

2 APRIL 2021

**NO
TIME
TO
DIE** *007*



007

***THE BIGGEST BRAND
IN CINEMA***



JAMES BOND – A CULTURAL PHENOMENON

The last Bond films have been box office behemoths with *Skyfall* and *SPECTRE* the 2nd and 3rd biggest films of all time at the UK box office

All-Time UK Box Office Top 5

<i>Star Wars: The Force Awakens</i>	£123m
<i>Skyfall</i>	£102m
<i>SPECTRE</i>	£95m
<i>Avatar</i>	£94m
<i>Avengers: Endgame</i>	£89m



BRANDS THAT BOUGHT INTO SKYFALL AND SPECTRE



SAMSUNG



Google



LLOYDS BANK

sky



Waitrose

amazon



Carphone Warehouse



TOYOTA



RBS

ACTIVISION

CAPCOM®



SONY



Mercedes-Benz



Lucozade ENERGY

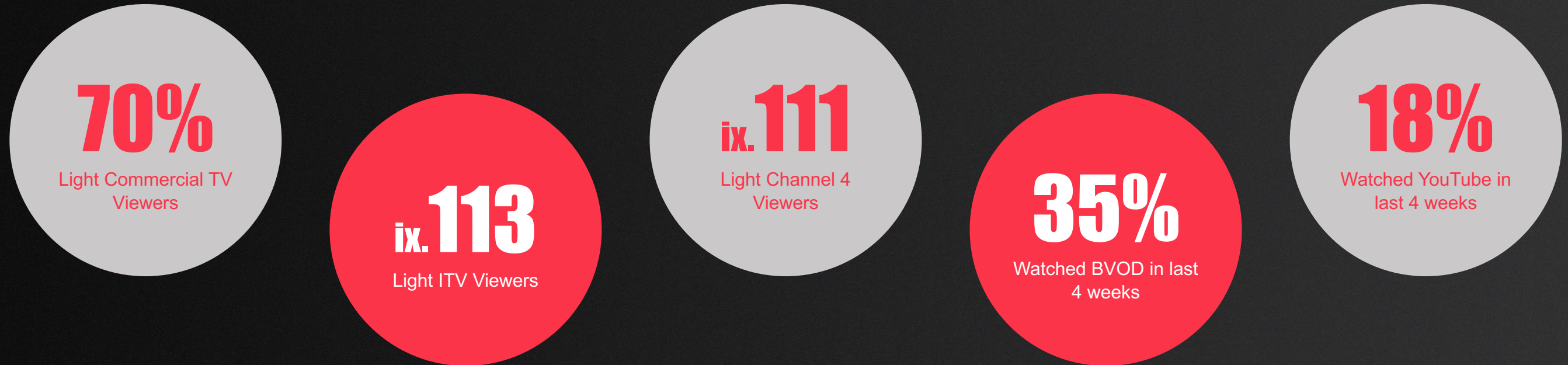
BURBERRY
LONDON ENGLAND

Carlsberg

htc

BOND FANS' AV CONSUMPTION IS FRAGMENTED

James Bond fans are likely to be light TV viewers and over-index for viewing content on BVOD and YouTube channels – buying *No Time To Die* will help add impact to the AV schedule and engage an audience fully with your brand messaging.



THE BOND AUDIENCE

James Bond is a brilliant fit for brands looking to reach savvy, early adopting tech enthusiasts who are likely to be in market for key products

	James Bond Fans (Index vs. average UK adult)
'I love to buy new gadgets and appliances'	130
'It is important my household is equipped with the latest technology'	123
'I try to keep up to date with developments in technology'	122
'I buy new products before my friends'	121
'It is important for me to be able to synchronize all my electronic devices'	120



THE BIGGEST BRAND IN CINEMA IS BACK

2 April 2021

In cinema it doesn't get bigger than *Bond* and after six years away James Bond returns in 2021 in what's almost certain to be the biggest film of the year and one of the biggest films of all time. Daniel Craig has revolutionised the iconic role and *No Time To Die* looks likely to be his last outing as the world's most famous secret agent. He also has a formidable adversary in Rami Malek, fresh from his Oscar win.

007 has captivated audiences and brands alike for over 50 years and as *Skyfall* and *SPECTRE* have proved, his appeal is stronger than ever.



Skyfall and *SPECTRE* are the **second and third biggest films of all time** in the UK, grossing £103.2m and £95.2m respectively.



No Time To Die is the **biggest film for 16-34 TVRs, ABC1 TVRs and ABC1 men TVRs** in 2020.



6.9 million est. Industry admissions



REACH / IMPACTS / TVRs¹
All adults (16+): **10%** / 6.2m / 13
16-34 adults: **14%** / 2.6m / 17
ABC1 adults: **14%** / 4.6m / 17



Source: 1. Industry admissions.

WHAT WE KNOW SO FAR...

It's already one of the most talked about Bond films!

SYNOPSIS

Bond has left active service and is enjoying a tranquil life in Jamaica. His peace is short-lived when his old friend Felix Leiter from the CIA turns up asking for help. The mission to rescue a kidnapped scientist turns out to be far more treacherous than expected, leading Bond onto the trail of a mysterious villain armed with dangerous new technology.



Daniel Craig returns for his fifth film as the world's most famous secret agent.



Unusually for recent Bond films, the villain of *SPECTRE*, Christoph Waltz (Blofeld) returns.



Rami Malek, fresh from his Oscar win for *Bohemian Rhapsody*, plays the, as yet, unnamed new villain.

THE BRIEF

007 Ralph Fiennes, Lea Seydoux, Naomie Harris, Rory Kinnear, Ben Whishaw and Jeffrey Wright all reprise their regular roles.

007 Directed by Cary Joji Fukunaga, the critically acclaimed director of *Beasts of No Nation* and the first season of *True Detective*.

007 Phoebe Waller-Bridge (*Fleabag*, *Killing Eve*) has been brought on board as a co-writer alongside regular Bond scribes Neal Purvis & Robert Wade, Scott Z Burns (*The Bourne Ultimatum*) and Cary Joji Fukunaga (*It*, *Beasts of No Nation*).

007

BE PART OF NO TIME TO DIE

SPECIAL SPOTS FOR A SPECIAL FILM

No Time To Die: 2 April

2 x 60" GOLD SPOTS

2 x 60" SILVER SPOTS

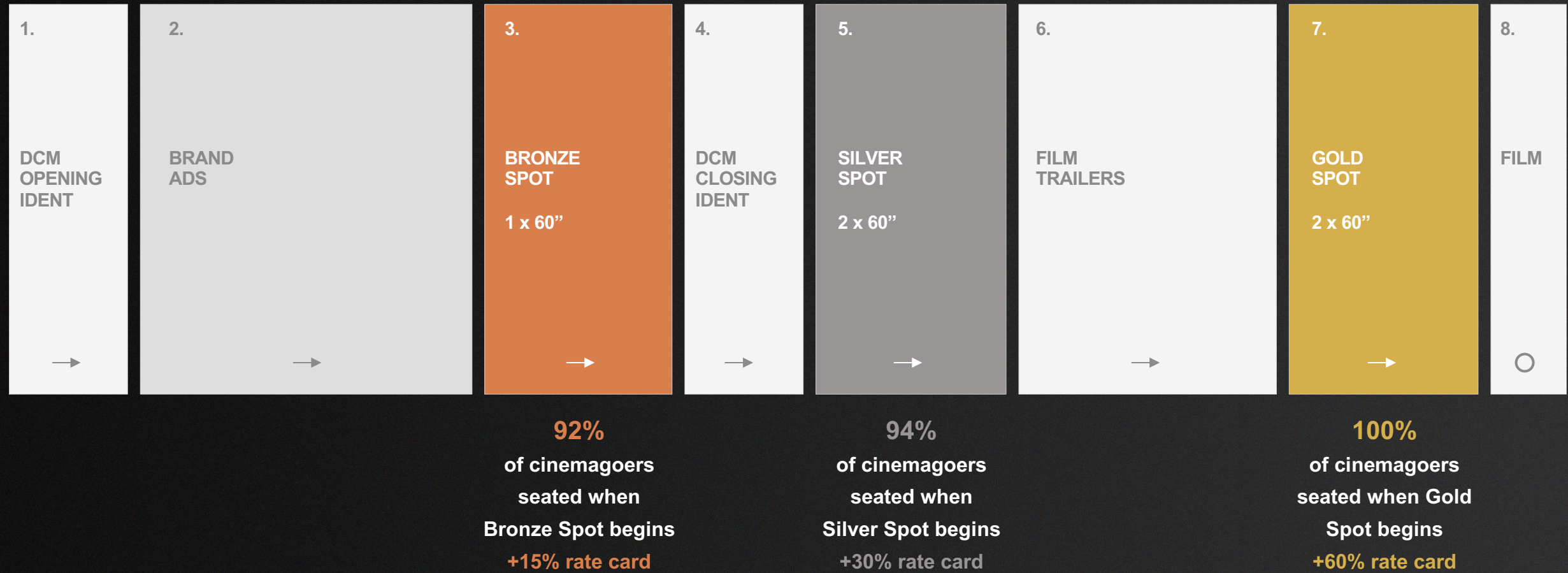
1 x 60" BRONZE SPOT

THE GOLD, SILVER & BRONZE SPOTS

Take advantage of the most prestigious positions in advertising

Have your ad sit side-by-side with the greatest content in media, and in front of the most engaged audience, at an appointment to view occasion. Give your creative the impactful spot it deserves.

To book into any premium spots, or find out more, contact your DCM rep.



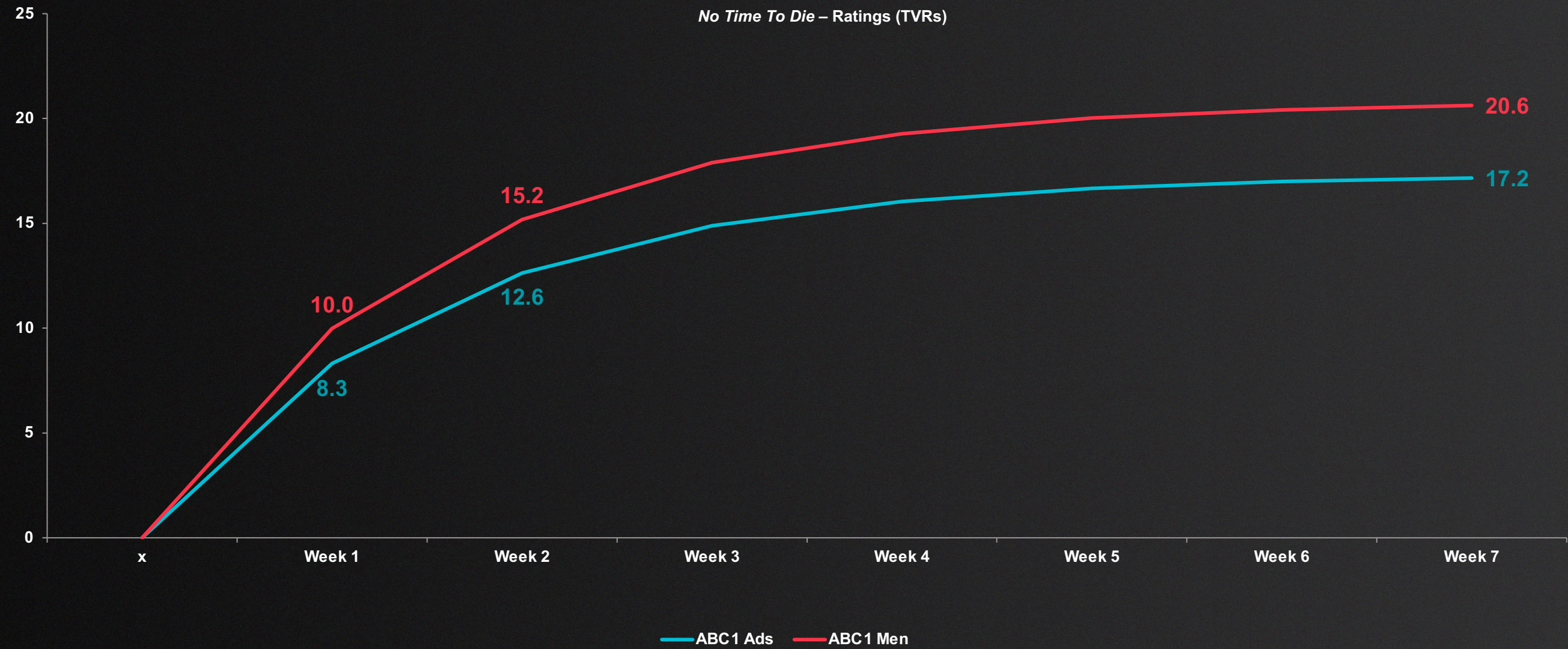
NO TIME TO DIE

ABC1 ADULTS
17 TVRS

ABC1 MEN
21 TVRS

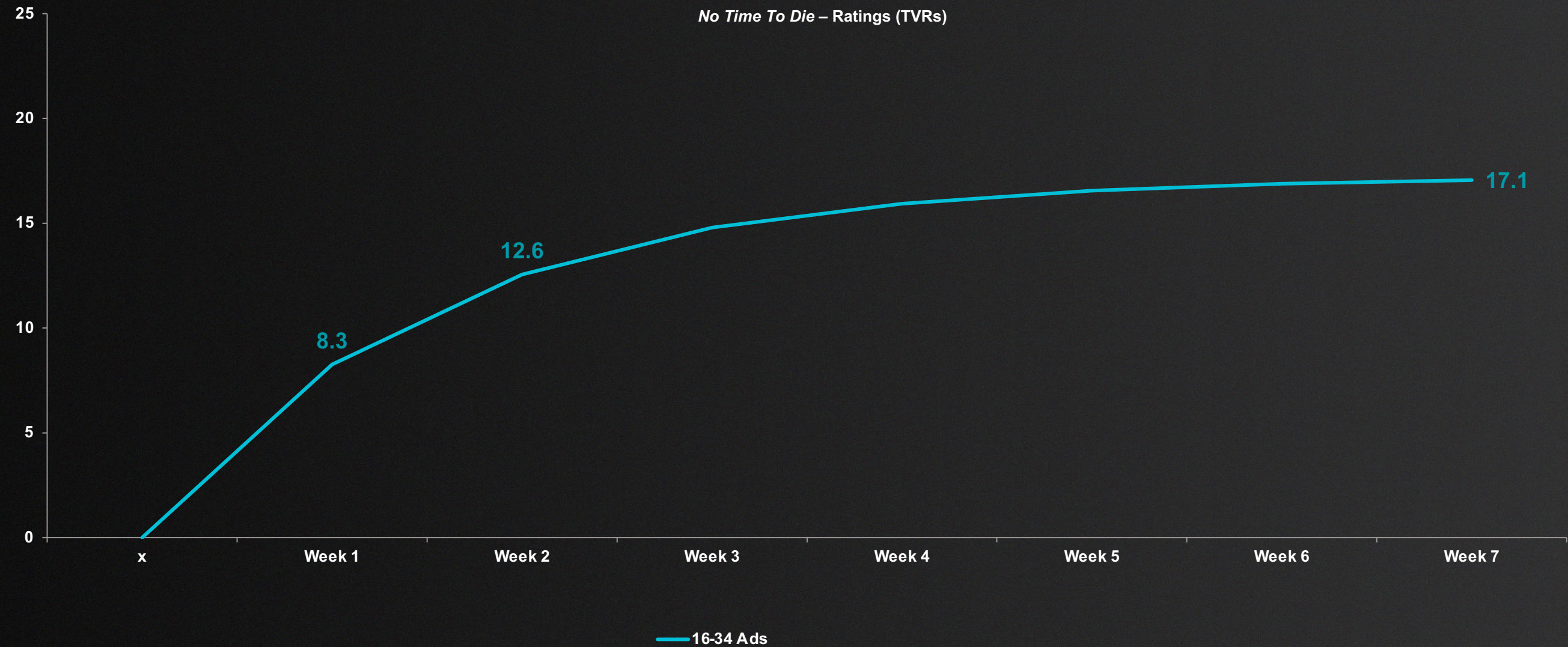
LAUNCH YOUR CAMPAIGN WITH NO TIME TO DIE

High reach, low frequency – Constantly reaching new people



LAUNCH YOUR CAMPAIGN WITH NO TIME TO DIE

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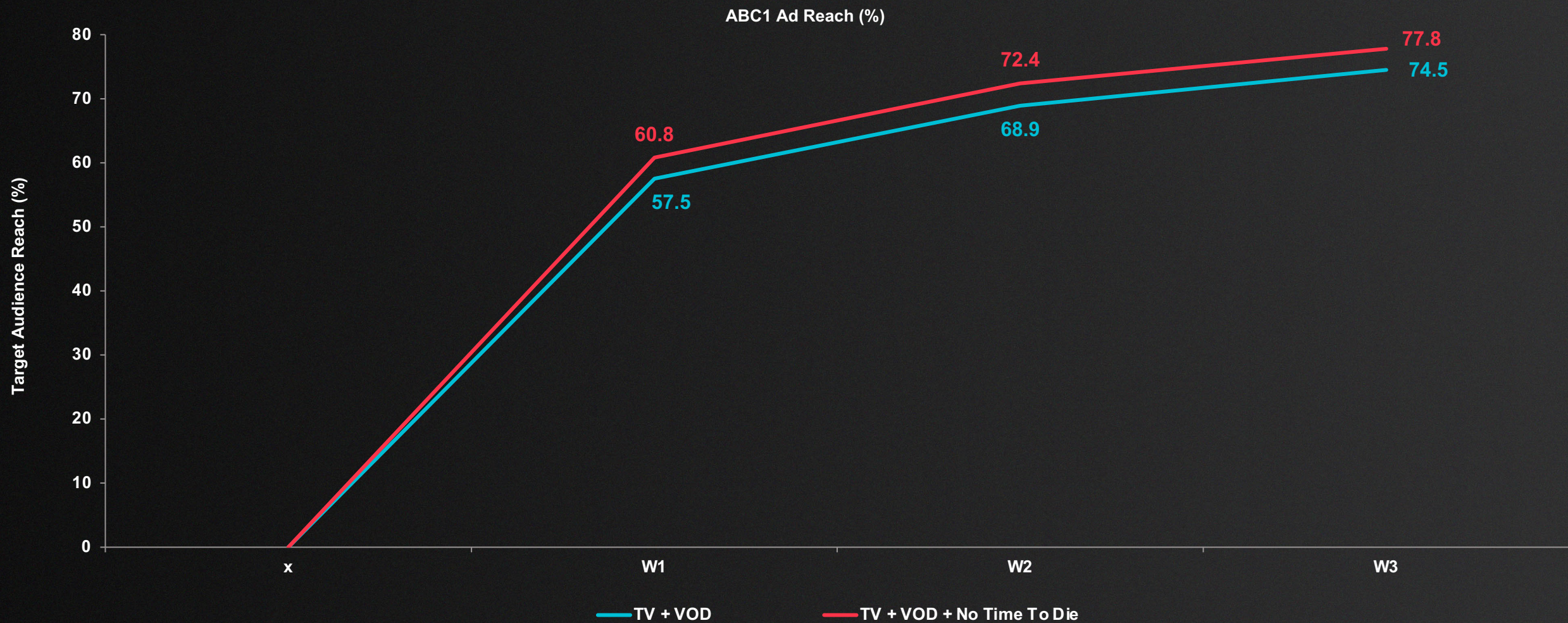
DELIVERING HIGH QUALITY WEEKEND IMPACTS

A great addition to any AV plan targeting ABC1 adults



NO TIME TO DIE DRIVING INCREMENTAL REACH FOR ABC1 ADS IN LAUNCH WEEKS

Adding *No Time To Die* to a TV and VOD campaign can add clear additional reach



Source: Touchpoints Channel Planner 2019. TV, Cinema and VOD estimated delivery by week. *No Time To Die* forecast based on predicted admissions and film monitor comparative film profile. All information correct 10/5/2020, but is subject to change. Based on buying 200 ABC1 Ads TVRs and 2.1m VOD impacts per week plus *No Time To Die* opening three weeks.

FILMS CAN DELIVER EQUAL REACH

TOP ITV SHOWS 2019 WITH NO TIME TO DIE (ABC1 ADULTS TVRS)

No Time To Die	17.3
Manhunt	15.5
Cheat	12.9
The Widow	9.4
Coronation Street	9
Euro 2020 Qualifier: England vs Czech Republic	9
Victoria	8.9
The Durrells	8.6
Hatton Garden	8.6
Britains Got Talent	8.5
Britains Next Prime Minister: Boris	8.2

FILMS CAN DELIVER EQUAL REACH

TOP ITV SHOWS 2019 WITH NO TIME TO DIE (ABC1 MEN TVRS)

No Time To Die	20.8
Manhunt	12.5
Euro 2020 Qualifier: England vs Czech Republic	11.6
Cheat	9.6
Six Nations: Ireland vs England	8.8
Britains Next Prime Minister: Boris	8.2
Hatton Garden	7.8
Britains Got Talent	7.2
The Widow	6.8
Endeavor	6.7
The Durrells	6.5

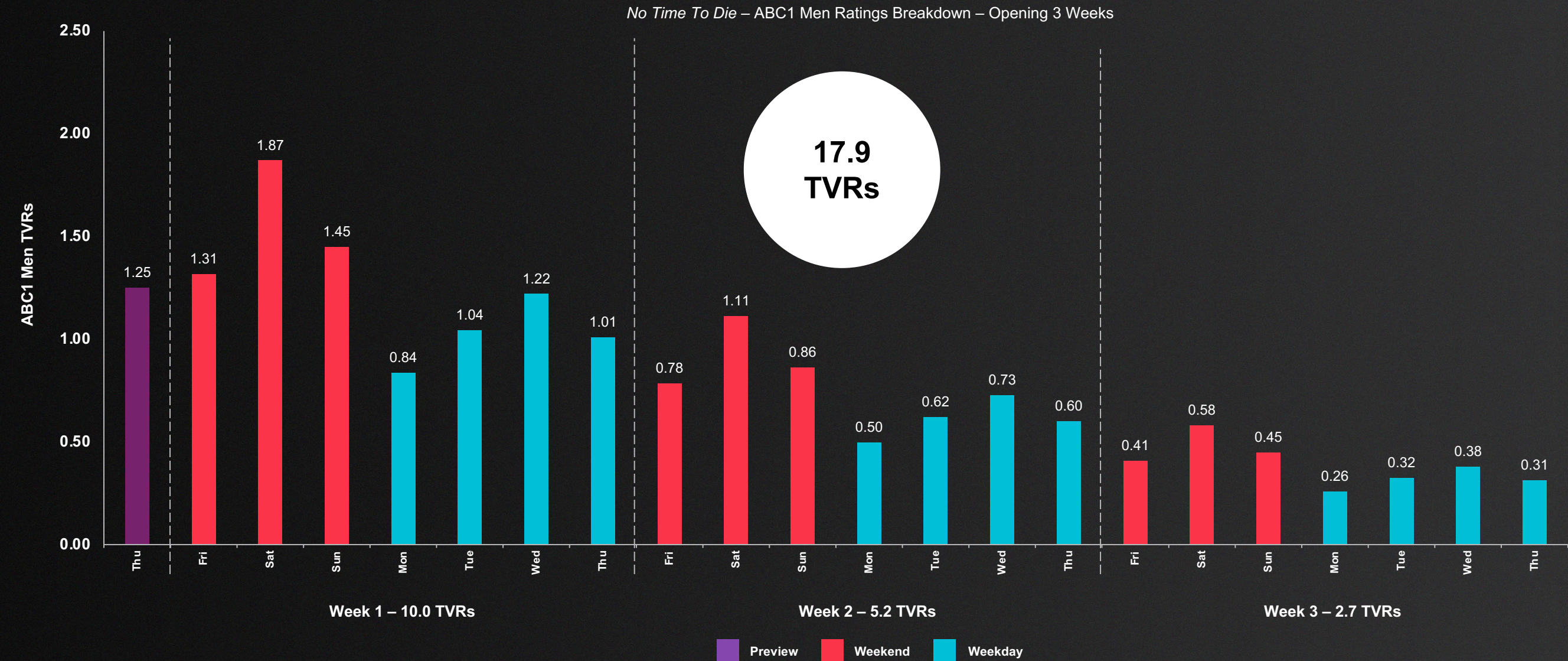
FILMS CAN DELIVER EQUAL REACH

TOP ITV SHOWS 2019 WITH NO TIME TO DIE (16-34 ADULTS TVRS)

No Time To Die	17.2
The Great British Bake Off	16.8
I'm a Celebrity Get Me Out of Here!	10.9
The X Factor	10.5
Big Fat Quiz of the Year	8.1
The Tiger Who Came To Tea	8.0
Celebrity Hunted	7.4
Coronation Street	6.8
Gogglebox	6.3
The Great Xmas Bake Off	6.2
Rugby World Cup	5.7

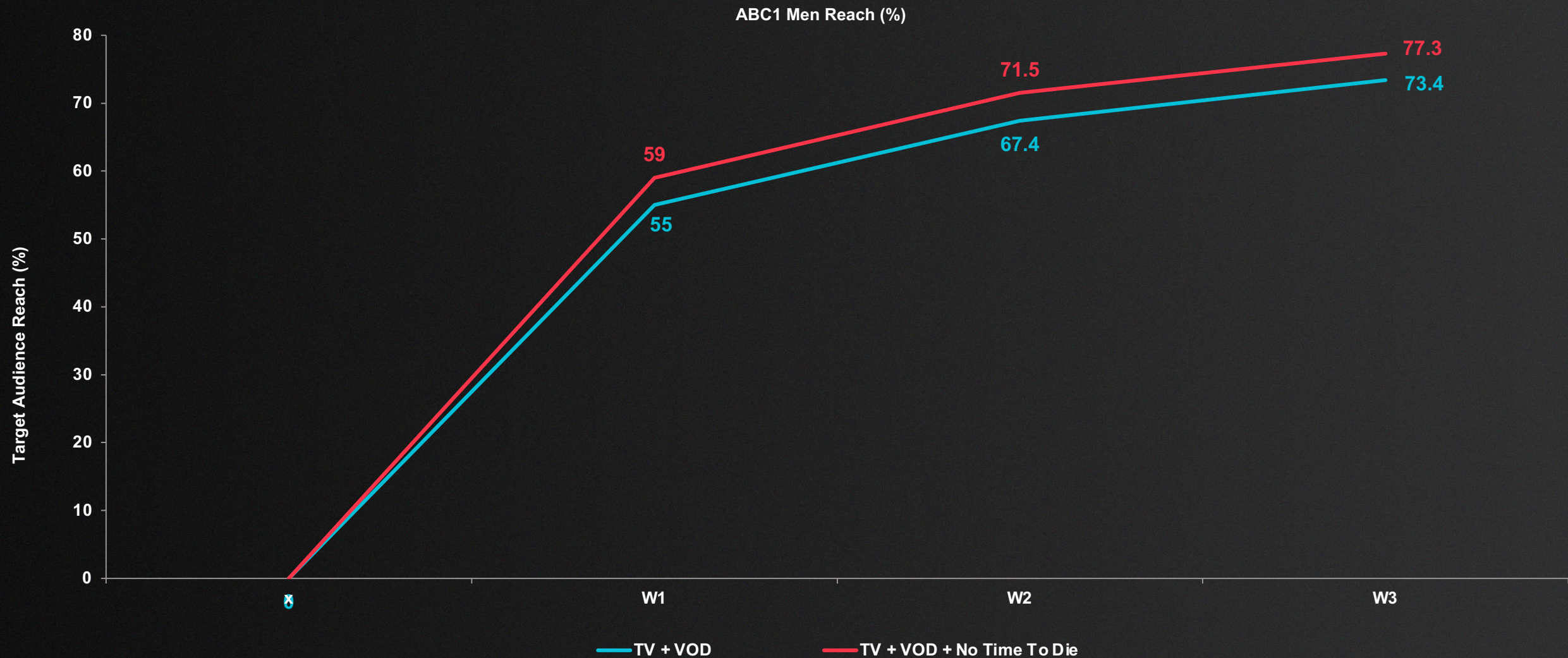
DELIVERING HIGH QUALITY WEEKEND IMPACTS

Boost the reach across any ABC1 Men campaign.



NO TIME TO DIE DRIVING INCREMENTAL REACH FOR ABC1 MEN IN LAUNCH WEEKS

Adding *No Time To Die* to a TV and VOD campaign can add clear additional reach



Source: Touchpoints Channel Planner 2019. TV, Cinema and VOD estimated delivery by week. *No Time To Die* forecast based on predicted admissions and film monitor comparative film profile. All information correct as of 5/10/2020, but is subject to change. Based on buying 150 ABC1 Men TVRs and 1.8m VOD impacts per week plus *No Time To Die* opening three weeks.

NO TIME TO DIE TRADING TERMS

1. Super Blockbuster - £120 CPT
2. All bookings must run for full run of film
3. All bookings must run fully national
4. 2 x “60 Gold Spots
5. 2 x 60” Silver Spots
6. 1 x 60” Bronze Spot
7. 8 minutes of Film Packs (No AGP)
8. Booking is now open



***BOOKING IS
NOW OPEN***