James Bond on a secret mission in global Heineken® campaign

Daniel Craig stars alongside SKYFALL Bond actress Bérénice Marlohe in an innovative new campaign

Amsterdam, 20 September 2012 – Heineken®, the world’s leading premium beer brand, today launched a thrilling new TV and digital campaign, in anticipation of the release of the 23rd James Bond adventure, SKYFALL™, which sees Daniel Craig bring his explosive portrayal of James Bond to a Heineken ad for the very first time. Challenging consumers to defy his enemies and ‘Crack the Case’, viewers will be taken on an epic train journey alongside stunning Bond newcomer Bérénice Marlohe.

The interactive experience begins exactly where the TV advert leaves off, with viewers invited onto a train by the smouldering Bérénice before it embarks on a voyage through a spectacular vista of snowy mountains. Putting viewers through their paces, a series of gruelling tests will lead them to ‘Crack the Case’ whilst protecting its contents from ferocious villains.

Shot at Shepperton Studios, the interactive campaign pays homage to the James Bond franchise with a series of subtle nods towards previous films. The train carriages were inspired by classic Ken Adam Bond film sets, whilst replica James Bond film props were used throughout the campaign ad.

–Ends–

Notes to editors:

- A teaser trailer was previously released in the build up to launch and can be viewed here:
  http://www.youtube.com/user/heineken
Interesting facts on the ‘Crack the Case’ Television Commercial:

- The film was primarily shot at Shepperton Studios. Elements were also filmed at a train station in Timișoara, Romania, with a team who were able to transform a 28 degree set into a snowy landscape.
- Replica James Bond film props were used throughout the film as a tribute to the franchise and fans alike. Eagle-eye spectators will also spot the Spectre ring from ‘Dr. No’, the Zorin industries and Spectre logos and the Faberge Egg used in ‘From Russia with Love’ and ‘Goldeneye’.
- The soundtrack titled ‘Man Like That’ was written and performed by rising New Zealand music star Gin Wigmore, who also makes an appearance in the film.

Heineken and James Bond

Heineken has developed a strong and successful relationship with James Bond spanning global partnerships with ‘Tomorrow Never Dies’, ‘The World is Not Enough’, ‘Die Another Day’, ‘Casino Royale’ and ‘Quantum of Solace’.

About SKYFALL™

Daniel Craig is back as Ian Fleming’s James Bond 007 in SKYFALL™, the 23rd adventure in the longest-running film franchise of all time. In SKYFALL, Bond’s loyalty to M is tested as her past comes back to haunt her. As MI6 comes under attack, 007 must track down and destroy the threat, no matter how personal the cost. The film is from Albert R. Broccoli’s EON Productions, Metro–Goldwyn–Mayer Studios, and Sony Pictures Entertainment. Directed by Sam Mendes. Produced by Michael G. Wilson and Barbara Broccoli. Written by Neal Purvis & Robert Wade and John Logan.

About Heineken®:

The Heineken brand bearing the founder’s family name – Heineken – is available in almost every country around the globe, and it is the world’s most valuable international premium beer brand. Additional information is available on www.heineken.com and on www.theHEINEKENcompany.com, www.Facebook.com/Heineken.

About Albert R. Broccoli’s EON Productions

EON Productions Limited and Danjaq LLC are wholly owned and controlled by the Broccoli/Wilson family. Danjaq is the US based company that co-owns, with MGM, the copyright in the existing James Bond films and controls the right to produce future James Bond films as well as all worldwide merchandising. EON Productions, an affiliate of Danjaq, is the UK based production company which makes the James Bond films. The 007 franchise is the longest running in film history with twenty–two films produced since 1962. Michael G Wilson and Barbara Broccoli succeeded Albert R ‘Cubby’ Broccoli and have produced
some of the most successful Bond films ever including CASINO ROYALE and QUANTUM OF SOLACE. They are currently producing the 23rd film, SKYFALL.

**About Metro–Goldwyn–Mayer Studios Inc.**

Metro–Goldwyn–Mayer Studios Inc. (“MGM”) is a leading entertainment company focused on the production and distribution of films and television content globally. The company owns one of the world’s deepest libraries of premium film and television programming. In addition, MGM has ownership interests in domestic and international television channels, including MGM–branded channels. For more information, visit www.mgm.com.

**About Sony Pictures Entertainment**

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Corporation of America, a subsidiary of Tokyo–based Sony Corporation. SPE’s global operations encompass motion picture production and distribution; television production and distribution; home entertainment acquisition and distribution; a global channel network; digital content creation and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of entertainment in 159 countries. For additional information, go to http://www.sonypictures.com/

**Press enquiries:**

John G Clarke  
Director, Global External Communication  
Tel: +31 (0) 20 52 39 355  
[John.G.Clarke@heineken.com](mailto:John.G.Clarke@heineken.com)

Marnie Kontovraki  
Heineken Brand Consumer PR Officer  
Tel: +31 (0) 20 52 39 355  
[Marnie.Kontovraki@heineken.com](mailto:Marnie.Kontovraki@heineken.com)

Kezia Anim–Addo  
Account Director, JCPR Edelman  
Tel: +44 (0) 203 047 2323  
[Kezia_Anim–Addo@jcpr.com](mailto:Kezia_Anim–Addo@jcpr.com)