

DHL launch international brand campaign to celebrate the release of the new James Bond film, *No Time To Die*

- **Campaign shows the efficiency and reliability of DHL**
- **Heart of the campaign is an international TV commercial**
- **Focus on stronger emotionalization of the DHL brand**
- **DHL are the Official Logistics Partner of *No Time To Die***

Bonn, September 3, 2021: Ahead of the launch of the new James Bond film, *No Time to Die*, leading logistics company DHL has launched today a new campaign celebrating the longstanding partnership and showcasing the essence of excellent delivery services. At the heart of the campaign is a TV commercial that pays homage to the iconic film franchise, marking the fifth time DHL has provided the transport and logistics solutions to James Bond.

“We are incredibly proud of the support DHL has provided the last five James Bond films. To pull off a feat of this magnitude requires the collective effort and orchestration of our international DHL network and its respective teams. The campaign is quintessentially Bond, with high energy and tongue in cheek humor, all while remaining firmly in the DHL world. The message is that DHL is the logistics partner you can rely on even if the mission is unusual or complex“, says Monika Schaller, Executive Vice President of Corporate Communications, Sustainability & Brand.

To create a TV commercial that contained the same levels of intrigue and excitement as a Bond car chase, the team chosen to create, orchestrate and deliver it were essential. The commercial features the iconic Aston Martin DB5 which was driven by Bond stunt driver, Ben Collins, who worked alongside *No Time To Die's* assistant stunt coordinator Pete White. Shot by award-winning director Adam Berg at Smuggler, the ad also boasts *No Time To Die's* Linus Sandgren as Director of Photography. The creative concept was developed by DHL's lead agency 180 Amsterdam.

With the campaign, DHL relies on storytelling which strives for a stronger emotionalization of the brand. Set in Shanghai, the ad follows a DHL courier as he sets out to deliver a vital package to James Bond. As he arrives at the assigned location to meet Bond, the handover is interrupted, and a high-speed car chase ensues. As 007 is pursued through the streets, the courier avoids the chaos to deliver the package to an updated delivery address, safely and efficiently.

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In addition to the TV spot, the campaign will be aired internationally across all digital channels, both in the form of digital banners and video as well as print ads. Further information, behind the scenes material and the TV spot in full length can be found on the dedicated landing page [NoTimeToDie.dhl](https://www.dpdhl.com/pressreleases).

No Time To Die is directed by Cary Joji Fukunaga and stars Daniel Craig, who returns for his fifth and final film as Ian Fleming's James Bond. The film will be released in cinemas from September 30 2021 in the UK through Universal Pictures International and in the US on October 8 2021, from Metro Goldwyn Mayer (MGM) via their United Artists Releasing banner.

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You can find the press release for download as well as further information on [dpdhl.com/pressreleases](https://www.dpdhl.com/pressreleases)

Media Contact:

Deutsche Post DHL Group

Media Relations

David Stoepler

Phone: +49 228 182-9944

E-mail: pressestelle@dpdhl.com

On the Internet: [dpdhl.com/press](https://www.dpdhl.com/press)

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DHL – The logistics company for the world

DHL is the leading global brand in the logistics industry. Our DHL divisions offer an unrivaled portfolio of logistics services ranging from national and international parcel delivery, e-commerce shipping and fulfillment solutions, international express, road, air, and ocean transport to industrial supply chain management. With about 400,000 employees in more than 220 countries and territories worldwide, DHL connects people and businesses securely and reliably, enabling global sustainable trade flows. With specialized solutions for growth markets and industries including technology, life sciences and healthcare, engineering, manufacturing & energy, auto-mobility, and retail, DHL is decisively positioned as "The logistics company for the world".

DHL is part of Deutsche Post DHL Group. The Group generated revenues of more than 66 billion euros in 2020. With sustainable business practices and a commitment to society and the environment, the

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Group makes a positive contribution to the world. Deutsche Post DHL Group aims to achieve zero-emissions logistics by 2050.

No Time To Die Synopsis:

In *No Time To Die*, Bond has left active service and is enjoying a tranquil life in Jamaica. His peace is short-lived when his old friend Felix Leiter from the CIA turns up asking for help. The mission to rescue a kidnapped scientist turns out to be far more treacherous than expected, leading Bond onto the trail of a mysterious villain armed with dangerous new technology.

About EON Productions:

EON Productions Limited and Danjaq LLC are wholly owned and controlled by the Broccoli/Wilson family. Danjaq is the US based company that co-owns, with Metro Goldwyn Mayer Studios, the copyright in the existing James Bond films and controls the right to produce future James Bond films. EON Productions, an affiliate of Danjaq, is the UK based production company that has made the James Bond films since 1962 and together with Danjaq controls all worldwide merchandising. For more information, visit www.007.com.

About Metro Goldwyn Mayer:

Metro Goldwyn Mayer (MGM) is a leading entertainment company focused on the production and global distribution of film and television content. The company owns one of the world's deepest libraries of premium film and television content. In addition, MGM has investments in domestic and international television channels and is the majority owner of and distributor for United Artists Media Group (UAMG). For more information, visit www.mgm.com.

About Universal Pictures International:

Universal Pictures International (UPI) is the international marketing and distribution division for Universal Pictures. In the United Kingdom, Ireland, Spain, Italy, Germany, Austria, Switzerland, the Netherlands, France, Russia, Korea, Australia, New Zealand, Mexico and China (including Hong Kong SAR), UPI directly markets and distributes movies through its own offices, creating local campaigns and release strategies. In other parts of the world, UPI partners with Warner Bros, with Paramount through United International Pictures (UIP), and with Sony, either directly or through UIP, to distribute its films. Universal Pictures is part of NBCUniversal, one of the world's leading media and entertainment

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companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal is a subsidiary of Comcast Corporation.

About United Artists:

United Artists Releasing, a joint venture between Metro Goldwyn Mayer (MGM) and Annapurna Pictures (Annapurna), is a U.S. theatrical releasing company. Built upon the legacy of the iconic United Artists motion picture studio, the joint venture provides a home where filmmakers are supported by thoughtful approaches to marketing, publicity and distribution. United Artists Releasing offers content creators an alternative distribution option outside of the studio system and supports Annapurna and MGM's film slates as well as the films of third-party filmmakers.

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