

Main room:

# Raquel Bubar

Managing Director at T Brand Studio International at The New York Times (US)

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Navigating the Next Era of Branded Content: Integrated Storytelling in a Crowded Advertising Landscape



Time: 15:25 - 15:55

The New York Times  
**ADVERTISING**

Navigating the Next Era of Branded Content:  
Integrated Storytelling in a Crowded Advertising Landscape

**Raquel Bubar**  
Managing Director, T Brand Studio International  
[raquel.bubar@nytimes.com](mailto:raquel.bubar@nytimes.com)

The New York Times  
**ADVERTISING**



# WE'VE GONE *FROM* CONTENT AS A **DESTINATION...**

SINGLE FORMAT

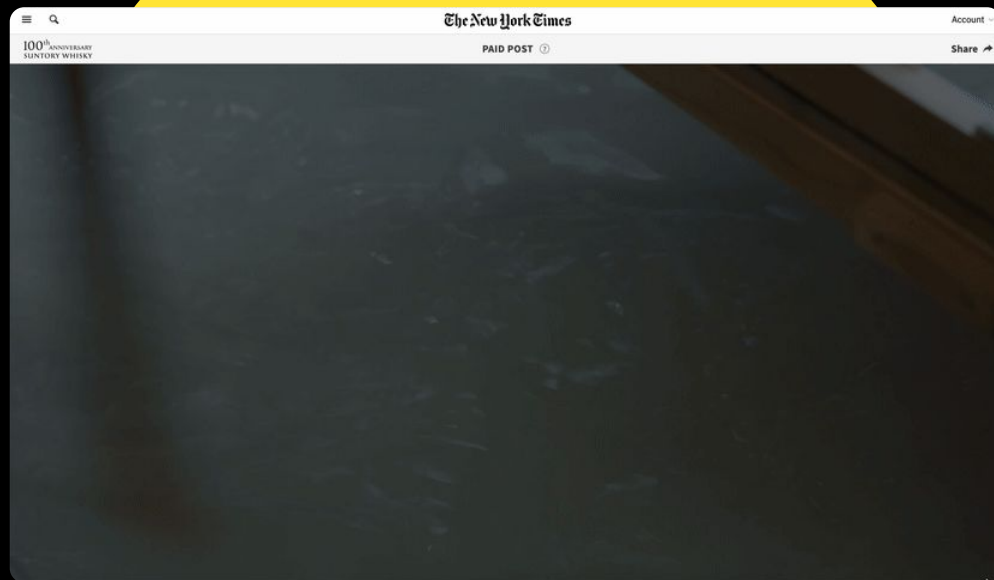
OPT-IN

LONG-FORM

ARTICLE

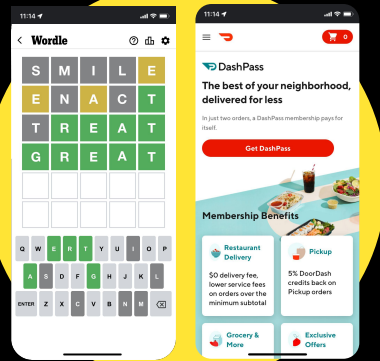
MICROSITE

CONTENT HUB

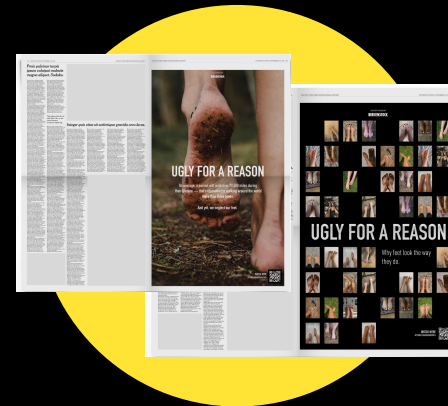




# ...TO DYNAMIC CONTENT EXPERIENCES



IN THE CORNERS OF NYT THAT  
MATTER MOST TO THEM ONLINE



AT THEIR DOORSTEPS

- DISTRIBUTED
- MODULAR
- MULTI-FORMAT
- IN STREAM
- EASY TO CONSUME
- INTERESTS



ON THE AIRWAVES



IRL, IN MOMENTS THAT MATTER

**BIRKENSTOCK®**

*Cartier*

**W**  
**wellcome**

 **DOORDASH**



**DINING OUT**

=

**LONG-FORM CONTENT**

Time-Consuming

High Investment

Memorable Experience

Reserved for Special Occasions

In-Depth Engagement



**ORDERING IN**

=

**SHORT-FORM,  
DISTRIBUTED CONTENT**

Quick

Convenient

Cost-Effective

Accessible Anywhere

Frequent Engagement

# WHO IS YOUR AUDIENCE?

WHO IS YOUR AUDIENCE?

---

**WHAT** DO THEY CARE ABOUT?

**HOW** DO THEY CONSUME CONTENT?

**WHERE** ARE THEY LOOKING FOR IT?

# WHO / WHAT / HOW / WHERE

The T Brand Studio Impact For  
Building Distributed Campaigns

# WHO / WHAT / HOW / WHERE

The T Brand Studio Impact For

**BIRKENSTOCK®**

T BRAND STUDIO



NEW YORK TIMES ADVERTISING • NATIVE ADVERTISING DAYS



THE CHALLENGE



Birkenstocks Are Really Ugly



Are Birkenstocks Really That Ugly?



Kendall Jenner, Gigi Hadid, Katie Holmes,  
And Countless Others Love This Ugly Sandal



Why Are We So Obsessed With “Ugly” Shoes?

Quora

Do people who wear Birkenstocks not care that they're ugly?

VOGUE

Pretty Ugly: Why Vogue Girls Have  
Fallen for the Birkenstock

The New York Times

Weird Times Call for Even Weirder Shoes



Ugly Sandals / Birkenstocks

Vox

A Cultural History of Hideous Sandals

InsideHook

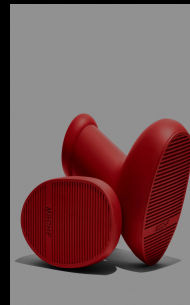
In Defense of the Ugliest Birkenstocks

TheRealReal

In Defense Of the Ugly Sandal



# UGLY FOR NO REASON







THE IDEA

# UGLY FOR A REASON

An NYT-style journalistic investigation of feet

BIRKENSTOCK

The New York Times

TBrand

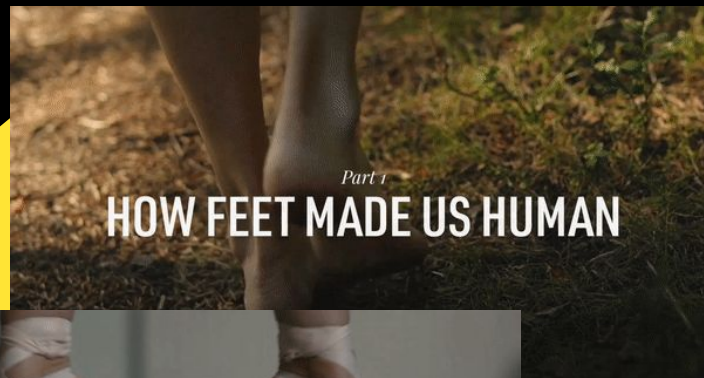




FILM TALENT



**A THREE-PART  
DOCUMENTARY**  
ABOUT THE  
IMPORTANCE OF  
FOOT HEALTH THAT  
REVEALS WHY THE  
SHOES WE LOVE  
LOOK THE WAY  
THEY DO.



*Part 1*

**HOW FEET MADE US HUMAN**



*Part 2*

**FINDING OUR FEET**

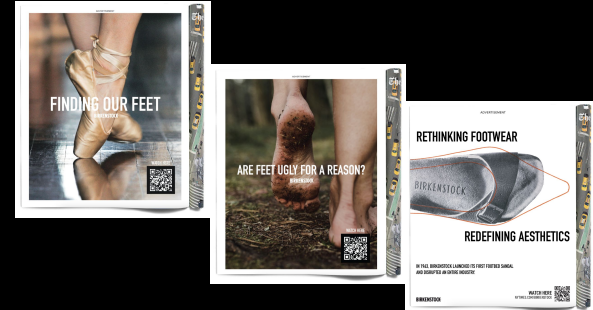
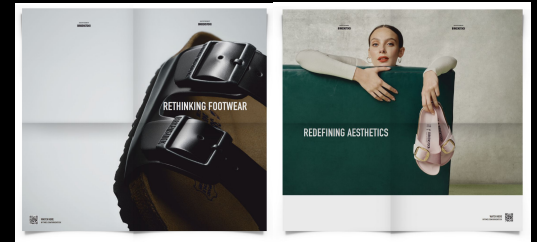
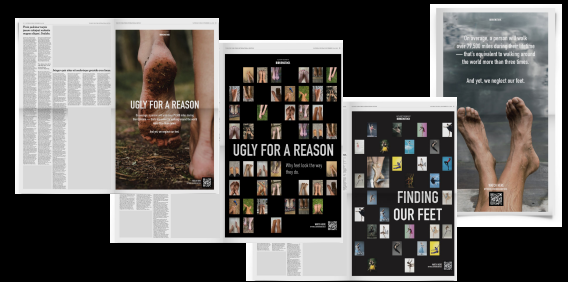
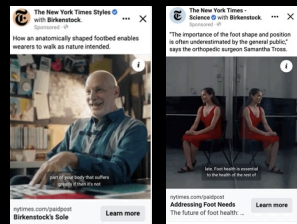
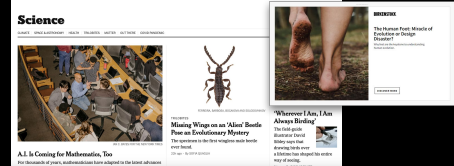
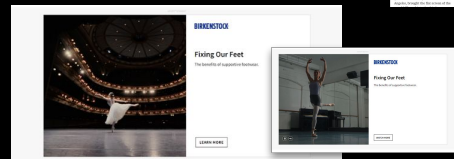
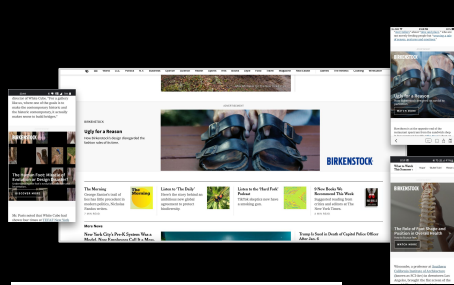


*Part 3*

**RETHINKING FOOTWEAR  
REDEFINING AESTHETICS**

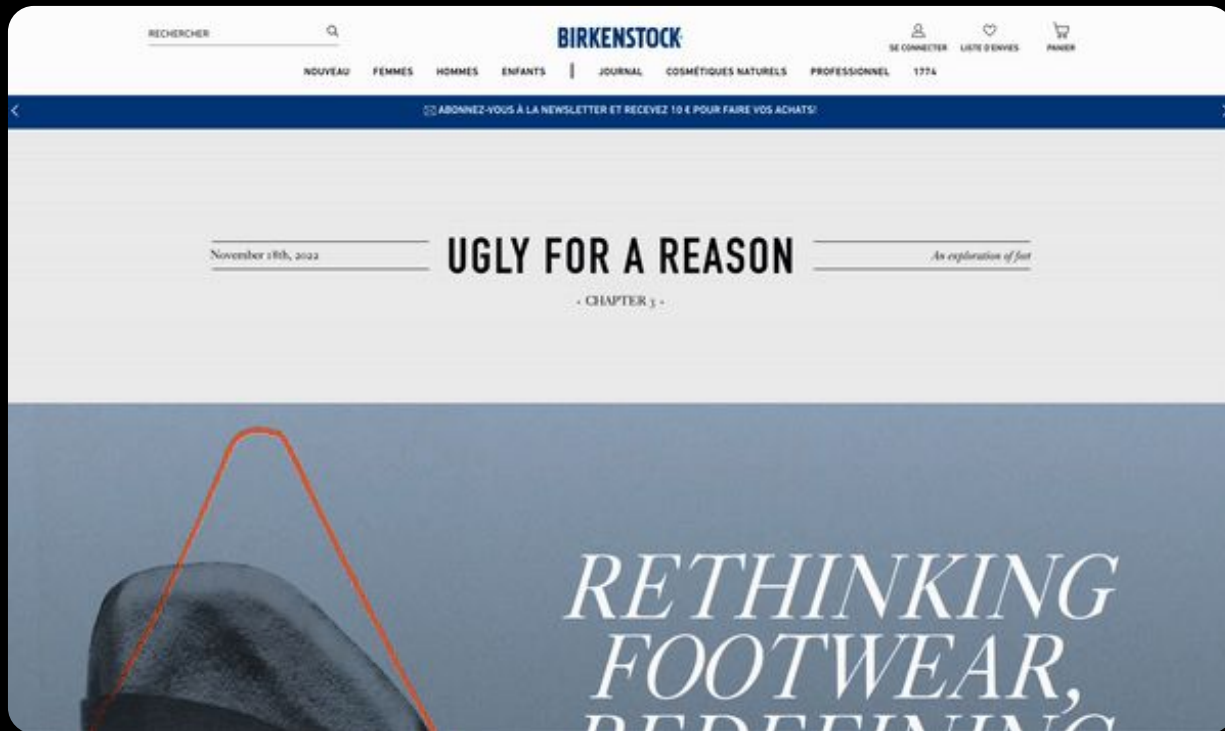
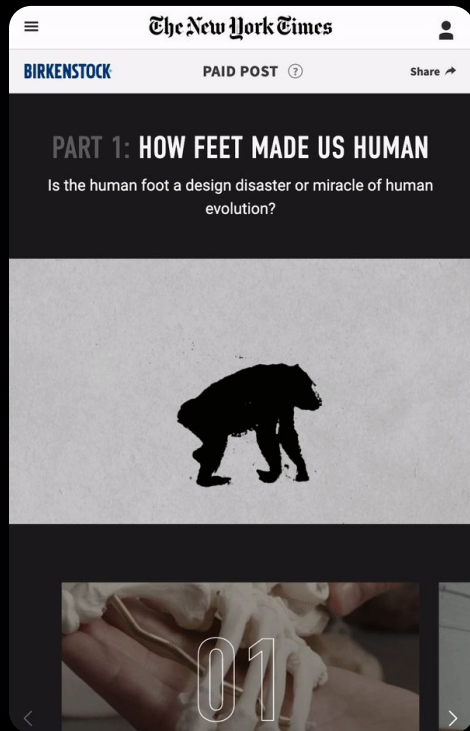


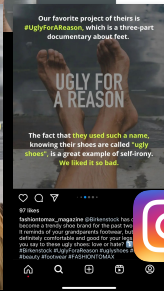
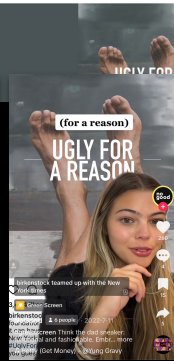
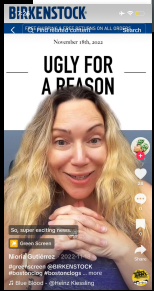
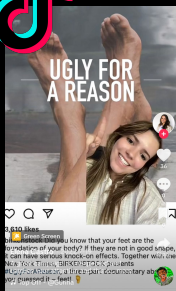
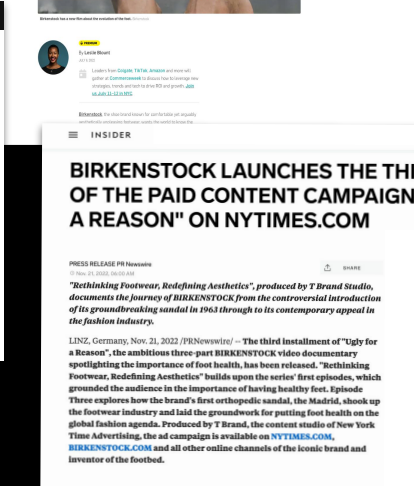
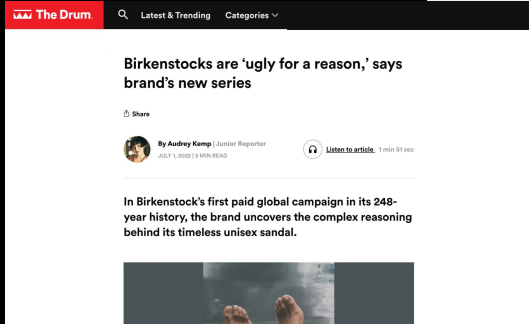
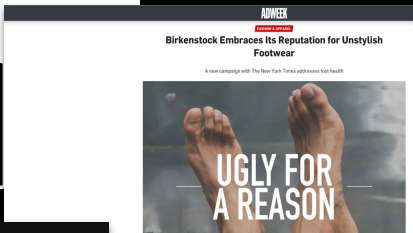
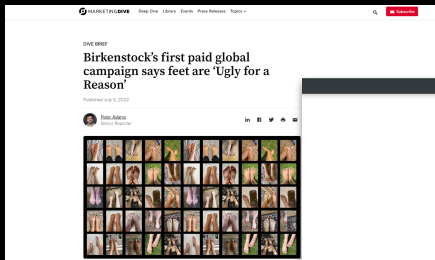
# THE EXECUTION



"UGLY FOR A REASON": BIRKENSTOCK LAUNCHES ITS FIRST GLOBAL PAID CONTENT CAMPAIGN ON NYTIMES.COM

## THE EXECUTION





**143M+**

**Global Reach**

**83%**

**Learned about  
foot health**

**77%**

**Interested in buying  
Birkenstocks**

# WHO / WHAT / HOW / WHERE

The T Brand Studio Impact For

*Cartier*



# TO NY WITH LOVE

From, Cartier

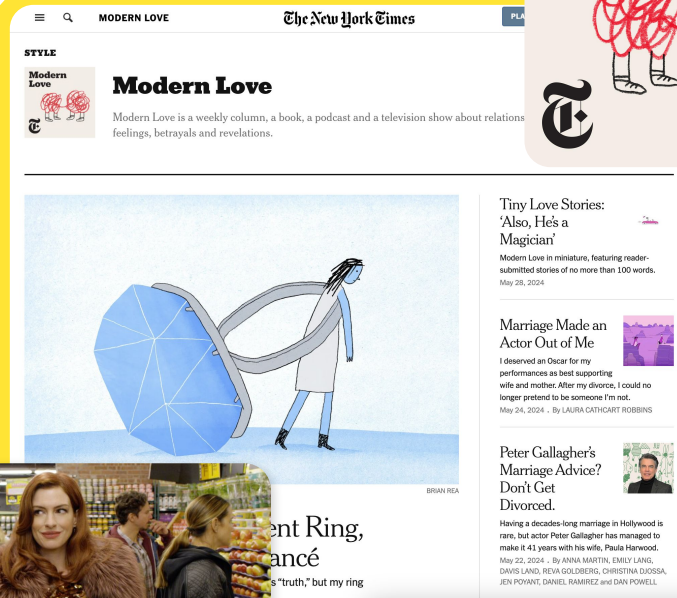


# 100 Loves for 100 Years

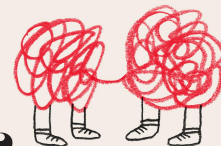
Our concept was to share 100 distinct stories encompassing all forms of love. Love big and small, familial, friendly, romantic, young and old, we depicted the diversity of love — in honor of a popular icon loved and made by *Cartier*.

# THE NEW YORK TIMES, MODERN LOVE COLUMN

Modern Love features deeply personal essays about contemporary relationships — marriage, dating, parenthood, pets — allowing readers a peek inside the intimate highs and lows that we all face.



## Modern Love





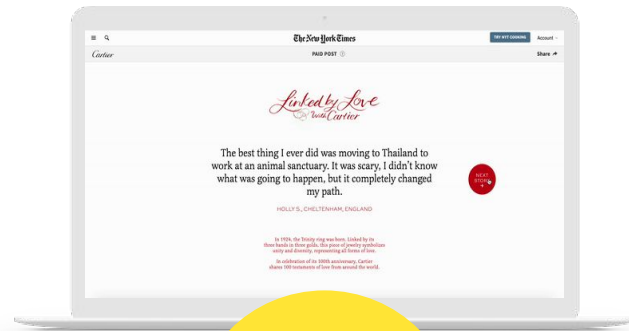
# WE ROLLED OUT A **CUSTOM** **CONTENT PROGRAM** LIKE NO OTHER



**'100 LOVES'  
IN PRINT**



**'100 LOVES'  
IN AUDIO**



**'100 LOVES'  
IN DIGITAL**



# THE NEW YORK TIMES MAGAZINE LOVE ISSUE TAKEOVER



ADVERTISEMENT


*Linked by Love*  
by *Trinity Cartier*



My mom and I had a difficult relationship growing up. I met the love of my life a couple of years ago, but he didn't have much money. I asked my mom, "If he ever wants to marry me, would you give him Grandma's ring?" On my 40th birthday, she gave me the ring and said, "I wanted this ring to come from me. My mom had been trying to find a way to show her love to me. My guy proposed with a paperclip shaped like a heart instead. Of course, I said yes."

HEIDI L. SALZBURG, AUSTRIA

IN COLLABORATION OF THE PRINCE COLLECTION'S 50TH ANNIVERSARY, CARTIER HAS COME UP WITH A NEW WAY TO FORM: FROM AROUND THE WORLD.



**TRINITY**  
*Cartier*





Illustration by Lauren Threlk

ADVERTISEMENT

*Linked by Love*  
by *Trinity Cartier*

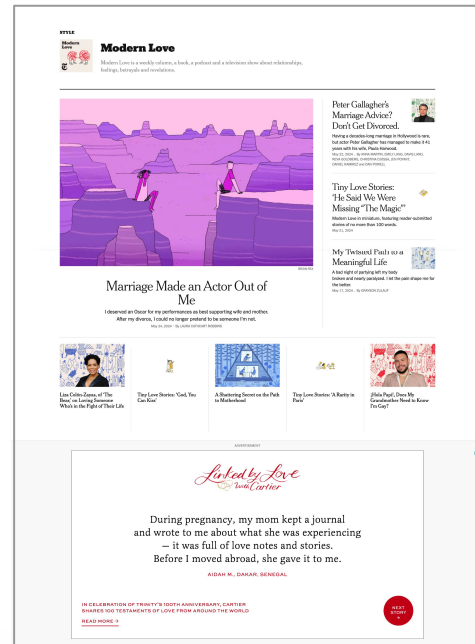
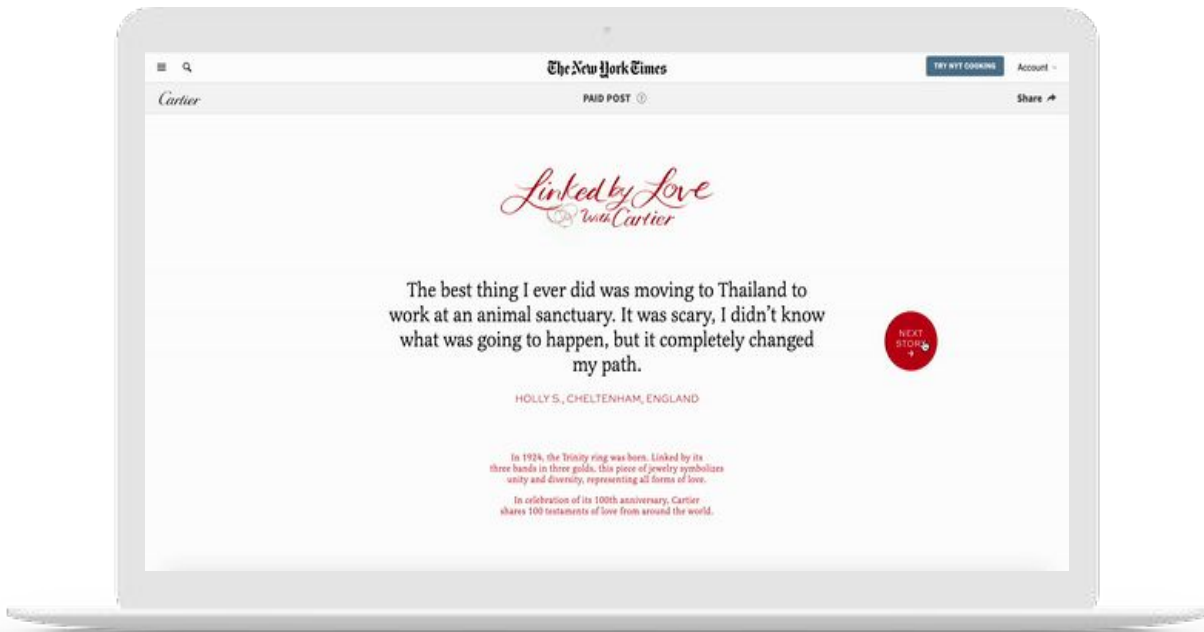


We had our first date on a Sunday, and by Wednesday we were booking next-day flights to Lisbon together. We didn't know what was going to happen but we both said, "Let's lean into it, and make it beautiful." That's why we fell in love so quickly. Every meal, every moment in Lisbon, we kept thinking, "This could be the last time we see each other." It was the most love I ever felt in my life. And now we're married.

LILI S., LONDON, ENGLAND

IN COLLABORATION OF THE PRINCE COLLECTION'S 50TH ANNIVERSARY, CARTIER HAS COME UP WITH A NEW WAY TO FORM: FROM AROUND THE WORLD.

# CUSTOM FLEX UNIT & PAID POST



## AUDIO AD SPOTS: 60 SEC MID-ROLL & 30 SEC PRE-ROLL

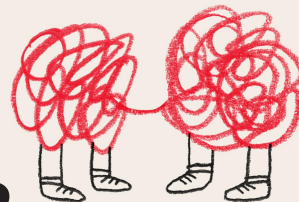
*“My mom squeezes my hand—always, doesn’t matter where we are, whenever it strikes her. Twice in a row means I love you. Walking down the street, watching a movie; no matter when or where we are, we always stay connected.*

— **Oli R., New York City**

*“When my father passed away, one of his friends dropped off a loaf of homemade bread for me every week for two years. She was never expecting a chat. She’d just say, ‘The bread’s round the back’ and leave. When all the initial check-ins from people stopped, she was still there, with the bread.”*

— **Biz B., London, England**

### Modern Love



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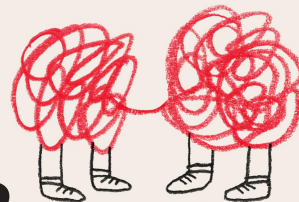
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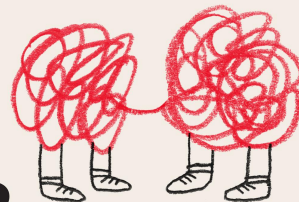
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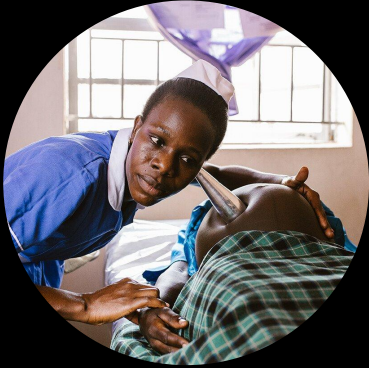
### Modern Love



# WHO / WHAT / HOW / WHERE

The T Brand Studio Impact For





## WHO ARE WELLCOME?

Wellcome is a global charitable foundation established in 1936 based in London. Through their work they support science to solve the urgent health issues facing everyone.



## WHAT ARE THEIR GOALS?

Put health at the heart of climate action, clearly emphasize the link between climate and health and provide a platform for voices of affected communities.

# BUT WE **DON'T** OFTEN **HEAR FROM THOSE ON** **THE FRONTLINE.**

Climate science is dominated by men in the global north. This can create blind spots around the needs of some of the most vulnerable people to climate change, in particular those from minoritised communities.



THE IDEA

THE IDEA

NEW YORK TIMES ADVERTISING • NATIVE ADVERTISING DAYS

# Dispatches on Climate and Health

PAID POST  
climate agenda with the first global Health Day at COP28. This is our chance to put health at the heart of climate policy and create momentum for healthy climate action.



Source List and Image Credits  
CLICK TO EXPAND  
W  
welcome

# Dispatches on Climate and Health



## Climate Change Is Threatening the Health of Millions of People

Wellcome supports science to solve the urgent health challenges facing everyone.

LEARN MORE

... can access to safe drinking water. Shah Rafayat Chowdhury, co-founder of **Footsteps Bangladesh**, has developed the Dreamwater Filter, a portable, lightweight filtration device that converts floodwater into drinking water.



INFRASTRUCTURE HEAT REDUCTION | INDIA  
Extreme heat caused by climate change

MENTAL HEALTH | U.S.

The New York Times  
PAID POST

# Dispatches on Climate and Health

SCROLL DOWN

GIVE THE TIMES  
Share

IMPACT ON EPILEPSY | BRITAIN  
62%

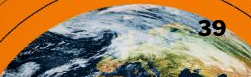
Torie Robinson, a public speaker and advocate, says: "The environmental, social and economic stresses of worsening climatic trajectory will lead to even more epilepsy cases. People are already having to wear torso-cooling vests so as to try to avoid seizures and death."

WASTEWATER MANAGEMENT | MEXICO

The Mexico-based social enterprise **CPlanta** treats wastewater with the help of nutrient and plants to prevent pollution. By mimicking the conditions of rainforest soil, the "lombrifiltro" can clean up to 400,000 liters of wastewater a day so that it may be reused in agricultural use.

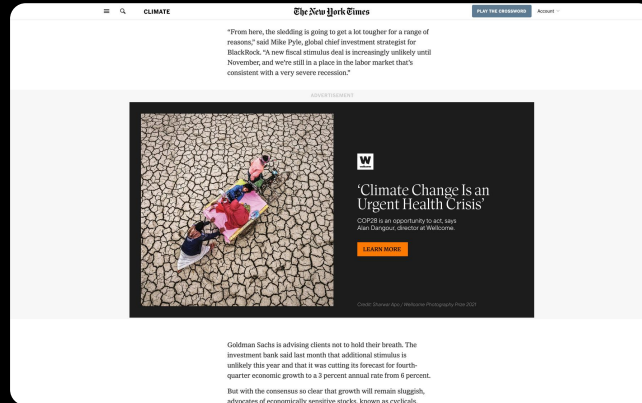
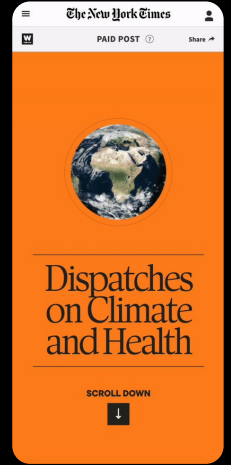
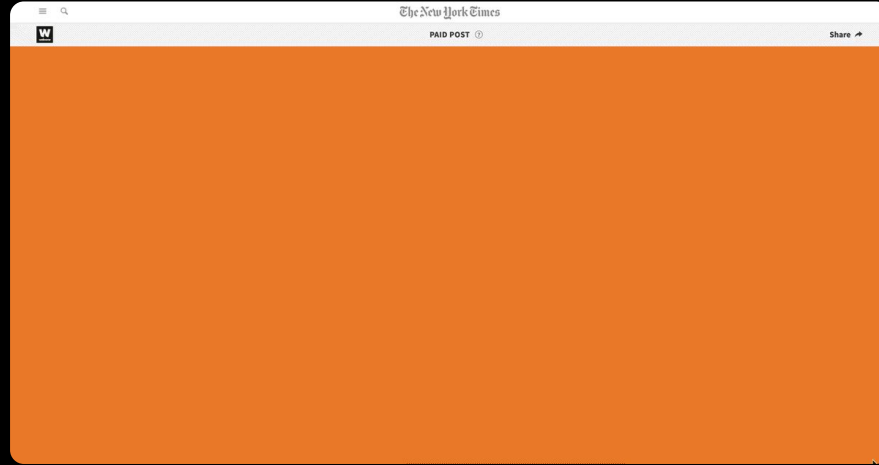


# Dispatches on Climate and Health



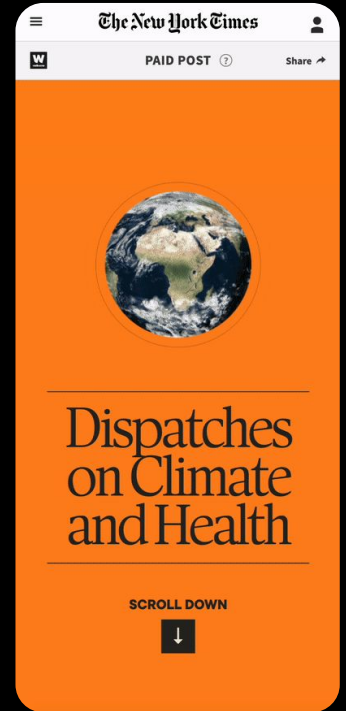


# DIGITAL AND AUDIO IN EVERY CORNER OF NYT





THE CAMPAIGN

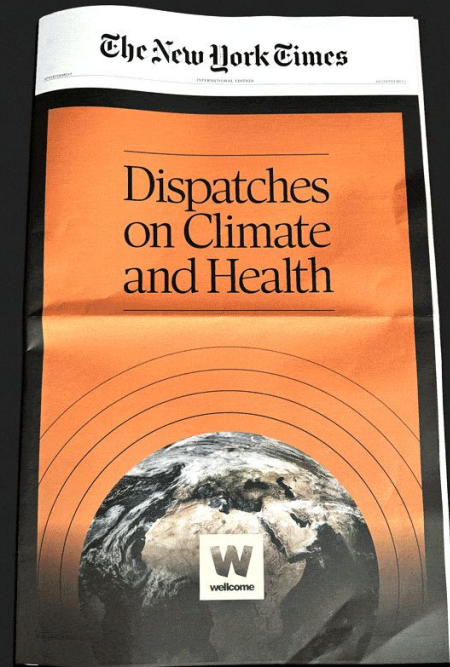


# PROVIDE A PLATFORM FOR AFFECTED COMMUNITIES *TIMED* WITH GLOBAL EVENTS TO PUT INITIATIVES INTO THE SPOTLIGHT.

By combining Wellcome's perspective with the power of NYT's climate reporting we gave a voice to those leading the charge against the health and climate crisis.



# HIGH-IMPACT PRINT AT GLOBAL EVENTS



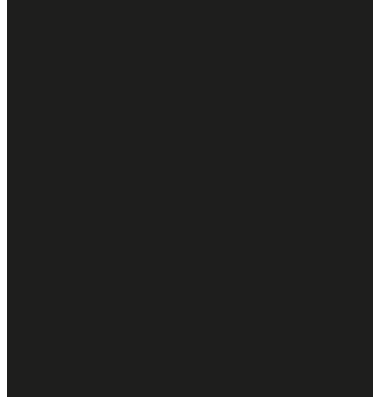
# WHO / WHAT / HOW / WHERE

The T Brand Studio Impact For





## Advertising Opportunities



# THE WILD WORLD OF **WORDLE**



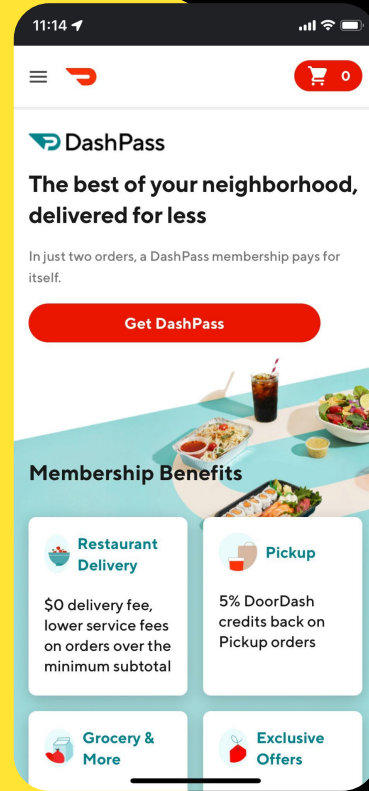
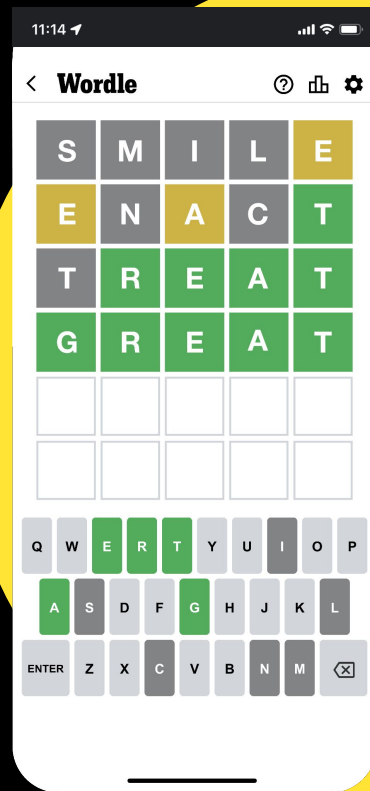
The New York Times  
**WORDLE**





# WORDLE WEDNESDAY

To coincide with the launch of the ad experience on Mobile, DoorDash offered a discount code to users who finished the puzzle on Wednesdays (from July 3rd until August 16th). Readers could redeem the Wordle solution as a voucher code on DoorDash's platform.



# OUR PUZZLES, YOUR REWARDS

Turned players into customers by using puzzle solutions to reward users with special promotional offers.

- ✓ Created buzz
- ✓ Deepened integration with Games
- ✓ Drove conversions to their site

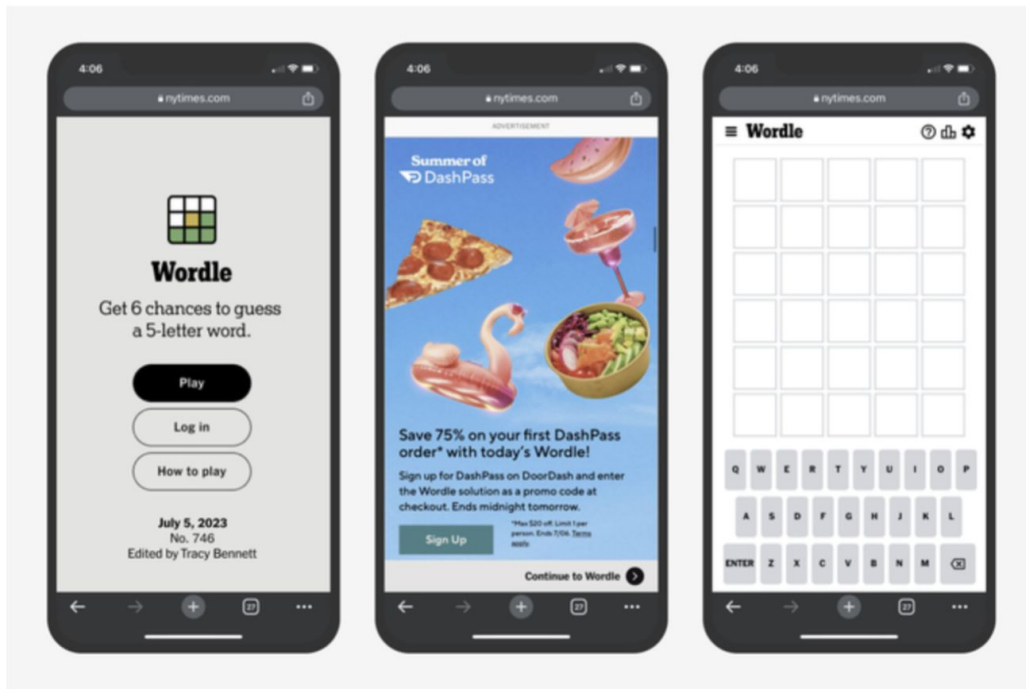
*Promo code executions will be considered for investments of \$500K+. Concept and creative are ultimately subject to review and approval at the discretion of NYT Standards and NYT Games. Any PR efforts like the one pictured here will be considered at the discretion of the NYTA marketing team.*

# AdAge

DOORDASH USES WORDLE OF THE DAY AS A DISCOUNT CODE IN NEW YORK TIMES PARTNERSHIP

*THE PROMOTION RUNS EVERY WEDNESDAY THROUGH AUG. 16, WITH INTERSTITIAL VIDEO ADS ALSO INCLUDED IN THE DEAL*

By Tim Nudd  
July 5, 2023

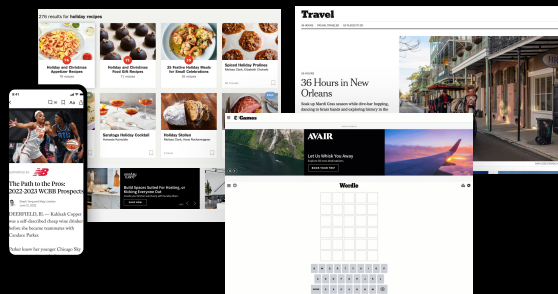


**TO SUMMARIZE...**

# OUR STAGE, YOUR STORY

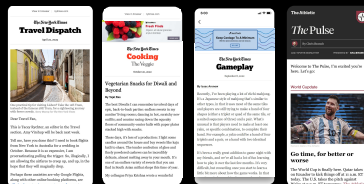
- More reach of your audience
- In new relevant places
- Wider impact and scale

## IN EVERY CORNER OF NYT ONLINE



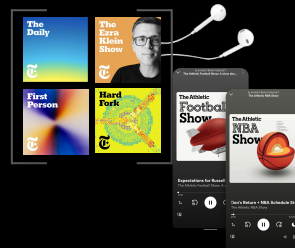
Make your brand fly via our biggest ad canvases ever, making your story unmissable.

## IN YOUR INBOX



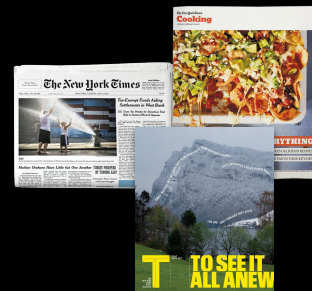
Share the latest with loyal subscribers across our newsletter suite.

## ON THE AIRWAVES



Capture the ear of our millions via 30s ad spots in NYT's top podcasts.

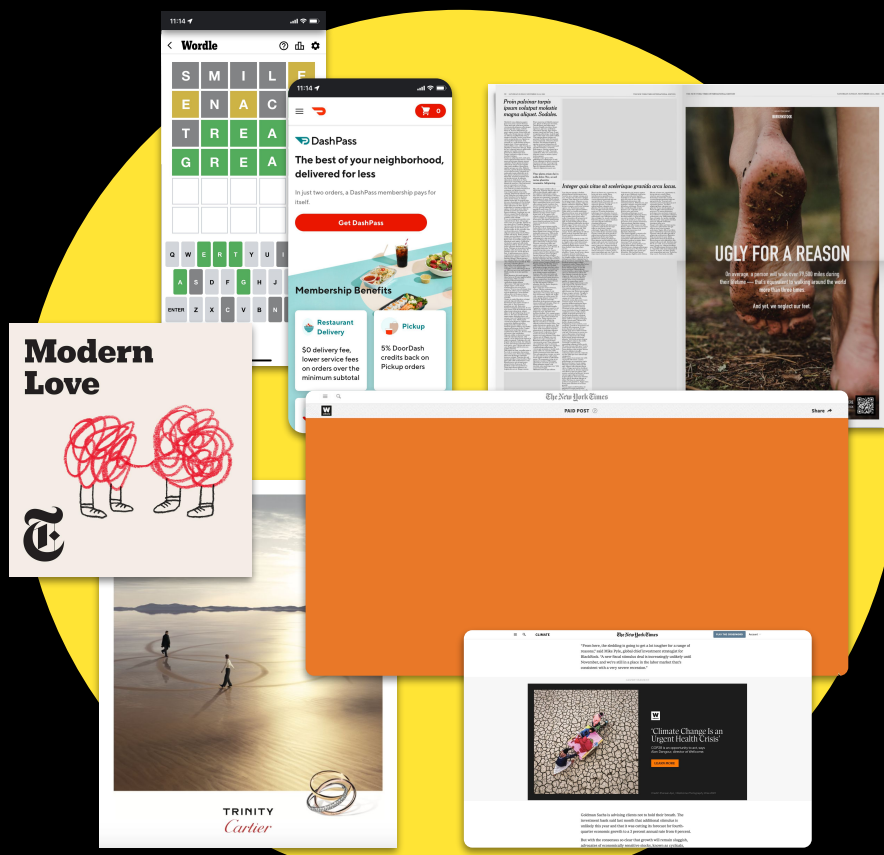
## AT YOUR DOORSTEP



Place your message in their hands via full page print ads.

# WHAT ARE YOUR NEW FRONT PAGES?

- Investigate the **WHO / WHAT / WHERE** to reach the audience.
- You no longer need to think about **one destination** as the place to make an impact.
- **Push your ideas** to become distributed, bigger, more memorable campaigns.



The New York Times  
**ADVERTISING**

**Raquel Bubar**  
Managing Director, T Brand Studio International  
[raquel.bubar@nytimes.com](mailto:raquel.bubar@nytimes.com)

The New York Times  
**ADVERTISING**