

Belvedere Vodka gets product placement in new Bond film

The new James Bond film, *Spectre*, due for global release on 6 November 2015, features Belvedere Vodka for the spy's iconic "shaken not stirred" vodka martini.



To celebrate, the company will release two custom-made and limited editions. The one sees the iconic Belvedere Palace replaced with the famous MI6 headquarters. Belvedere's signature blue palette will be switched for a distinctive green, mirroring the secret spy agency's ink of choice, creating a collector's edition of 100 bottles. A 007 twist will also be applied to the Silver Saber bottles, known for their cutting edge, metallic aesthetic and illuminating technology.

The film's marketing programme will include a global advertising campaign and a wide range of promotion and activation rights around the film. The marketing campaign will be launched in February 2015, with a strong focus of efforts in on premise establishments and retail stores across multiple countries.

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