



The business of Bond...James Bond

By Lara Magzan, CNN/Money Staff Writer

NEW YORK (CNN/Money) - Fast cars, sex appeal, clever watches and vodka martinis ... James Bond not only likes them, he sells them.

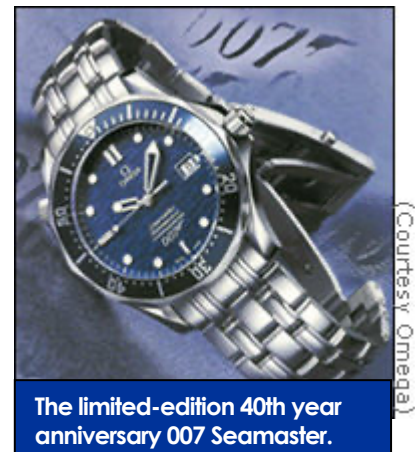
The 20th Bond film in the series, "Die Another Day," starring Pierce Brosnan as James Bond and Halle Berry as Jinx (the latest Bond girl), arrived in theaters Nov. 22. Already the most successful film franchise in history, taking in more than \$8 billion at the box office over four decades, the latest installment is "guaranteed to have a stellar opening weekend," said Gitesh Pandya, editor at BoxOfficeGuru.com.

Every new Bond film comes with new products and marketing tie-ins. "Die Another Day," is no exception. MGM is spending \$30 million on advertising, according to *Variety*, and has enlisted more than 20 marketing partners who are reportedly contributing more than \$120 million in worldwide promotions.

Watches: Man with the Omega watch

You can check time on one of 10,007 limited edition James Bond watches from Omega, for \$2,195.

Robert Emmons, president of Omega, said that James Bond has a "remarkable impact on the sales of Omega watches," adding that "people respond to Bond and want to own something that he has." The Omega Seamaster watch has been seen on Bond's wrist and, thanks to a few gadget alterations, helped him get out of some intense situations since 1995.



Omega is taking another step with a direct marketing promotion aimed specifically at James Bond fans. Moviegoers nationwide will receive a unique movie theater "playbill" (similar to those produced for Broadway shows) with the purchase of a "Die Another Day" ticket at the box office. The "playbill" will contain information about Omega, the film, how to win 007's watch and a trivia challenge.