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**SHAFTESBURY**

**GLOBAL PHENOMENON 'CARMILLA' NAMED  
BRAND CONTENT OF THE YEAR AT MIPTV 2018**

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**Paris, 19 March 2018** – [MIPTV](#) has chosen to give its **Brand Content of the Year Award** to Kimberly-Clark's global phenomenon "**Carmilla**", a branded entertainment digital series that has evolved to include a feature film, book deal, and primetime series in development, becoming a brand in its own right.

The flagship global TV and digital content market, MIPTV takes place in Cannes, France from 9-12 April 2018. The 2018 Brand Content of the Year Award will be presented during

the “**Carmilla**” **Keynote Showcase** that will take place at noon on **Wednesday 11 April** in the Auditorium Debussy.

The “Carmilla” Showcase presents a new approach to producing original scripted content. **Shaftesbury**, the producers behind this successful brand, is an award-winning creator of scripted content for TV, film, and digital, and have become leaders in branded entertainment. Shaftesbury CEO **Christina Jennings** and SVP of Branded Entertainment **Kaaren Whitney-Vernon** will discuss their successes in partnering with global brands to create scripted series that have garnered both critical acclaim and international fandoms. Kimberly-Clark will accept the Brand Content of the Year award and offer insights into how “Carmilla” has driven engagement with consumers and global sales.

With over 71 million views, “Carmilla” has been viewed in 193 countries and translated into over 20 languages, with more than half the views coming from outside North America. Viewers of this scripted digital series are 91% female and 9% male, with 48% of those viewers in the 18-24 demo, according to YouTube analytics. Fans of the series, who refer to themselves as “Creampuffs” after a line in the series, have catapulted “Carmilla” leads **Elise Bauman** and **Natasha Negovanlis** to international stardom; most recently, Bauman was awarded the Fan’s Choice Award by the Academy of Canadian Cinema & Television at the 2018 Canadian Screen Awards, an award that co-star Negovanlis won the year prior.

“Carmilla” is created and produced by Toronto-based Shaftesbury, in association with U by Kotex®, A Kimberly-Clark company, as executive producer, and was co-created and written by award-winning playwright Jordan Hall, and directed by Spencer Maybee. The series puts a modern spin on the cult gothic vampire novella by Joseph Sheridan Le Fanu, meshing the vlog aesthetic with scripted storytelling as it follows the adventures of university student Laura (Bauman), whose world is turned upside-down after a vampire (Negovanlis) moves into her dorm room.

[Season One](#) launched in August 2014, [Season Two](#) in June 2015, and the [third and final season](#) in September 2016, for a total of 108 x 5 minute episodes. The series boasts one of the most engaged fandoms in the world, particularly with the global queer community, with nearly 500,000 fans across its official social accounts on YouTube, Twitter, Tumblr, Instagram, Facebook, and YouNow.

Due to overwhelming fan demand, Shaftesbury announced in 2016 that it would extend the series into a feature-length movie. “The Carmilla Movie” premiered in fall 2017, playing for one night only at Cineplex theatres across Canada, before making its world television premiere on Hollywood Suite.

“Carmilla” has been recognized with numerous national and international nominations and awards including the Streamy Awards, the Webby Awards, the Shorty Awards, and the Canadian Screen Awards. Shaftesbury Sales Company holds worldwide distribution rights for the series and film.

### **About MIPTV**

*MIPTV (9-12 April 2018, Cannes) is the flagship and leading global TV and digital content market. Each April, over 10,000 professionals from across the international TV and digital entertainment ecosystem connect to launch and discover new content, forge partnerships, negotiate financing and distribution agreements, find co-production opportunities and explore the latest trends.*

*MIPTV is preceded by the biggest weekend in unscripted content (7-8 April 2018), comprising MIPDoc, the world’s largest screenings library, conference and co-production marketplace for*

the factual community, and MIPFormats, the discovery showcase for the global formats community. [www.miptv.com](http://www.miptv.com)

### **About Reed Exhibitions**

Reed Exhibitions is the world's leading events organiser, with over 500 events in 30 countries. In 2017 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 38 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of RELX Group, a global provider of information and analytics for professional and business customers across industries. [www.reedexpo.com](http://www.reedexpo.com)

### **About Shaftesbury**

Shaftesbury is an award-winning creator and producer of original content for television, film, digital, and brands. Shaftesbury's current slate includes 12 seasons of Murdoch Mysteries for CBC, UKTV, and ITV STUDIOS Global Entertainment, two seasons of detective drama Frankie Drake Mysteries for CBC and UKTV, and two seasons of critically acclaimed thriller series Slasher for Netflix. Shaftesbury's digital arm produces original digital, convergent, and branded entertainment projects including the global phenomenon Carmilla, scripted comedy Upstairs Amy for Walmart and Interac®, supernatural drama Inhuman Condition, and the Slasher VR app for iOS, Android, and Oculus Rift. Shaftesbury's branded entertainment division drives profitable engagement with millennials using scripted series, turning brands into executive producers. Recent brand partners include Walmart, Interac®, U by Kotex®, and RBC.