Access Bank joins CNN in highlighting African arts

Access Bank will be sponsoring CNN's newest programme, *Africa Avant-Garde*, which will tell stories across CNN's TV and digital platforms about contemporary African culture...

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This sponsorship marks five years of CNN International Commercial's (CNNIC) partnership with Access Bank, with this new campaign demonstrating the rich and vibrant arts across the continent. The introduction of *Africa Avant-Garde* adds to CNN International's unique offering of shows dedicated to African business and culture – *CNN Marketplace Africa, African Voices* and *Inside Africa*.

Creating awareness about Africa and its culture

This week sees the first content go live on CNN Style's special [*Africa Avant-Garde* page](#), accompanied by exclusive Access Bank branding, and featuring multimedia stories about the innovative designers, talented artists and those driving creativity in Africa, such as Laetitia Ky and Stephen Tayo.

The debut *Africa Avant-Garde* programme, broadcasting in March, will focus on contemporary African art and will feature El Anatsui, Yinka Shonibare and Kehinde Wiley, among others. The series will also cover African music, film and fashion plus interviews with cultural figureheads. Airing quarterly on CNN International, the 30-minute TV shows will open and close with Access Bank graphics.

Reaching affluent audiences across the globe, the campaign will also be amplified across social media using Turner's Launchpad capabilities to create awareness about Africa and its culture with a mind to change the narrative.

Storytelling and precise targeting

Cathy Ibal, VP, CNNIC said: "We are delighted to build on our relationship with Access Bank by launching this new series to showcase the stunning talent and creativity throughout Africa. The multiplatform campaign, with a focus on storytelling and precise targeting, will ensure that CNN's global audience will be engaged with Access Bank as they learn more about the exciting arts in Africa."

Access Bank's group managing director and CEO, Herbert Wigwe said, "At Access Bank, we have always been committed to driving innovation, supporting African creative talents, and retelling the African story. We are excited to partner with a global media house to let the world know that there is so much to celebrate in Africa. This partnership is one of the ways we demonstrate our commitment and resolve towards changing the narrative and we are confident it will be a huge success."

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