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Tribeca Film Festival Video Contest Winners Announced

Global brands praise quality of ads made by aspiring, independent filmmakers

New York 19th April 2010 — MOFILM, the video contest community that helps aspiring film-makers showcase their creative talent for big brands and social causes, has announced the first place winners of the recent Tribeca Film Festival 'make an ad' competition. MOFILM is supporting emerging talent at the Tribeca Film Festival by sponsoring the Discovery Film Series.

Competition participants from all over the world had just six weeks to make an ad for one of seven leading international brands, including Best Buy, Chex Mix, Lamisil[®], Nature Valley, Nokia, Seven Bar and Voltaren Emulgel[®].

The winners will all be flown to the Tribeca Film Festival as part of their prize, and will go head-to-head in a grand prize finale on the 21st of April 2010 at the Tribeca Film Festival, where a distinguished panel of judges and over one hundred Chief Marketing Officers will pick the overall winner.

The winning video will be shown before the MOFILM premier of "Beware the Gonzo" on the 22nd April 2010 in front of distinguished guests, celebrities and press.

Ralph Cochrane, Co-Founder of MOFILM said, "Congratulations to all of our winners who have shown incredible talent, both in their ideas and the final production of their films. We look forward to showcasing the overall winner, here at the Tribeca Film Festival, before the MOFILM Premier; part of the Tribeca Discovery Film Series, which showcases new filmmaking talent. "

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The winning filmmakers are:

Best Buy: Frames of Mind by Lawrence Chen: <http://mofilm.com/p/2cba81>

Chex Mix: A Mix For Every Season by Pete Herron: <http://mofilm.com/p/9f0113>

Lamisil[®]: Be Proud of Your Feet by Lloyd Choi: <http://mofilm.com/p/c3d401>

Nature Valley: Across Generations by Perrine Lievois: <http://mofilm.com/p/355a6f>

Nokia: How to Make a Good First Impression, James Hillier: <http://mofilm.com/p/3f0962>

Seven Bar: Trade Guilt for Good by Kate McLaughlin: <http://mofilm.com/p/e74eda>

Voltaren Emulgel[®]: Voltaren Statue by Hugh Mitton: <http://mofilm.com/p/30b445>

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Quotes

Best Buy

Barry Judge, Executive Vice President and Chief Marketing Officer for Best Buy said “We’re thrilled with the strength and quality of the film entries we received from around the world for this competition. Lawrence’s film (the winner) truly connected with our brand and captured the message we were trying to communicate.”

Chex Mix

“Pete Herron’s video, ‘A Mix for Every Season,’ did a terrific job showcasing how Chex Mix is made to mix in any occasion or celebration that we have throughout the year,” said Matt Pierre, Marketing Director for Chex Mix. “This was our first MOFILM competition and we were very impressed with how Pete and other competitors brought Chex Mix to life.”

Nature Valley

“We loved Perrine Lievois’ film, ‘Across Generations,’ because it captured so beautifully the emotional connection people have with our National Parks,” said Camille Gibson, Vice President, Marketing Director. “We at Nature Valley are committed to helping preserve our national parks, and this video helps us enforce the need to support National Parks for the enjoyment of future generations.”

Nokia

Fiona Bosman, Head of Brand Nokia UK said “To create a platform for aspiring film makers to interact with create content for our brand becomes more and more important and relevant for us as we head into the future. We have been involved in MOFILM for the past 2 years and the quality just gets better and better. We are really pleased with the new entries we have received”

About MOFILM

MOFILM is the leading video and film contest community for aspiring filmmakers, with members all over the world. MOFILM works with global brands to showcase talent and create innovative new ideas.

MOFILM filmmakers are valued by brands. Our competitions give our partners a chance to tap a huge reservoir of international filmmaking talent, as well as developing a wealth of content to be distributed online and via mobile devices. MOFILM contests also help brands engage with creative talent around the globe.

www.mofilm.com

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