



SHAFTESBURY, SIMPLIFIED: NEW LOOK AND ORGANIZATIONAL STRUCTURE FOR LEADING SCRIPTED CONTENT COMPANY AS IT CELEBRATES 30 YEARS

TORONTO, November 15, 2017 — Leading content company [Shaftesbury](#), producers of beloved fan favourite series like *Murdoch Mysteries* and *Carmilla*, has re-branded and consolidated its digital and branded entertainment divisions fully under the Shaftesbury moniker. The restructure allows Shaftesbury's divisions to collaborate across all areas of the organization, integrating teams and processes, ensuring that the company continues to offer world-class scripted content across all platforms including television, film, digital, and branded entertainment. The company revealed a new logo, paying tribute to its commitment to creating story worlds and characters that resonate with and inspire fandoms, and a new corporate website (www.shaftesbury.ca).

“Shaftesbury has always been committed to delivering award-winning scripted content and exploring new and emerging mediums to do so. Over the years, we have pivoted and evolved, sometimes ahead of, sometimes alongside, the media landscape and marketplace. As we currently find ourselves at the frontier of new platforms and new partnerships, what better time to collapse traditional ways of thinking and re-imagine the company for the years ahead,” said **Christina Jennings, Chairman & CEO, Shaftesbury**. “The rollercoaster symbolizes the thrill we all take from watching our favorite show. The three dots atop it give a nod to the former structure and its three divisions – Shaftesbury, Smokebomb, and shift2.”

The company's branded entertainment division, formerly known as shift2, was founded in June 2014 when Shaftesbury partnered with Youth Culture. The division now comes fully under Shaftesbury ownership; led by Kaaren Whitney-Vernon, now SVP Branded Content, the department continues to work with brands to explore their millennial voice using engaging scripted series and innovative social media strategies to drive measurable ROI. Shaftesbury's most recent branded project is [Upstairs Amy](#), produced in partnership with Walmart Canada and Interac, which launched earlier this week.

“This is an exciting time for branded content as more brands put marketing dollars towards engaging and entertaining audiences. Shaftesbury has a legacy of creating great stories and memorable characters, and finding just the right talent to play these roles. We are bringing our brand partners this talent to help build their brands and their fan bases,” said **Kaaren Whitney-Vernon, SVP Branded Content, Shaftesbury**.

After almost a decade of successful digital innovation and experimentation across a range of content and platforms, Smokebomb integrates under Shaftesbury. Additionally, Shaftesbury today announces the launch of **Shaftesbury VR**, which researches and develops advanced virtual reality (VR), augmented reality (AR), and mobile media products for the health and wellness industry. In the coming weeks Shaftesbury VR will announce its first major US partnership. The division will be led by Jay Bennett, SVP Creative & Innovation, Ted Biggs, VP

Convergent/Technology, and Claude Gagnon, Shaftesbury board member and former president of Technicolor Creative Services.

“We are excited to continue to experiment with new ways to use content to entertain and engage fans across a range of platforms. Our entrance into the VR marketplace with a focus on the growing global health and wellness industry represents our continued commitment to connect with new audiences, in new ways, through the power of storytelling,” **said Jay Bennett, SVP Creative & Innovation, Shaftesbury.**

Shaftesbury’s current slates includes 11 seasons of Canada’s #1 drama [Murdoch Mysteries](#), new detective series [Frankie Drake Mysteries](#), [Slasher: Guilty Party](#), [The Carmilla Movie](#), [Emerald Code](#), [Upstairs Amy](#), and [Darken](#).

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About [Shaftesbury](#)

Shaftesbury is an award-winning creator and producer of original content for television, film, digital, and brands. Shaftesbury’s current slate includes 11 seasons of *Murdoch Mysteries* for CBC, UKTV, and ITV STUDIOS Global Entertainment, 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*, mystery series *V Morgan Is Dead*, 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.

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