

CONDÉ NAST UNVEILS CNX – A NEW CREATIVE AGENCY WITH EXPANDED GLOBAL CAPABILITIES – AND NAMES JOHN DESCHNER MANAGING DIRECTOR

NEW YORK – November 5, 2018 – Condé Nast today unveiled [CNX](#), a new full-service creative agency which leverages the unparalleled influence and editorial expertise of Condé Nast through advertising, brand strategy, casting and experiential capabilities and incorporates the company's award-winning creative studio formerly known as 23 Stories. Leading CNX is industry exec John Deschner who has been named managing director. CNX also will have expanded global capabilities through a partnership with Condé Nast International – which has aligned its own creative services teams in 11 markets under one umbrella, Condé Nast Creative Studio, creating a worldwide network of the industry's foremost editorial, creative and marketing talent.

Deschner previously served as chief innovation officer and managing director at TBWA/Chiat/Day LA, and also held senior roles at AKQA and Crispin Porter + Bogusky. Deschner will relocate to New York and begins his new role immediately.

“John is an innovative leader in the industry and has extensive experience building and expanding content and digital businesses at some of the most successful agencies in the industry,” said Pamela Drucker Mann, chief revenue and marketing officer of Condé Nast, to whom he will report. “Pairing John's expertise with the new global network of editorial talent and influence available through CNX, immediately puts Condé Nast at the forefront of the creative agency business.”

CNX, which boasts the award-winning Raul Martinez as its head of creative, has recently partnered with brands such as Neiman Marcus, Urban Decay, LIFEWTR and Reynolds Consumer Products on a wide assortment of projects ranging from consumer and influencer events to brand strategy to ad campaigns and content marketing.

“Raul and the team at CNX have flourished since it was created just a few short years ago, consistently producing brilliant results for our clients,” said Anna Wintour, artistic director of Condé Nast and editor-in-chief of Vogue. “Expanding its abilities and partnering with Condé Nast Creative Studios to create a global network seemed like the natural next step for CNX.”

“As the marketing world continues to shift away from traditional models, CNX is uniquely positioned to give brands access to Condé Nast's influence, audience and unparalleled creative and data resources,” said Deschner. “I'm honored to be offered this chance to help our partners advance their brands and businesses in inventive and breakthrough ways.”

Deschner is a pioneering leader with more than 20 years experience in building industry-leading teams and agencies. He most recently served as chief innovation officer and managing director of TBWA/Chiat/Day LA, where he oversaw the growth of their content and digital capabilities, and worked with clients ranging from QuickBooks and Airbnb to the Grammys. Previously, he was the CEO of Ogilvy Malaysia where he lead a group of agencies and helped build the company into a formidable digital and social advertising partner and managed business for Nestle and Heineken. Deschner was executive vice president at Deutsch North America where he was instrumental in expanding the agency's digital, mobile and social business and worked with Target, Taco Bell and VW. He has also held senior roles at AKQA (handling ESPN, Bethesda Softworks and Delta), Crispin Porter + Bogusky (Domino's) and Proteus (T-Mobile).

About Condé Nast:

Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 144 million consumers across its industry-leading print, digital and video brands, the company's portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, Self, GQ, GQ Style, The New Yorker, Condé Nast Traveler, Allure, AD, Bon Appétit, Epicurious, Wired, W, Golf Digest, Teen Vogue, Ars Technica, Pitchfork, them and Iris. Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming.

For more information, please visit Condénast.com and follow [@CondeNast](https://twitter.com/CondeNast) on Twitter.

Media Contact:

Joe Libonati, SVP Corporate Communications
joe_libonati@condenast.com or 212-286-4916