

EVENTS/CAUSES

Mot supports next-generation filmmakers with inaugural film festival

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Mot & Chandon's The Now

By STAFF REPORTS

LVMH-owned Champagne house Mot & Chandon is calling on filmmakers to celebrate its 25th anniversary with the Golden Globes.

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For the last 25 years, Mot has been the official Champagne of the Golden Globes, positioning the house as the celebratory beverage and furthering its shared mantra of #MoetMoments. The Champagne house often asks consumers to document their own #MoetMoments, and now Mot is hosting its first Mot Moment Online Film Festival.

Lights, camera, action

The prompt for Mot's film festival entries is "What comes to mind when you think about 'The Now'?" Mot's concept of The Now is related to its latest advertising effort of the same name that targets a younger, millennial generation by positioning Champagne as a spirit for all sorts of occasions ([see story](#)).

Submissions for the film festival must revolve around the theme of "Capture The Now," and "seizing the day, being spontaneous and living without regrets."

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Participants must upload a 30- to 60-second video to the Mot Moment Film Fest Web site. A panel of judges, which includes agency We Are From LA, responsible for Mot's The Now campaign, will then select 25 finalists to be featured on the festival's Web site.

From the top finalists, Mot and its panel will select one winner. The winning filmmaker will be awarded a \$25,000 filmmaking grant and a trip to the 73rd Annual Golden Globe Awards. Mot's deadline for submissions is Jan. 4, 2016.

With the film festival, Mot hopes to lend support to the "next generation of Hollywood's brightest stars, those dedicated to passionate storytelling through the art of film."