



press release

## Heineken launches global campaign for Bond

Amsterdam, 29 October 2008 - Heineken International today announced its worldwide promotional campaign for the James Bond film, "Quantum of Solace", which today celebrates its worldwide premiere in London. This is the fifth consecutive Bond film with which Heineken has partnered.

The commercial, as part of the promotional campaign, is now showing on <http://www.heineken.com/jamesbond> and features leading Bond lady Olga Kurylenko as Camille. The commercial has all the ingredients of the World of Bond – sophistication, action, a twist of humour and the original Bond themed music.

Through Heineken's partnership with Eon and Columbia Pictures, the commercial includes actual Bond film sets and scenes from the film, including a scene with Daniel Craig as James Bond."

Heineken worked closely with photographer, Gregg Williams, and the "Quantum of Solace" make-up artists, stylists, costume and production departments, to ensure the campaign remained true and authentic to the world of James Bond.

The integrated campaign utilises TV, Internet and cinema, print and outdoor advertising along with consumer competitions to win exclusive James Bond merchandise and on- and off premise promotions. The campaign is activated by Heineken in more than 40 markets and is 'live' from October 2008 to the end of January 2009.

### Editorial information:

For images and ads, go to <http://www.heinekeninternational.com/presscentre.aspx>

- 45' TVC (Enter the World of Bond)
- Behind-the-Scenes
- Olga "Enjoying the campaign"
- Print campaign with Olga
- Print campaign with Bottle "something not shaken and stirred"
- Trailer "Quantum of Solace"
- Logos "Heineken and James Bond"
- Plot description

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