

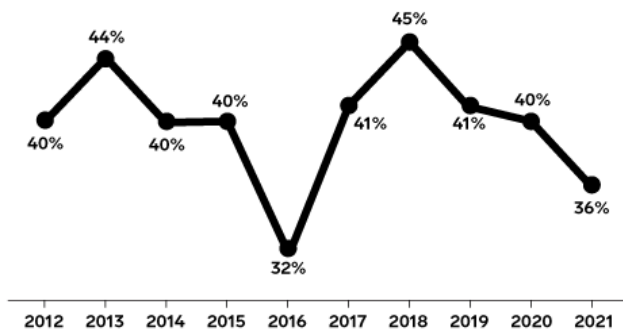
# Brand Anatomy: How The New York Times leverages brand campaigns for digital transformation and subscriber growth

Audio

On this episode of Brand Anatomy, where we get exclusive looks inside leading brands, Briefings director Jeremy Goldman sits down with David Rubin, CMO of The New York Times, to discuss The Times' mission, how its recent brand campaigns tie into that mission, and how those campaigns have led the publisher's subscriber growth to surge.

**US Adults Who Trust the Media\* to Report News Accurately and Fairly, 2012-2021**

% of respondents



Note: ages 18+; responses of "great deal" and "fair amount"; \*e.g., newspapers, radio, and TV

Source: Gallup as cited in company blog, Oct 7, 2021

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