

Peepshow Films signs two new directors

Alan Ralston's new company Peepshow Films has signed two directors, Murray Mackintosh and Guto Bussab. Murray hails from an advertising background and joins Alan after three years in the commercial game. Commercials he's directed include Vital Health Foods, Child Soldiers for Amnesty, and more recently Inecto Plus. His interest is in conceptually driven, emotionally evocative storytelling that inspires and moves viewers.

Whilst Guto has his own company Muti Films, which will now concentrate on features, he is entrusting his commercial career to Alan, who he believes offers the dynamism, enthusiasm and connections he is after. Guto has directed many commercials locally and internationally for brands like British Airways, Barlow World, Sunday Independent Newspapers, LG Electronics, MTN and ABSA Bank. He is attracted to performance-rich commercials that allow him to express his own personal style, which is both quirky and classical.

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