

Content & Co Wins North American Effie Award for SUBWAY® Restaurants Work

Named Winner in Restaurant Category and Finalist in Engaged Community for “The 4 to 9ers”

Los Angeles, CA – June 5, 2014 – Content & Co (www.contentandco.com), the leading LA-based brand studio, today announced that it has been awarded a North American Effie Award and named a finalist for work on behalf of SUBWAY® Restaurants – “The 4 to 9ers.” Content & Co was recognized at the annual awards gala in New York City honoring the most effective marketing communications efforts in the United States and Canada.

The brand studio won Silver in the Restaurant category for scripted comedy series “The 4 to 9ers.” The program follows the lives of high school students as they venture into the world of part-time jobs. It proved to be a breakout hit, reaching broadcast-level audiences and recognized as the top short-form comedy series on Hulu. The show is now in its third season.

“We are proud that our branded entertainment programs are being recognized for their effectiveness,” said Stuart McLean, CEO and Founder of Content & Co. “Content & Co continues to strive to push the category and criteria of success for our brand partners to realize the marketing value of these programs. It certainly helps to have a great partner like Subway who continues to lead in the space.”

Content & Co was also a finalist in the Engaged Community category for its work with SUBWAY® Restaurants on “The 4 to 9ers.” By creating high quality entertainment that resonates with viewers, the brand studio helped create a deep level of engagement with the target millennial audience.

The award-winning work continues to get attention, as Content & Co was also recently recognized by ThinkLA, winning a Think Award for Best Video Campaign for “The 4 to 9ers”.

Content & Co and SUBWAY® have most recently teamed up to launch “Summer with Cimorelli,” a scripted comedy series starring leading YouTube talent The Cimorelli’s. The show launched this month on AwesomenessTV.

About Content & Co

Content & Co is the leading LA-based brand studio that is pioneering the next generation of content creation, enabling brands to partner with the best creative talent in Hollywood to become the distributor and financier of their own original content. From webisodes, micro series and games, to short-and long-format series (scripted and reality) – Content & Co distributes diverse content for an expanding list of brands that include SUBWAY, Schick and Energizer Personal Care. The company was founded by Stuart McLean, a recognized leader in the fields of brand marketing and branded content. For more information, visit www.contentandco.com or see what we’re up to on [Facebook](#) and [Twitter](#).

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For more information:

Claire Eisenberg | DiGennaro Communications



DiGennaro Communications

+1 212-966-9525 | claire@digennaro-usa.com



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