We’re a best-in-class content studio for a global business audience.

Our nimble team makes meaningful brand stories come to life in digital, video, and print.

Our premium-quality work upholds the highest creative, editorial, and legal standards.
BRANDED EDITORIAL

INTERACTIVE HUBS $250K+
Immersive multimedia digital experiences

DIGITAL AND PRINT ARTICLES $50K+
Spotlights, long-form, multi-sponsor

PROPRIETARY WHITE PAPERS $150K+
Research + content + social

FORTUNE BRAND INSIGHTS® PACKAGE $25K +
Edited/templatized client whitepapers

DATA VISUALIZATION $25K +
Infographics, animations

CUSTOM VIDEO

DOCU-STYLE VIDEO $200K+ (scalable)
Capturing leaders in their element

MOTION GRAPHIC VIDEO $150K+
Explainers, deep dives, social-first

GIFS & CINEMAGRAPH $50K+
Digital and social

PREMIUM VIDEO PACKAGE $500K+
3- to 5-minute digital video series supported by a brand that tackles issues affecting major industries

BRANDED CONTENT AT FORTUNE CONFERENCES $150K
On-site video, audio, photography

NEW CONTENT

PODCAST SERIES $150K / $200K
Roundtable discussions / Brand stories

HIGH-IMPACT UNITS $ priced on request
Print, digital

SOCIAL ASSETS $ priced on request
Video cut-downs, custom packages

ORIGINAL PHOTOGRAPHY $ priced on request
Portraits, photojournalism

ILLUSTRATION $ priced on request
Print, digital
ACCENTURE: ARC OF AGILITY

GOALS: Further awareness and understanding of ZBx and the role agility plays in business transformation.

SOLUTIONS: FORTUNE created a custom content hub (articles, video, high-impact social and digital units) centered on the “Arc of Agility”. Videos featured C-Suite talent to tell the story and were targeted to Accenture’s targeted BDM audience.

| **.13%** | **7.3%** | **350K** |
| CLICK-THRU RATE ON TOUTS | CONTENT ENGAGEMENT RATE | VIDEO VIEWS |
| (+40% over delivery) | (+385% over delivery) | (+193% over delivery) |
CEO SURVEY SERIES

GOALS: Position Deloitte as an expert resource for the C-Suite during the pandemic

SOLUTIONS: A 3-part CEO survey series deployed to the Fortune CEO Community (Fortune 1000 CEOs, CEOs who have attended a past Fortune conference, Fortune Global 500 CEOs) gauging perspectives on how to respond to, adapt to, and recover from the COVID-19 crisis. Includes survey collaboration, branded article series, custom podcast mid-rolls (running within Leadership Next) and virtual events. Promoted in CEO Daily.
LEADERSHIP NEXT PODCAST

GOALS: Reinforce Deloitte’s leadership position and engage with C-suite


CASE STUDY

LEADERSHIP NEXT

Intimate discussions about the new rules of leadership with the CEOs of Microsoft, Starbucks, Airbnb, GM, and more (Launched March 2020)

Listen here

160K+
DOWNLOADS
Since March launch

130K+
CEO DAILY SUBSCRIBERS
CASE STUDY

THE HILTON EFFECT
GOALS: Celebrate Hilton’s 100th anniversary in a high-impact, meaningful way throughout 2019.

SOLUTIONS: Hilton wanted to develop a holistic brand relationship between the FORTUNE and Hilton brand that extended far beyond standard advertisements. The initiatives included Hilton’s 100th Anniversary, 100 Best Companies Honoree, Executive Leadership, Hospitality Values and Sustainability Agenda. FBS created a year-long partnership, including: high-impact print gatefolds, immersive digital hub (videos, infographics, and articles), FORTUNE Global Sustainability Forum sponsor and host hotel, and organic editorial video with CEO.

#1 ACTION TAKEN AD
(recalled brand and took action to find out more information)

+20.6% ENGAGEMENT RATE
(+67% above benchmark)

123 SECONDS
(+137% above average time spent benchmark)

341K PAGEVIEWS
(+225% over delivery)
GOALS: Drive awareness of KPMG’s women’s leadership summit event and initiatives

SOLUTIONS: Continuing a longstanding partnership, Fortune Brand Studio created a series of videos and articles spotlighting the KPMG Women’s Leadership Summit and KPMG Future Leaders Program and distributed them to a target audience across Fortune.com digital and social platforms, including hosting a livestream of the mainstage event feed on our Facebook handle.

63%
ONSITE ENGAGEMENT RATE
(+26% above benchmark)

3.4MM
VIDEO VIEWS
(+25% benchmark engagement)

31.6s
AVERAGE TIME SPENT ARTICLES
(+1.7x above benchmark)
**CASE STUDY**

**FORTUNE + +**

**HOW TO REOPEN**

**GOALS:** Build a new platform dedicated to helping businesses get back to work

**SOLUTIONS:** Together with Salesforce, we built a 360-degree platform that included a virtual event series, editorial alignments, a co-created content hub, high-impact digital media, print features, and a special report, as well as earned media and social media promotion.

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How to Reopen is a custom-built hub that features a careful curation of editorial and branded content focused on best practices and insights on how businesses large and small can mobilize back to the next normal.

Presented by Salesforce, Fortune’s brand-new pop-up newsletter, How to Reopen, created in partnership with Salesforce, includes native integration driving back to Salesforce O&O and adding visibility.

To extend the visibility of the partnership, Fortune created a special edition issue of the magazine both in print and digital. How to Reopen featured insightful, relevant editorial articles and Salesforce brand ads throughout.

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<th>1MM+</th>
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<th>100K+</th>
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<td>PAGE VIEWS TO DATE</td>
<td>NEWSLETTER SUBSCRIBERS (6x growth since May launch)</td>
<td>TOTAL AD CLICKS TO DATE</td>
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TARGET INCUBATOR PROGRAM

GOALS: Drive awareness of Target’s CSR efforts and shine a spotlight on Everspring and Incubator programs

SOLUTIONS: Kicking off our exciting new partnership with Target, FBS created a series of native articles aligned with our Change the World and Most Powerful Women franchises. The stories highlighted Target’s values and meaningful corporate responsibility efforts through its private-label Everspring products and its groundbreaking Incubator program. This is the first time Target has run a branded content program with FORTUNE.

CASE STUDY

#1 ACTION TAKEN AD
(recalled brand and took action to find out more information)

+20.6% ENGAGEMENT RATE
(+67% above benchmark)

123 SECONDS
(+137% above average time spent benchmark)

341K PAGEVIEWS
(+225% over delivery)

Helping Gen Z Social Entrepreneurs Change the World
Target Incubator projects mission-driven Gen Z startups into the marketplace.
BETTER TOGETHER: BRAND ED INTERACTIVE DIGITAL HUB
Partnering with Zurich Insurance, FORTUNE Brand Studio created a custom interactive digital hub featuring eye-catching documentary-style videos, engaging long-form articles, and insightful Q&As, all aligned with Zurich’s core message of building—and rebuilding—better together.

The digital experience is powered by a multiplatform custom social and native distribution package.

Videos feature PGA TOUR pros and Zurich Golf Ambassadors Justin Rose, Billy Horschel, and Collin Morikawa and their caddies alongside Zurich executives and team members.

FORTUNE Brand Studio also created a world-class, nationally televised commercial (CBS, Golf Channel) as well as a suite of custom digital assets for Zurich’s premier 2020 ad campaign.

1.7x
Native Promotional Video Unit on Social exceeded Fortune’s VCR Average

3.4x
More Delivery for Native Promotional Video Unit on Fortune.com compared to Fortune’s VCR Average