



## Enter the World of Bond

The centrepiece of the new campaign is a 45-second commercial, which will be screened worldwide in movie theatres, through the Internet and on television. The plot: Our hero, a stylish 28 year-old minding his own business, goes into the supermarket to purchase his favourite beer. When he picks up a promotional pack of Heineken, he slowly enters the World of Bond. The cashiers at the checkout change into Bond girls. Coming back from the supermarket, our hero's house transforms from a white picket fence outfit into a Bond-villain style lair. (True fans will instantly recognise a tribute to Dr. No's shark infested digs.) Finally, as our hero moves deeper into Dr. No's den, he stumbles into a key scene from the movie – Quantum of Solace. The party with James Bond is going on, and Camille (the latest leading lady, played by Olga Kurylenko) is beckoning...for a beer – a Heineken!

The transition, from a supermarket in a sleepy Dutch suburb to the Bond movie footage is shot in the Central American nation of Panama. The change is immediately apparent from the moment the lead-actor picks up his Heineken six-pack and strolls down the aisle. The secret: Bondesque music, different body language on the part of the actor and a bluish shade of light.

The "secret lair" setup is actually a 1:8 scale representation of the real thing, meticulously designed by specialist modellers. The actor moving through it was cut into the set in postproduction, meaning he had to do most of his acting in front of a blue screen.

For the final scene of the ad, our hero slides up to the bar where leading lady Camille is waiting for him with two bottles of Heineken. For these shots the crew had to rebuild the actual bar featuring Daniel Craig as James Bond as it can be seen in Quantum of Solace.