

The World Is Not Enough

The James Bond film 'The World Is Not Enough' works backwards, setting the release date first, and working to meet that deadline, which is opposite to most other mainstream films that work out the script and produce the film before they set a release date. In the case of 'The World Is Not Enough' a producer was appointed and then possible release dates were suggested. This gave the producer the amount of time he had to make the film and effectively gave him a deadline to work to. When the release date was set, the scriptwriter set about writing the script.

The scriptwriting can take longer than actually filming the film, in this case scripting took 10 months. During this time the cast was chosen and they decided on a location for the filming of the movie. Once the script has been written it is sent to the director and producer and if it is liked they begin to start funding for the film. The script can be redrafted numerous times before the final version is completed. The Line producer has to make sure that everything is running to schedule, so the running of the film has to stay one step ahead, so that they are ready for the release date.

Whilst the script is being written the casting director begins the auditioning process to find the actors to play each of the available parts. Ideas for the actors who would play lead roles had already been discussed and just required confirmation. This meant that they could begin to advertise and promote the film long before the release date to build up media hype about the film. 'The World Is Not Enough' was the second film in the new era of Bond films.

Producers and directors had to make the film bigger and better than the ones before and also try to attract new audiences and wide a range of people. This was important to keep the Bond status alive and to keep the ever-changing media market interested.

There was a huge advertising campaign for the film, which involved a lot of money. The advertising team worked to find a new campaign that was original and would have a major impact on audiences all over the world. They needed to show that this film was different to others of its kind, trying to step away from the general connotations of the 'Bond' films to attract a wider audience. This meant a large poster campaign and a lot of media attention to get 'The World Is Not Enough' noticed. Although the basic conventions of the Bond films would feature, there were the added new ideas, including the newest technology, the most outrageous stunts and adding in ideas that would capture the audience's attention. A series of TV advertisements were created, these included an insight into the film's storyline and characters. Bond films already have a fan base because they are such a widely acclaimed series of films, but as well as that the advertising team needed to find new interest from the younger market. The advertising campaign has two basic stages. The "teaser" campaign, and "regular" adverts. The "teaser" campaign is the first stage. This is when the advertising company produce posters to tell people that another Bond film is in the making. It doesn't give any clues as to the story, and may not even give the title of the film. It is just to let fans know that one will be released

shortly. The "regular" campaign is when serious promoting starts. This is "image adverts" for the cinema, short clips of film, showing who is starring, the title and release date for the film. Advertising increases as it builds closer to the release date. Another way, they use to promote the film, is by having a well-known singer sing the title music and release it as a single. This way, the news about the film will reach more people. The final week before the release date, the "rush" will start. Whilst the final touches are being made to the film, the actors/directors/producers are being interviewed and media hype is at a max. Once the footage is complete and the film is ready to screen, they will have the premiere and the critics will get to see the long awaited Bond Film. However, the publicity that it gets is hard to control, but in itself it will be another promotion, people will read about it and want to see for themselves.

The advertising is a crucial part, without it, the film would not be known, and people would not go to see it, and the film company would not break even. The company expect to make at least 2 and a half as much as the budget to make any profit.

Although the producers and directors on 'The World Is Not Enough', wanted to change the "typical" Bond film, they kept the traditional generic conventions that make a Bond film what it is. Bond films have a genre to itself. A Bond film is an Action/Adventure. We already know what is going to happen, so if the advertising doesn't make the film seem different from the rest, they won't get the response that they need.

The basic plot of a James Bond film is for Bond to fulfil a mission - normally something to do with taking over the world. There are certain things that we would associate with a Bond film, for example; the number, 007, the slogan lines - "Bond.....James Bond" and "Shaken, not Stirred", gadgets - watches with special functions, glasses that have an infra-red mechanism, to the sports cars, boats and other get-away vehicles, he always has something that will get him out of trouble. Bond films always have numerous explosions, chases, and the black suit are all linked to Bond. Bond also has all the characters that you can expect every time; Miss Money Penny, M, Q, there are the "Bond Girls", and the "baddies". All are traditional Bond characters. The music is also individual to Bond; he has his own theme tune, which you automatically associate with him, as it has run through from the beginning to the present. All the above, are items that you would relate to Bond, if a Bond film was missing any of them, it wouldn't make a Bond film.

In this film, a typical Bond scene would be when Bond enters the underground construction site, followed by shortly by Dr. Christmas Jones, but is met by Renard - his long term enemy. They have words, and scuffle. By the end of the scene, it has been full of explosions, gunshots, chase and the classic line;

"What's your name?"

"Bond.....James Bond"

This scene is what you typically expect of a Bond film. It is packed full of action, Bond is just warming up.

The plot in 'The World Is Not Enough' is that Electra King is continuing her father's business after he died. She has competition and tries to wipe them out. Bond is sent to protect her, as they think whoever killed her father is after her. In the end, Electra is working with Renard - both are the "baddies", and Bond ends up the hero and gets the girl - Christmas Jones at the end.

Another scene where Bond demonstrates his traditionalism is when Bond is at a Cocktail Party. Bond is always mixing with the "high and mighty" millionaires, so he gets to go to the fancy black suit and tie dinners, even if it is purely for business. I used this scene as an example, because in every Bond film, Bond goes to a party and saves the guests from dying or gets to meet his enemy. Another of Bond's famous sayings is "Martini - shaken, not stirred".