

Guinness is looking for Kenyan filmmakers

By [Grace Kerengo](#)

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Diageo chief marketing officer, Andy Fennell has unveiled a competition to find the most talented filmmaker in Africa who will produce the next local TV commercial for Guinness.



Working across Africa with crowd-sourcing agency MOFILM, Diageo will be discovering, cultivating and growing local talent and filmmakers with the winning entry being funded by Guinness to run on Pan-African media placements.

Fennell said "We believe that Africa is at the forefront of creative innovation and that with this project we are simply providing a platform to showcase that. We want to establish this programme as an on-going initiative and believe that this Guinness project can actively help give African creativity and talent the global stage it deserves. I sincerely believe that we will be back in Cannes in 2014 with an award-winning film from Africa!"

The project, which will take place over the next 12 months, will see Diageo provide mentoring, educational tools and inspiration to encourage young creative talent to bring to life the Guinness Made of More campaign. Grants and bursaries will also be offered to help create a viable platform for filmmakers to start their productions.

For more, go to www.mofilm.com/madeofmore

Source: [allAfrica](#)