



## MEDIA RELEASE

### **Heineken® reveals *Spectre* TV ad starring Daniel Craig as James Bond, plus world's first ever selfie from space**

**Amsterdam, 21 September 2015** – As part of its integrated global *Spectre* campaign, Heineken® has unveiled a new TV ad featuring Daniel Craig as James Bond, in a high speed boat chase. In addition, it also announced an exciting digital campaign featuring the world's first ever selfie from space, dubbed the 'Spyfie'.

Heineken®'s *Spectre* campaign is the brand's largest global marketing platform of 2015. *Spectre*, the 24<sup>th</sup> James Bond adventure, from Albert R. Broccoli's EON Productions, Metro-Goldwyn-Mayer Studios, and Sony Pictures Entertainment, will be released in the UK on October 26 and in the US on November 6.

The Heineken® TVC will be launched mobile-first via Facebook, and will be shown on TV and cinema screens worldwide 24 hours later. Heineken® is the only *Spectre* partner who has created a TVC starring Daniel Craig.

Heineken®'s TVC uses *Spectre* cinematographers and stuntmen to ensure the action sequences are authentically Bond. The added twist involves a young woman, Zara, who accidentally becomes involved in a high-speed boat chase where she helps the world's favourite spy to save the day.

Heineken®'s *Spectre* TVC: <http://youtu.be/vuMvhJaWIUg>

For its digital *Spectre* campaign, Heineken® will once again be pushing the boundaries of modern technology, and will be taking the world's first ever selfie from space. For the 'Spyfie', Heineken® has partnered with Urthecast to take ultra HD imagery using its camera on the Deimos satellite, currently in orbit 600km above the Earth's surface.

Via a relay of technology, Heineken® will create a selfie for the lucky attendees, recruited from around the world, of the brand's exclusive *Spectre* screening event in a secret location in early November. The Spyfie content will be bespoke for each attendee of the top secret experiential event, and will be sent to their mobile devices for use on social media.



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Hans Erik Tuijt, Director Global Heineken® Sponsorship said, “In celebration of a partnership spanning 18 years, our *Spectre* campaign is our most innovative ever. The very nature of the Bond film franchise gives us opportunities to take a cutting-edge and pioneering approach that both excites and adds real value to the film fan’s experience. By featuring Daniel Craig in our TVC and activating Spyfie once again we will give fans access to the world of James Bond”.

To further heighten anticipation ahead of the movie’s release this autumn, fans will be given access to exclusive *Spectre* content, through an estimated half a billion *Spectre* bottles on sale around the world. Fans simply scan the Heineken® logo on special edition *Spectre* bottles, cans and packs to unlock exclusive content with Daniel Craig, plus behind the scenes footage from five of the movie’s dramatic locations; Mexico City, Rome, London, Austria and Morocco.

Heineken®’s association with the James Bond film franchise dates back to 1997’s ‘Tomorrow Never Dies’, with *Spectre* being the seventh consecutive film in the partnership.

–ENDS–

### Press enquiries:

David Pugh, Heineken International  
Tel : +31 (0) 20 5239 355  
[pressoffice@heineken.com](mailto:pressoffice@heineken.com)

### Notes to Editors:

#### About Heineken® & Bond

This campaign celebrates the seventh film of the Heineken®/Bond partnership, a relationship that began in 1997. Starting with ‘Tomorrow Never Dies’, Heineken® was also involved in ‘The World is Not Enough’, ‘Die Another Day’, ‘Casino Royale’, ‘Quantum of Solace’ and 2012’s ‘Skyfall’.

#### About HEINEKEN

HEINEKEN is the world's most international brewer. It is the leading developer and marketer of premium beer and cider brands. Led by the Heineken® brand, the Group has a powerful portfolio of more than 250 international, regional, local and specialty beers and ciders. We are committed to innovation, long-term brand investment, disciplined sales execution and focused cost management. Through "Brewing a Better World", sustainability is embedded in the business and delivers value for all stakeholders. HEINEKEN has a well-balanced geographic footprint with leadership positions in both developed and developing markets. We employ



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81,000 people and operate more than 160 breweries in 70 countries. Heineken N.V. and Heineken Holding N.V. shares trade on the Euronext in Amsterdam. Prices for the ordinary shares may be accessed on Bloomberg under the symbols HEIA NA and HEIO NA and on Reuters under HEIN.AS and HEIO.AS. HEINEKEN has two sponsored level 1 American Depositary Receipt (ADR) programmes: Heineken N.V. (OTCQX: HEINY) and Heineken Holding N.V. (OTCQX: HKHHY). Most recent company information is available on HEINEKEN's website: [www.theHEINEKENcompany.com](http://www.theHEINEKENcompany.com) and follow us via @HEINEKENCorp.

### **About EON**

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 Metro-Goldwyn-Mayer Studios, 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-three 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, QUANTUM OF SOLACE and SKYFALL. The 24th film, SPECTRE, is currently in post-production.

### **About METRO-GOLDWYN-MAYER**

Metro-Goldwyn-Mayer is a leading entertainment company focused on the production and global distribution of film and television content. The company owns one of the world's deepest libraries of premium film and television content. In addition, MGM has investments in domestic and international television channels and is the majority owner of and distributor for United Artists Media Group (UAMG). For more information, visit [www.mgm.com](http://www.mgm.com).

### **About Sony Pictures Entertainment**

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Entertainment Inc., a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production, acquisition and distribution; television production, acquisition and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. For additional information, go to <http://www.sonypictures.com>.



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### About Spectre

A cryptic message from the past sends James Bond on a rogue mission to Mexico City and eventually Rome, where he meets Lucia Sciarra (Monica Bellucci), the beautiful and forbidden widow of an infamous criminal. Bond infiltrates a secret meeting and uncovers the existence of the sinister organisation known as SPECTRE. Meanwhile back in London, Max Denbigh (Andrew Scott), the new head of the Centre for National Security, questions Bond's actions and challenges the relevance of MI6, led by M (Ralph Fiennes). Bond covertly enlists Moneypenny (Naomie Harris) and Q (Ben Whishaw) to help him seek out Madeleine Swann (Léa Seydoux), the daughter of his old nemesis Mr White (Jesper Christensen), who may hold the clue to untangling the web of SPECTRE. As the daughter of an assassin, she understands Bond in a way most others cannot. As Bond ventures towards the heart of SPECTRE, he learns of a chilling connection between himself and the enemy he seeks, played by Christoph Waltz. Directed by Sam Mendes and produced by Michael G. Wilson and Barbara Broccoli, the screenplay is by John Logan and Neal Purvis & Robert Wade and Jez Butterworth, with a story by John Logan and Neal Purvis & Robert Wade.

### About Urthecast

UrtheCast Corp. is a Vancouver-based technology company that is developing the world's first Ultra HD video feed of Earth, streamed from space in full color. Working with prominent aerospace partners from across the globe, UrtheCast has built, launched, installed, and will soon operate its Ultra HD video camera, Iris, on the ISS alongside its Medium Resolution Camera ("MRC") which reached Initial Operation Capability ("IOC") in 2014. UrtheCast also owns and operates the Deimos-1 and Deimos-2 satellites through its Spanish subsidiary, operating as Deimos Imaging. Video and still image data captured by the cameras will be downlinked to ground stations across the planet and displayed on the UrtheCast web platform, or distributed directly to partners and customers. UrtheCast's cameras will provide Ultra HD video and still imagery of Earth that will allow for monitoring of the environment, humanitarian relief, social events, agricultural land, etc. Common shares of UrtheCast trade on the Toronto Stock Exchange as ticker 'UR'.