

# Idris Elba new brand ambassador for Oude Meester Brandy

Idris Elba is the new brand ambassador for Oude Meester Brandy and will be integral to the launch of an exciting brand initiative that celebrates mastery and the importance of the diverse journeys that are followed in pursuit of excellence.

Elba's commitment to his craft and his passion for connecting with others make him the perfect ambassador to lead 'Mastery in the Making' the brand's innovative project that seeks to highlight and celebrate the talent, skill and innovative spirit of South Africa's young creative entrepreneurs.



## First young South African master

With a focus on the fields of film, music, technology and design, the company has already identified its first young South African master, Siyabonga Radebe, who will be an integral part of the campaign.

Radebe (also known in comedy circles as Siya B) is a South African actor, singer, writer, director and stand-up comedian best known for his role as Cassius in the SABC1 drama series 'A Place Called Home' from 2006-2009.

Originally from Durban, his journey to mastery, which includes winning a SAFTA in 2012, is an inspiration to many creative young South Africans and he is thrilled to be part of this innovative project.

## Tapping into passion

As part of the company's on-going commitment to mastery and creating a legacy worthy of the brand's name, Mastery in the Making will tap into Elba's passion for music, film, technology and most importantly, his overriding goal to inspire.

Elba exemplifies the attributes of a true master, from African roots he has become an internationally acclaimed and celebrated actor and role model. His commitment to mentor and give others a chance to continue their journey towards mastery is at the heart of the Mastery in the Making campaign.

## Campaign unfolds

Details of the programme will be announced in the upcoming weeks and more details of Elba's tour to South Africa. As part of this campaign, there will be a range of opportunities for young entrepreneurs and competitions with prizes and the chance to meet Elba.

The new television commercial featuring Elba will also start airing on South African TV from April 2014 and members of the Blue Door Society can see it first before the rest of the country.

To join the Blue Door Society, register on the website. Behind the scenes footage, photos and interviews can be viewed on the brand's social media platforms, [Facebook](#) and [YouTube channel](#) from 3 April as well as on Instagram and Twitter, [@OudeMeesterSA](#) and also use the #tag [#MasteryInTheMaking](#). Pictures from the launch can be accessed on [www.flickr.com/oudemeester](http://www.flickr.com/oudemeester).

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