

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, 14 September 2012 – Heineken®, the world's leading premium beer brand, today announced 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.

Launching on the 20th September, 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 Bond villains.

Rolling out worldwide, the 'Crack the Case' campaign will launch on multiple platforms on 20th September, through a combination of a new 60s film (TVC & online) with a personalized interactive experience. This powerful combination of ATL, digital, PR and experiential will ensure that Heineken® and Bond are able to reach out to more consumers than ever before and propel the campaign to new heights.

Building on a 15 year relationship with the Bond franchise, the 'Crack the Case' campaign takes viewers into a moving train somewhere deep in snow-covered mountains, providing them with the opportunity to be a secret agent themselves. Transitioning viewers seamlessly from the TVC, Bond actress Bérénice Marlohe tantalises viewers by inviting them to help her crack a mysterious case and outwit the menacing villains – a challenge which encourages a virtual voyage of participation and discovery.



The 'Crack the Case' campaign was created by advertising agency Wieden + Kennedy Amsterdam. The campaign TV ad, full details of which will only be revealed in time for September 20th launch, was directed by award winning Dutch filmmaker Matthijs Van Heijningen Jnr.

Igniting global excitement and driving mass participation, an exclusive online teaser will be released ahead of the campaign launch on 20th September to a pocket of global super fans of Bond, incentivising these top fans to watch the TVC once it launches and leaving them wanting more.

In addition to exploding conversation across digital, social and owned media platforms, the offline execution of 'Crack the Case' will bring the drama of the virtual experience 'live' to a broader audience across the globe in October. Several markets will host unique Heineken® experiences in iconic locations, inviting members of the public to test their nerve, win exclusive prizes and share in the excitement of the global release of SKYFALL this fall.

Alexis Nasard, Chief Commercial Officer of HEINEKEN said: "The creativity and progressiveness of the Heineken® brand combined with the legendary James Bond franchise will provide viewers with high entertainment values. Not only a hero, Bond is the ultimate 'Man of the World' – confident, resourceful and ready for new experiences, personifying the values of the Heineken® brand."

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Note to editors:

More about the 'Crack the Case' TVC:

- The new Heineken Legend is French actor, dancer and model Chris de Almeida.
- The 'Crack the Case' integrated campaign forms part of the Heineken 'Open Your World' campaign, which celebrates and encourages aspirational behaviour among adult consumers – making James Bond the perfect match.

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/>

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