

Dear All,

I am sure most of you have seen one or more James Bond movie.

Every business talk about consumer experience, the ability to celebrate legacy etc. but few do it well.

The James Bond franchise is a good example of how to do it well.

Here are some things I learnt

1. The James Bond franchise celebrated the 60 years of James bond music with a performance at the Royal Albert Hal London. They plan to make this into a documentary series plus a music memorabilia. It was called the sound of 007
2. The movie Dr No was launched 60 years ago with a world premiere in London. It had Sean Connery and was an instant success.
3. The music, especially the opening sequence was created by music composer John Barry and Monty Norman and is the opening note in every movie. The opening note mixes a song from a famous singer always.
4. The song plus stylish credit sequence with the iconic gun barrel plus action based opening sequence is what sets the adrenaline up in every Bond movie.
5. Many famous artists have sung James Bond movie songs. Euro news asked its journalists for a list of the top 6 James Bond songs, and they were:
  - I. Carly Simon. Nobody does it better
  - II. Duran Duran. View to a kill
  - III. A ha. The living day lights
  - IV. Matt Monro. From Russia with love
  - V. Paul McCartney and Wings. Live and Let Die (this song was nominated for the Oscars)
  - VI. Adele. Skyfall (first Bond song to sell over a million digital copies, it sold 7 million)
6. R n B legend Gladys Knight didn't want to say kill in the song, so if you listen closely to the license to kill song, she says license to 'kit', 'kilt' and not kill.
7. In Die another day, Madonna sang the song plus also did the role of a fencing instructor, the only instance of a singer being in the movie.
8. Adele took ten minutes to write the song for Skyfall and it won the golden Globe and Grammy for best original song.
9. The golden Eye song sung by Tina Turner was written by Bono and the Edge from U2.
10. The 2015 Spectre song was the first Bond song to hit the No. 1 in the UK charts. It won the academy award for best original song.
11. Shirley Bassey is the unofficial queen of bond songs, she sang for Goldfinger, Diamonds are forever and Moonraker. She could not sing for Thunder ball as she was replaced at the last minute by Tom Jones. For this song, Tom Jones had to sing stretches at a high note. Jones stretched it so much that he fainted in the recording studio.
12. In Daniel Craig's Bond movies, the title song doesn't appear at the start, it comes somewhere in the middle or in the end.

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