four personal love stories that reflect multidimensional ways of experiencing and expressing love. The "Love, Always" campaign lived on a custom landing page and branded audio segments aired on the *New York Times*' Modern Love podcast ([see story](#)).

The same month, beauty brand Este Lauder reimagined the concept of fragrance marketing through its "Dare to Love" digital campaign powered by audio-based creative storytelling. Featuring global brand ambassador Ana de Armas to promote its Beautiful Magnolia eau de parfum, Este Lauder partnered with The New York Times branded content studio T Brand and YouTube BrandConnect in a first-to-market collaboration.

With the partnership, the brand aimed to expand the representation of love through fictional stories within audio spots in the Modern Love podcast ([see story](#)).

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