

***Skyfall* promotion reaches South Africa**

In celebration of Heineken's 15-year association with the James Bond franchise and, in anticipation of the launch of *Skyfall* at the end of November 2102, the company has launched its international 'Crack the Case' campaign in South Africa. (video)



The fully integrated campaign, which involves a number of gravity defying activations and a glamorous Bond girl (who will be flown in for the premiere), challenges South African consumers to see if they're really made of the stuff that it takes to crack the case.

The local campaign forms part of a wider global campaign linked to the James Bond franchise, which will see individual campaigns being activated in the beer's markets across the world.

Official South African premiere

In addition to its product placement in the film, the global campaign was launched by the release of the brand's latest TVC, which stars James Bond himself, Daniel Craig and Bond actress, Bérénice Marlohe, who will also be attending the official South African premiere on 22 November.

Heineken marketing manager, Tjeerd Veldhuis, says that this is the most integrated and ambitious James Bond campaign that South African consumers have ever seen. "We are thrilled to launch this very exciting campaign, which has seen months and months of hard work and anticipation."

To enter this competition and receive a unique, secret code, consumers will need to purchase the beer from participating liquor outlets, bars, clubs or restaurants. In addition to this, consumers will be challenged to source codes via real-time missions from innovative locations around the country as well as print, online and outdoor touch points.

For more, go to the [Heineken Facebook page](#).

For more, visit: <https://www.bizcommunity.com>