NO TIME TO DIE

007

PREMIER RED CARPET EVENT

LOS ANGELES • NEW YORK CITY
APRIL 2020

REVISION 011020

jlc

THE STRATEGY

THE APPROACH

The goal of our event is to honor fans and Daniel Craig alike as this era of James Bond Comes to an end.

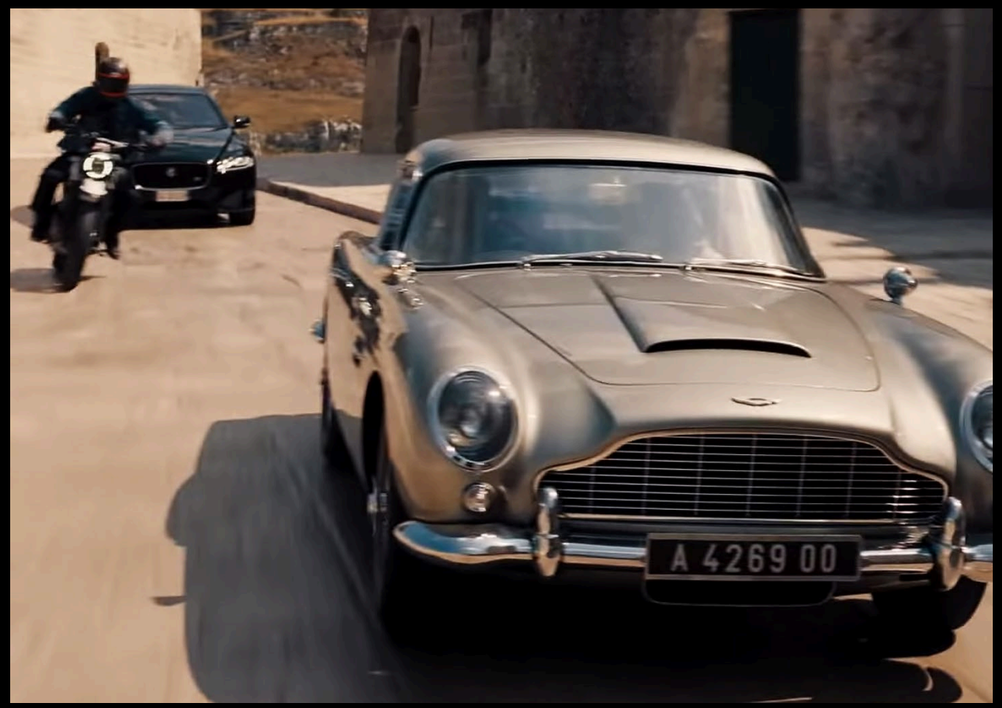
We will thank the fans by having them participate in the celebration of Daniel Craig and the James Bond Legacy. This premier will be an interactive experience for devotees which simultaneously functions as a premier press event.

THE CHALLENGE

The challenge is to create a premier that is immediately recognizable as having the same style and class as the James Bond movies themselves. The event will be fresh and unique while providing all of the press opportunities and media moments involved in a blockbuster premier of this scale.

THE EFFECT

We'll use the brand style of the James Bond Franchise to generate a night of excitement and celebration. The affair will have special guests and moments that keep the action in high gear and building until the moment the stars arrive.



THE AGENTS IN PLAY

WHO WE'RE TALKING TO

The James Bond Franchise has a legacy that extends over 50 years and attracts audiences of all demographics. Every fan has their favorite Bond elements; whether it's the villains, the cars, the tech, the clothes, or the exotic locations.
If you're speaking to Bond fans you'd better have a little bit of everything!

WHO WE'RE BRINGING

We'll bring the press, of course.

There will be ample space for Photographers, Print, and Electronic Media. We'll even maintain some space for pull-out interviews.

But we won't let them get in the way of the fans. . . and we'll definitely have the fans.

There will be bleachers and spectator pens so that we can have balance down the length of the carpet. The goal is to have an event that is full and distributed, not crowded.

Everyone will share in the exciting experience as we reward those who have been so loyal to the James Bond movies. No one fan will go without feeling fully immersed in the world of James Bond.

THE OPERATION

INFILTRATION

HOLLYWOOD BOULEVARD

Where fans the world over come to see and feel the stardom of Hollywood. We will take over Hollywood Blvd. stretching from the historic TCL Chinese Theater, past the home of the Oscars at the Dolby Theater, to the corner of Hollywood & Highland.

THE DEAD DROP

TCL CHINESE THEATRE

One of the most well-known theaters in the world. Host to some of the biggest premiers in the history of cinema with the hand-prints, footprints, and signatures of Hollywood's greatest stars peppered across the forecourt. The venue is loaded with classic style and elegance but it's packed with the technology to handle today's biggest blockbusters.

THE BIG SWTICH

MoMA - NEW YORK CITY

One of the largest and most influential museums of modern art in the world. We'll move the spectacle across the country keeping the same celebratory feeling as the Hollywood premier.

MAKE SURE YOU STOP BY TO SEE Q

AS SLEEK AND UNIQUE AS BOND HIMSELF

Just as James Bond stops by the lab to load up on tech for the mission, we'll stock our arsenal with a few weapons.

AGENT ARRIVALS

Instead of having the cars drop off and leave we'll turn them into stars as well! Our drop-off path won't be adjacent to the carpet, it will come right up onto the carpet and into the fans. We'll bring the vehicles of James Bond into the spotlight and let the fans see them in action. This becomes a great photo opportunity for any car sponsorships potentially brought on as we would have both press and fans present for this one-of-a-kind talent drop off.

BOND STYLE

What better way to showcase the iconic Bond fashion style than using 360 Fashion Cam? Sleek animated images of the stars at their finest. The 360 Fashion Cam can feed instant files for live broadcast and simultaneously build an online gallery of 360-degree images.

FOR YOUR EARS ONLY

The soundtracks of James Bond are legendary and music plays a crucial role in all of the films. We won't let that go unnoticed. We'll put a DJ on the carpet, front-and-center. They'll keep the energy level soaring and help the fans stay engaged. It's also a great way to showcase the influence of the film franchise on popular music. Pending artist availability, this would also be a great spot to potentially feature an artist performing the hit song for this movie.

COVERT ACTION

Getting the sponsors involved is always vital to the mission. Yet we know that these relationships can develop on-the-go. So we'll create places where sponsors can seamlessly blend into the overall style of the event. And we'll develop ways to scale these integrations so they can adapt to the sponsor involvement.

A Brand Partnership Experience Lounge will be incorporated into the end of the carpet with seating, tray pass food, and lounge elements. We will continue with the sleek look and feel of the carpet and carry it over into this one-of-a-kind VIP experience. A collaborating sponsor can be brought into this location as well, but we'll keep everything in the Bond style.

AERIAL ASSAULT

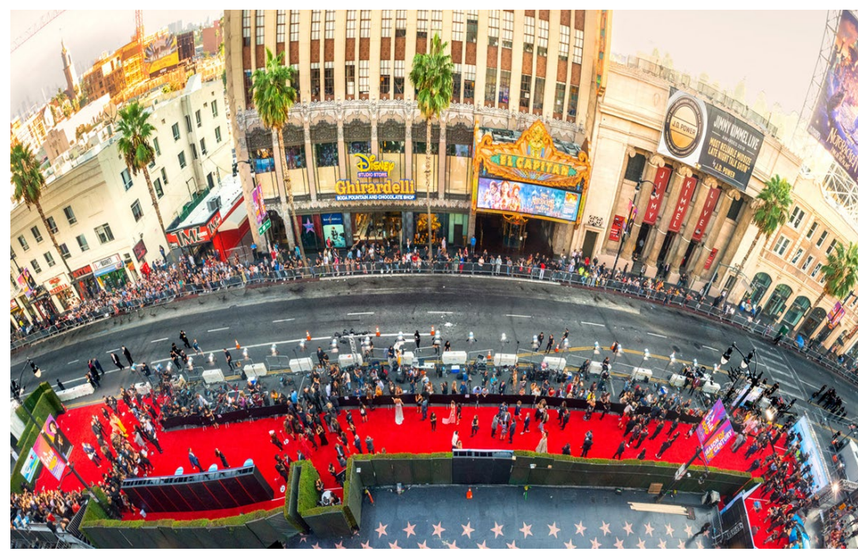
Possible additional shots include: a drone aerial shot of the entire carpet to capture the scale of the premiere.

DEEP COVER

Ushering in a new era of James Bond style, we will acknowledge the age of social media. As the artists and press clear the carpet we will offer the fans a once-in-a-lifetime experience letting them out onto the carpet and allowing them a chance to take photos where their favorite artists just appeared. Staff will be taking branded Polaroid photos, giving every fan a chance to leave with both content for their Instagrams as well as prints for their albums!

DOUBLE AGENT

In addition to the usual suspects, we are looking to have a television personality (whether it be E News or an online streaming partner) host the carpet to maintain both fan engagement as well as give viewers at home a unique "live from the carpet" experience.

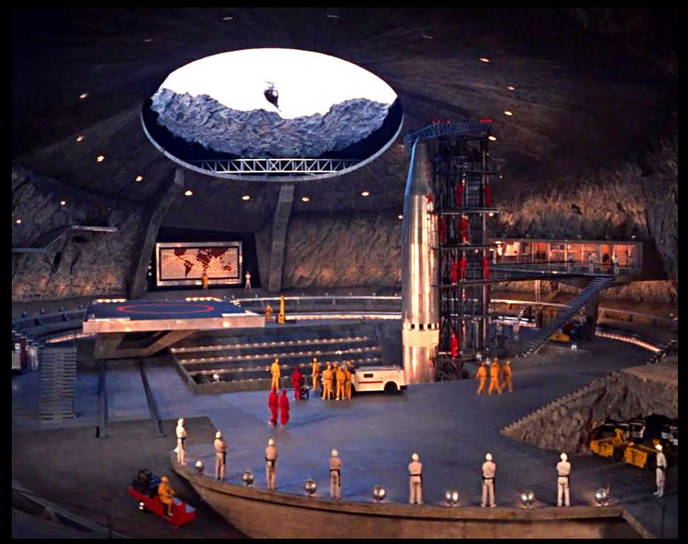


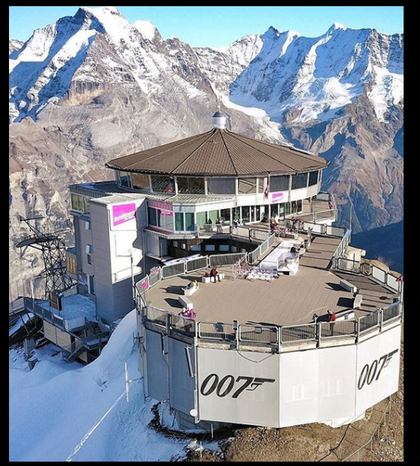
THE CONCEPT

BASE OF OPERATIONS

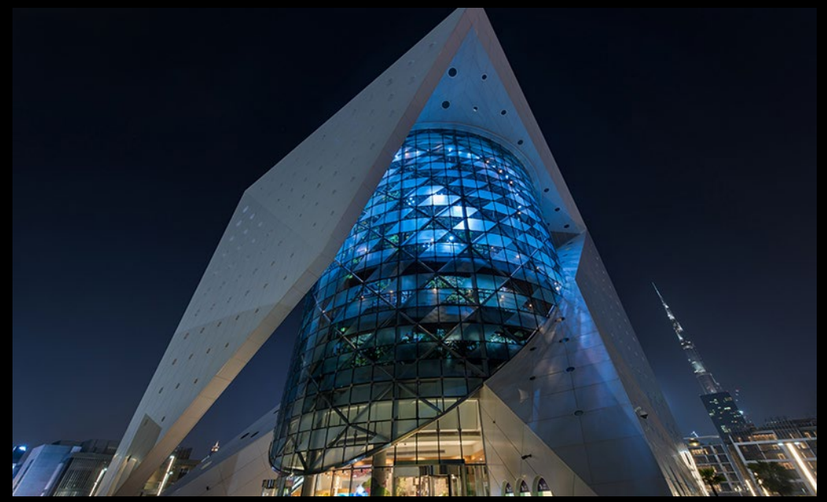
Cutting edge technology and modernist aesthetic have always combined to create the architecture of Bond. Whether it's the villain's lair or MI6 Headquarters these imposing structures provide monumental settings for cinematic action.

We will create an architectural structure worthy of being a film-ready monument. It will incorporate the same elements that define the best of the James Bond movie locations, but it will be exceptionally unique to this premier.

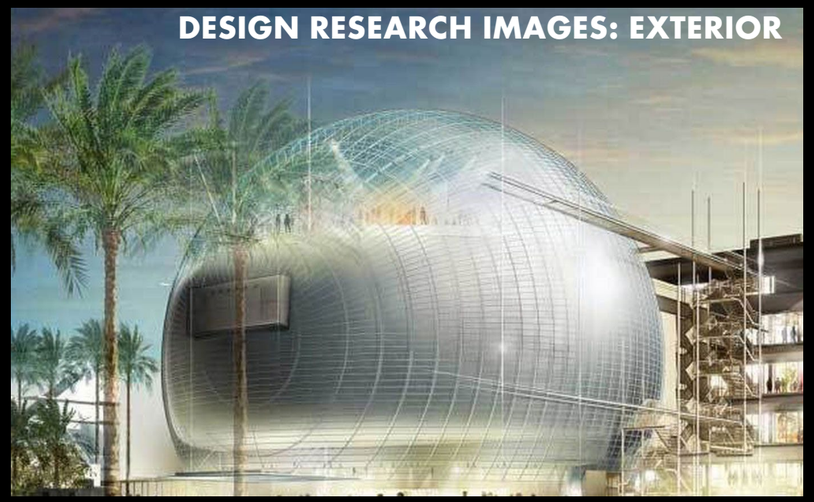


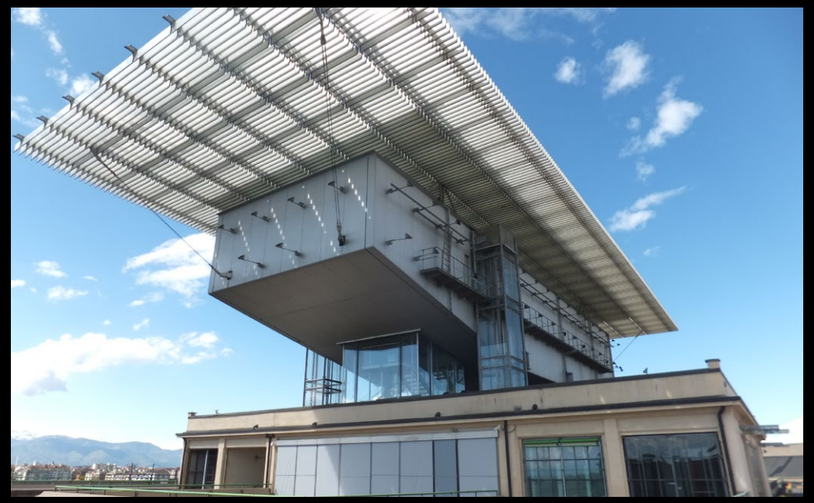


EVENT DESIGN CONCEPT



DESIGN RESEARCH IMAGES: EXTERIOR





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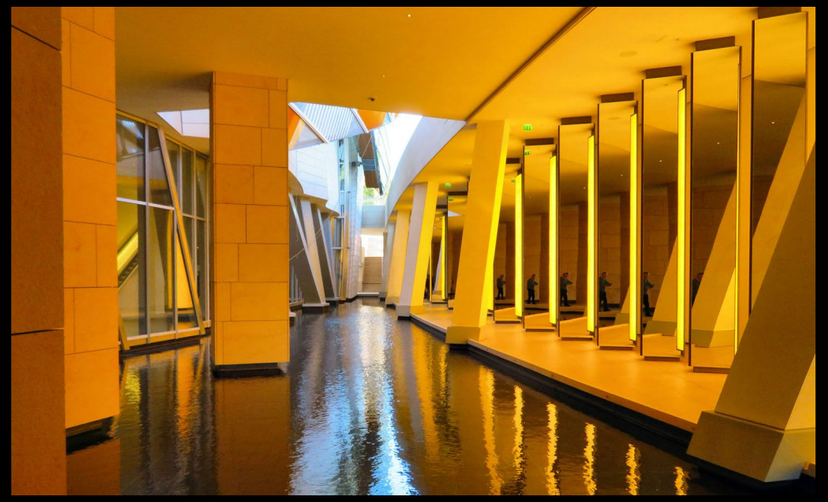
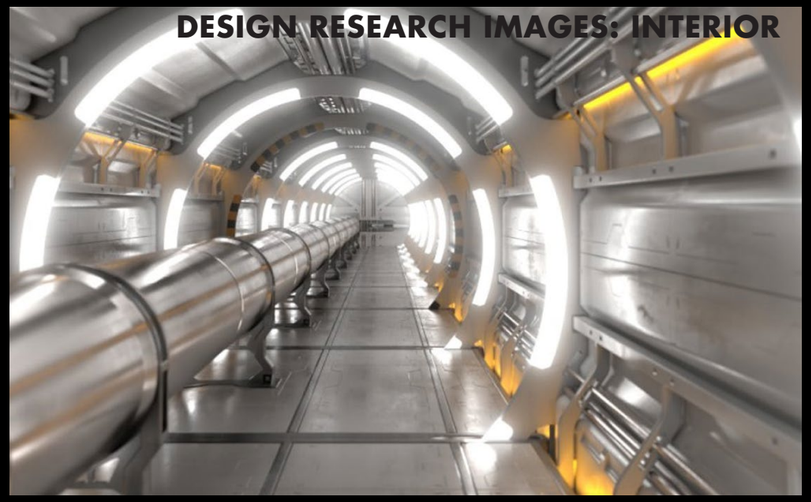
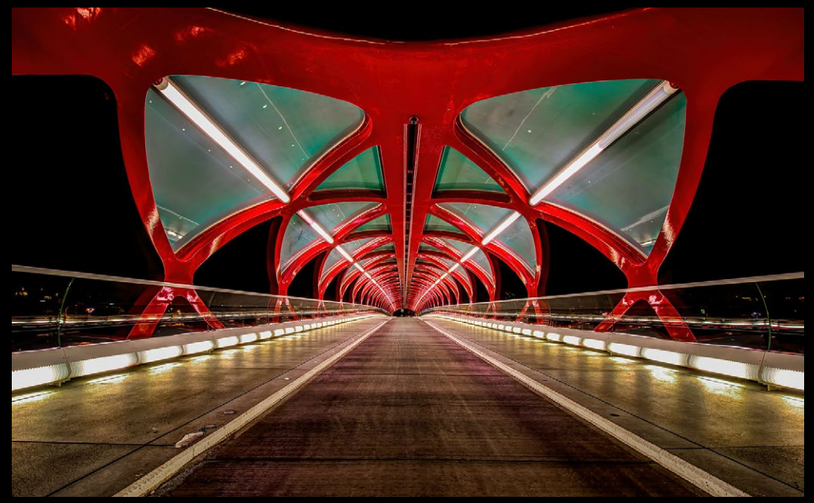
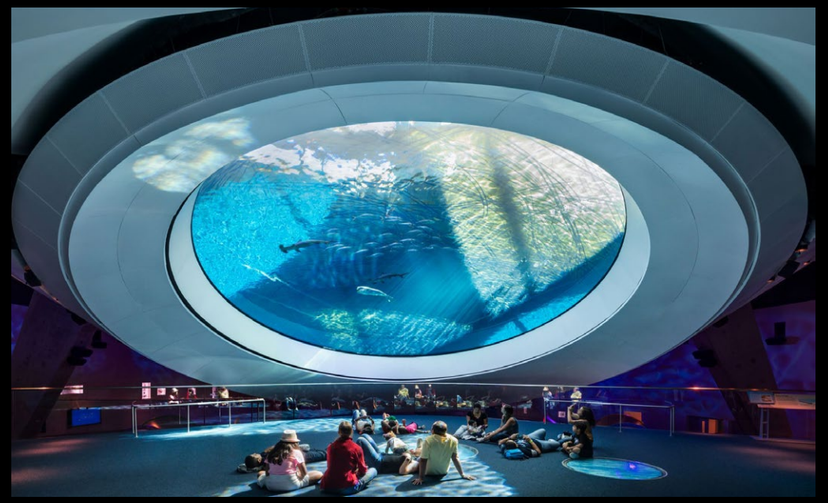
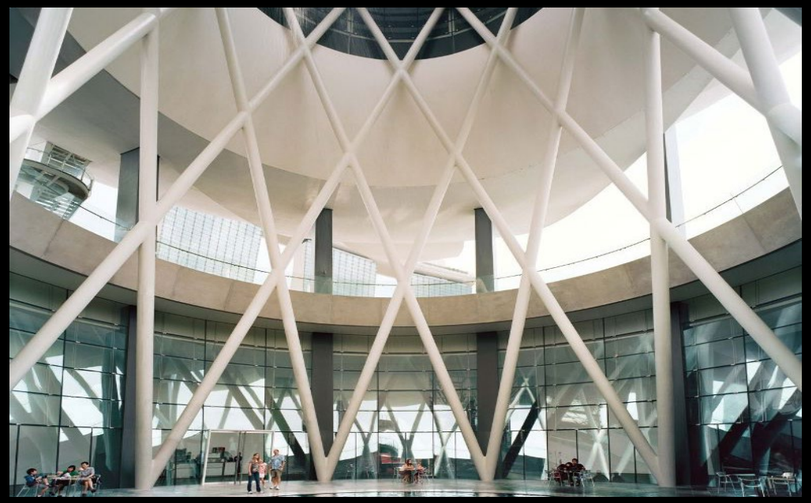


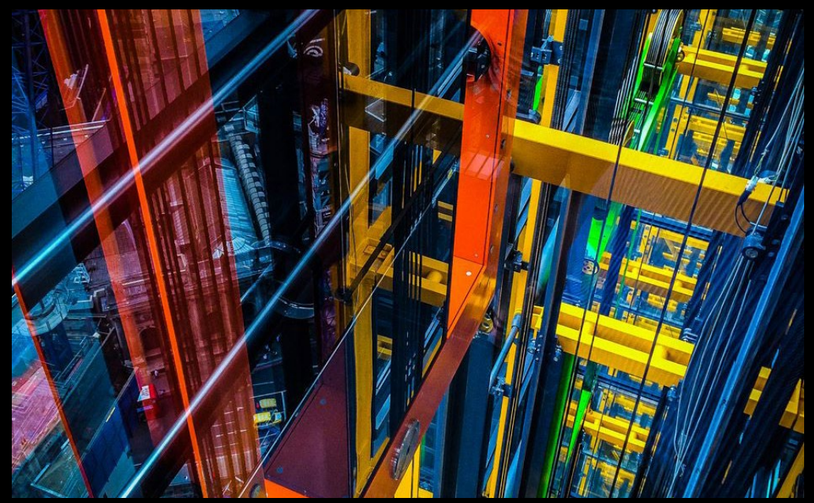
DESIGN RESEARCH IMAGES: INTERIOR

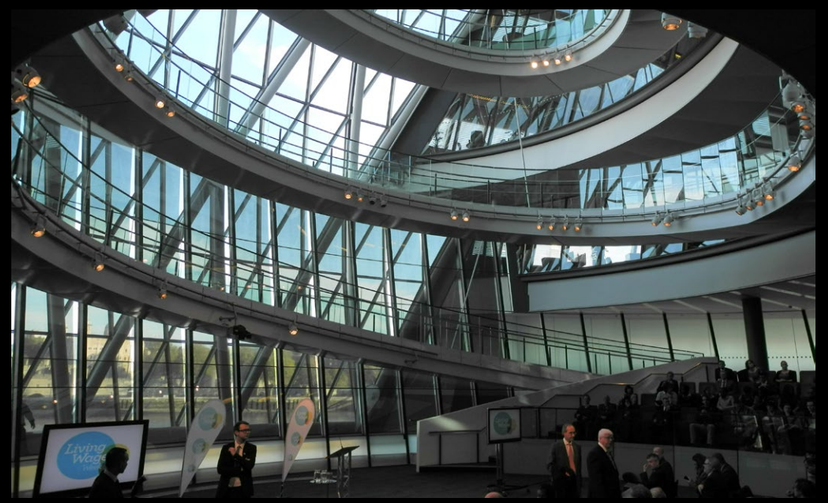


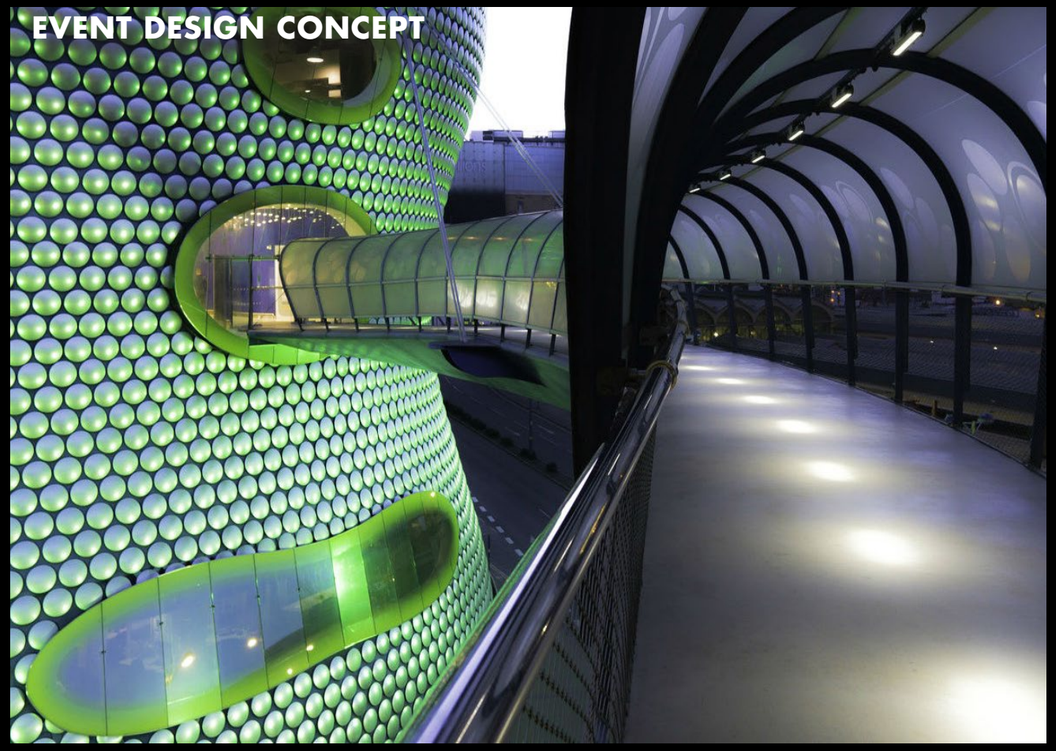












DESIGN DEBRIEF

- Design architecture should feel current, not nostalgic.

- Elements should feel like architecture not scenery.

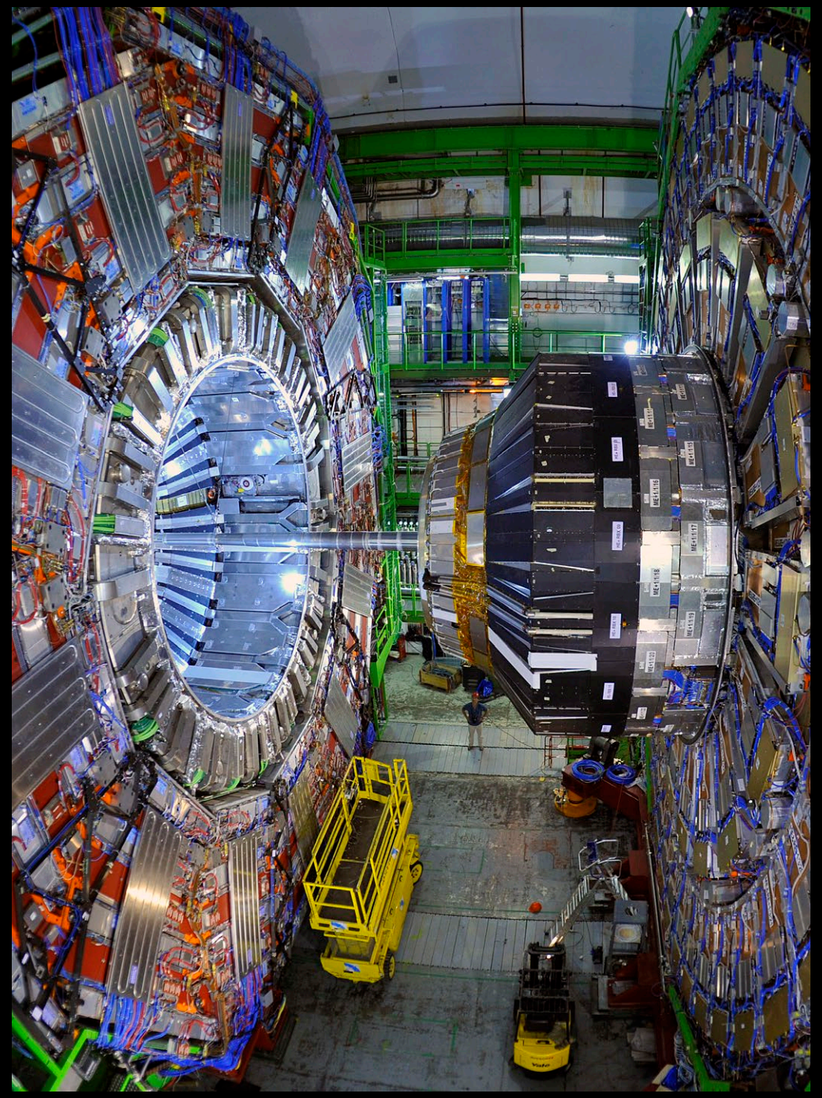
- Details and treatments should follow a simplicity of form, in the modernist style.

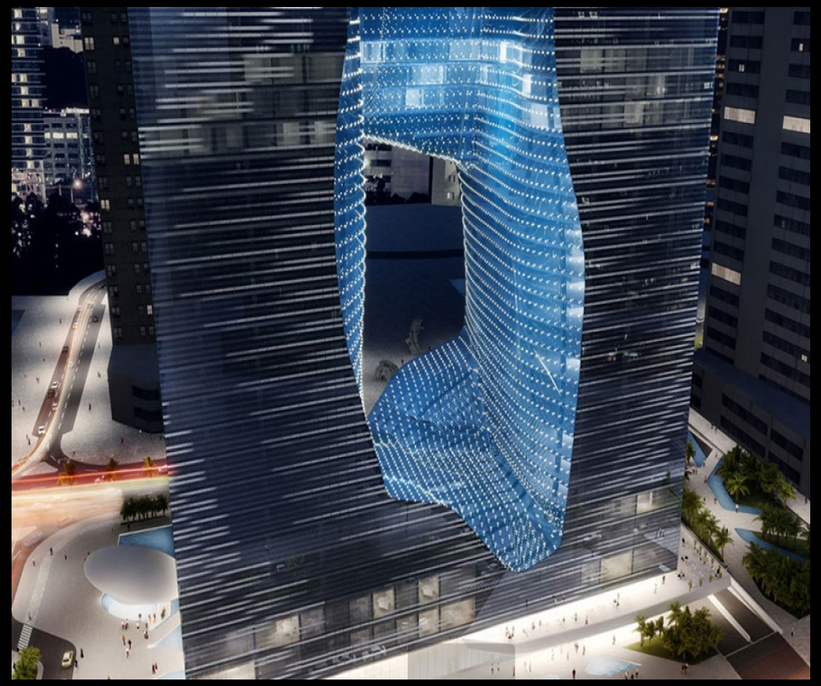
- Collective effect should be sophisticated, not whimsical.

- Overall design should have strong unity and evoke danger, action, and movement.

- High-tech and video elements can be added to give depth to the architecture but shouldn't take precedence over clean unity.

ADDITIONAL DETAILS





CONTRAST BALANCE MOVEMENT SPACE PROPORTION REPETITION RHYTHM PATTERN UNITY VARIETY

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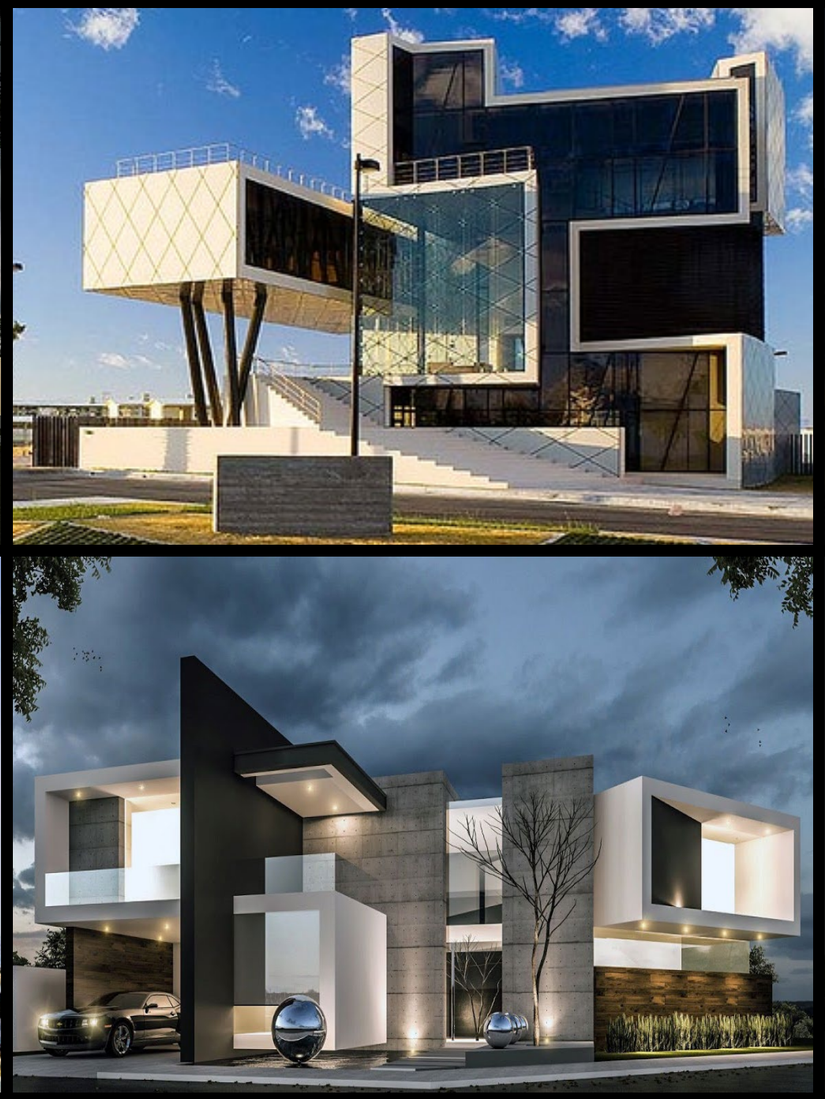

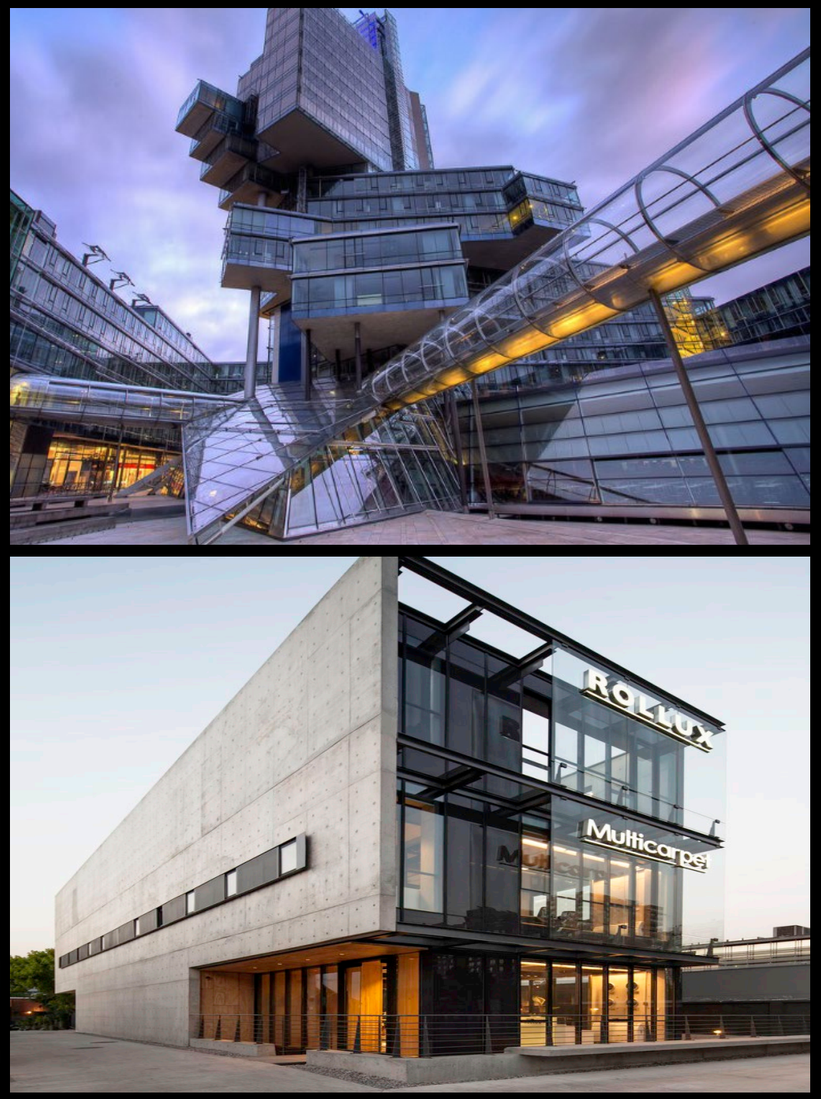

CONCRETE STEEL GLASS MODERN NEOMODERN STRUCTURAL EXPRESSIONISM HIGH-TECH ARCHITECTURE

THANK YOU