

Making in film branding into an art

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The Brands In Spectre — 007 Product Placement in James Bond's 24th Film

What if we told you that after all the hoopla *Spectre* has less product placement than any James Bond film in the last 15 years?

Remember all the uproar over the “[Made for Bond](#)” **Sony** smartphones; the “Bond drinks [Heineken](#) and [Belvedere vodka](#) and **Bollinger**” brouhaha; the [Aston Martin](#) and [Land Rover](#) cars, the [Tom Ford](#) suits and other 007-ready brands? No less than The Beeb asked “Does Bond’s product placement go too far,” noting a few “shudder-worthy” examples and wondering, ominously, “[Could it happen again in Spectre?](#)” After all that fuss over product placement in *Spectre*, the movie visibly features fewer brands on-screen than *Die Another Day*, yet impressively manages to destroy [\\$48 million](#) worth of cars.

Below, a list of the brands that are visible (or audible) in *Spectre*, the second-most expensive movie of all time, which [dominated](#) the box office its opening weekend with \$73 million in ticket sales, the second-highest for a Bond movie opening —

Aston Martin designed Bond’s *Spectre* [DB10 car](#):



Belvedere vodka is stirred, not shaken, in Bond's [martini](#) (also visible in the Tangier hotel bar scene).



Bollinger has now been featured in 15 Bond movies.

<https://twitter.com/BollingerUK/status/658592164813914112>

A **Fiat 500** [interrupts](#) the car chase scene that [tears](#) through the streets of Rome.



Globe-Trotter is 007's preferred [luggage brand](#) in the film.



Heineken — following on *Skyfall*'s landmark deal with the beer, a bottle can be spotted in the hotel room at Hotel L'Americain in Tangier, Morocco. (The related TV commercial, below):

https://twitter.com/Heineken_US/status/655061872798883840

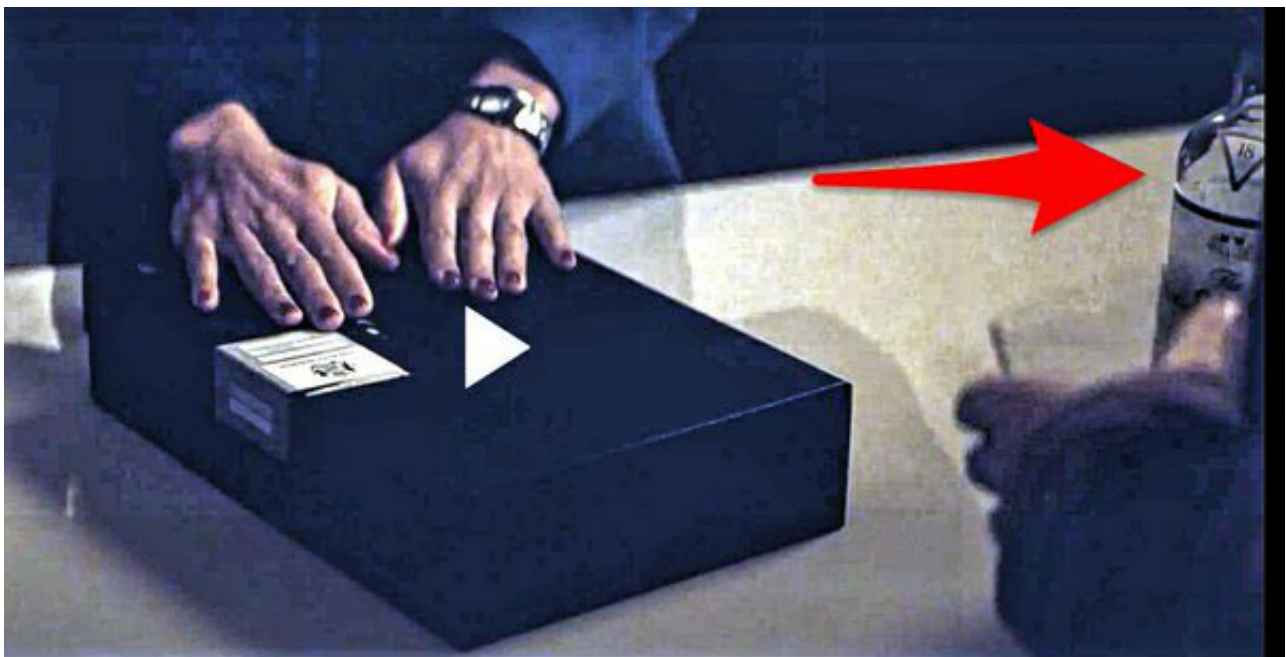
Jaguar's [C-X75](#) concept (worth more than \$1 million) is driven by villain Mr. Hinx in the Rome chase.



Land Rover Defender (seen with sibling **Range Rover** Sport SVR in the Austrian [action scene](#))



The Macallan: A bottle of 18-year whiskey can be glimpsed (screen-shot via [Rob Thompson](#)) on the table in Bond's apartment when Naomie Harris (as the new Moneypenny) pops by for a visit.



Mercedes-Benz is spotted at Monica Bellucci's mansion, while [G-Wagons](#) patrol the villain Oberhauser's (Christopher Waltz) desert base. (Production image below via [Beyond James Bond.](#))



N.Peal's charcoal grey [cashmere sweater](#) is worn by Craig in the movie and its poster.



Omega's [Seamaster 300](#), one of two of the brand's timepieces in *Spectre*, can be yours for \$7,500.



Rolls-Royce 1948 Silver Wraith picks up Bond in the desert, recalling the brand's role in [Goldfinger](#).



Sony's Xperia Z5 [smartphone](#) is in Bond's pocket while a Sony LED TV set can be spotted in a scene. (Sony is also the studio behind the movie.)

<https://twitter.com/SonyXperiaMY/status/662849479347802113>

Tom Ford (007's snappy [suits](#), [eveningwear](#), shirts, knitwear, ties, accessories and the [Snowdon](#) and Henry sunglasses, although Vuarnet brand of sunglasses shields 007's eyes from the snow.)



Vuarnet made the \$600 shades that Bond wears in the Alps.



Other brands that can be spotted in *Spectre*: media brands **CNN**, **The Guardian**, **The Times**; gun brands **SIG-Sauer** (Bond gives a SIG-Sauer P226R to Madeleine) and **Walther** (Bond still carries a PPK, despite [rumors](#) he was dumping the brand); aircraft (**MBB**'s Bo105 helicopter flies, spectacularly, upside-down, while a **Britten-Norman** BN-2 Defender airplane and an **Aérospatiale** SA 365 N2 Dauphin 2 can also be seen); two university brands in **Oxford** and the **Sorbonne** in Paris; pricey **Château Angélus** Premier Grand Cru Classé Saint-Émilion wine is imbibed on the Moroccan train (on the table, below); and there's a nod to the not-for-profit medical relief organization **Médecins Sans Frontières** (aka Doctors Without Borders).



Below, how some of the official partners and brands of *Spectre* are playing up their tie-in with the film with 007-approved marketing campaigns —

Aston Martin's "Built For Bond" DB10 video:

<https://youtu.be/oSJ8ryVIM8A>

Belvedere is promoting its deal as the [official](#) "Shaken, not stirred" martini vodka in the film with two limited edition [007-branded](#) vodkas and [cocktail recipes](#) on its website, in addition to a TV [commercial](#) starring *Spectre* Bond Girl Stephanie Sigman:

<https://twitter.com/belvederevodka/status/663447908839202816>

<https://youtu.be/AgxNVIK9elo>

Bollinger is releasing a limited edition *Spectre* 007 [crystal set](#).



<https://youtu.be/4zRCcxfGI0c>

Heineken's "The Chase" ad (below) stars Craig; there's a *Spectrebottle*; and event marketing includes #SPIFYE space selfies in a partnership that dates back to 1997's *Tomorrow Never Dies*:

<https://youtu.be/vuMvhJaWIUg>

<https://twitter.com/xeniatchoumi/status/663064657263882240>

Jaguar explains its C-X75's role in the Roman car chase scene:

<https://youtu.be/3wHpW-IE3vE>

Land Rover touts its Defender (and its sibling **Range Rover**) roles in the film:

https://youtu.be/vS_gPp9E8c0

Jaguar highlights its very sexy C-X75:

https://youtu.be/_6DfuWB2dWU

Omega's "It tells the time" Seamaster 300 Spectre special edition watch:

<https://youtu.be/v9oqiFuilq8>

Sony [promotes](#) its presence in the film with a "[Made for Bond](#)" ad campaign starring Naomie Harris as Miss Moneypenny, seen "delivering brand new technologies that have been Made for Bond. Set against a backdrop of London's iconic Southbank, Moneypenny uses Sony's RX100 IV camera to capture super slow motion surveillance of the bad guys, before a chase unfolds as she tries to deliver Bond's Xperia smartphone."

<https://youtu.be/4T2g9tHZUbY>

Tom Ford is selling Craig's extensive *Spectre* menswear [collection](#) and [promoting](#) it on Facebook:



Visit Britain, back as a 007 [marketing partner](#), is promoting *Spectre* with a print, [digital](#) and video campaign inviting tourists to "Live the Bond lifestyle" because "Bond is GREAT Britain."



<https://youtu.be/fdvm0ZzLqg4>

For more, check out Hollywood Branded's graphic for a look at "[The Definitive Timeline of Product Placement in James Bond Films](#)" and watch this video of the supercars of *Spectre* in action:

<https://youtu.be/5BhuxLVMj4U>

Still can't get enough Bond branding?

For an excruciating breakdown of every product that producers may have even thought about

putting onscreen in *Spectre*—including who made [THAT dress](#) worn by Madeleine Swann (played by Léa Seydoux) in the movie (it's by Ghost and [available](#) at John Lewis)—check out the James Bond Lifestyle website's "[Ultimate Guide to Spectre Products and Locations](#)."

Fear not that the deluge of brands in *Spectre* (and the impending departure of Craig) will see a decline in the practice—Bond product placement *will* continue, as the producers aren't shy about courting brands to help pay for its stunts, settings and stars. With a [commitment](#) to "real stunts, real action, real explosions" *Spectre* just [received](#) a Guinness World Records nod for pulling off the biggest stunt film explosion ever.

<https://youtu.be/AdtSdVop6V0>

Indeed, the Bond brand is stronger than ever, and The London School of Marketing has assessed its value as [worth just shy of \\$20 billion](#).

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