



# Electronic Arts' Latest Online Campaign Allows Players To Become Bond, James Bond

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*Bloc Media launches a pan-European viral game with animated banners to promote new game, James Bond, From Russia with Love*

PR9.NET November 25, 2005 - Bloc Media's latest online marketing campaign for Electronic Arts (EA) takes gamers back to the 1960's in order to promote new computer game, James Bond, From Russia with Love. The campaign launches across 13 European countries, including France, Germany, Spain and Italy.

This viral campaign, supported by online banners, captures the true essence of Bond, with a retro, 1960's styling, mirroring the original 'From Russia with Love' while allowing gamers to test their skills at being everyone's favourite secret agent.

Taking the content from the actual game, a viral mini game has been created, challenging gamers to complete two separate levels, which include negotiating a micro helicopter around warehouse, collecting bombs and health along the way, then flying to the top of Big Ben on a jet pack, in order to save the heroine of the game, Natasha Beddingfield.

Pedro Sanudo, European Senior Consumer Marketing & Online Manager at Electronic Arts, comments: Bloc's digital campaign captivates the essence of the 60's styling of 'From Russia with Love' perfectly, providing gamers with that authentic feel of British sophistication along with the thrills and spills, which our core demographic of 13 to 34 males, have grown up with."

Bloc's animated banners follow the seamless 60's styling, using period Bond cars and gadgets and following the above-the-line strap lines of 'Bond is back,' and 'When just getting there isn't good enough'. Both the viral mini game and online banners direct the consumer to the official James Bond, From Russia with Love website <http://bond.eaviral.com/en/>.

Rick Palmer, Managing Director at Bloc Media, comments: "The mini game offers a real challenge to the gamer, asking for a certain element of skill and determination to complete. Offering this difficult element puts the player firmly into Bonds world by conveying the excitement, challenge, intrigue and danger of being a 00 agent, while encouraging gamers to continue playing and challenge their friends and colleagues."

Bloc's online campaign is part of an integrated approach with the above-the-line campaign and print campaign developed by Wieden & Kennedy Amsterdam. The online UK version of the online campaign can be found at <http://bond.eaviral.com/en/>

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## About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in- depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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