

Thunderball (C)

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- How did the books written by Ian Fleming make their way on to the big screen?
- How has James Bond stayed such a successful franchise over 50 years?
- How have the marketing team turned James Bond in to a international product?

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***"By Goldfinger we
had a cultural
phenomenon!"***

Maude Adams

James Bond Before the Screen

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- Although Bond was not on film until the early sixties, Bond as a character started in the 1953 novel *Casino Royal* by Ian Fleming.
- In 1954 CBS paid Fleming for the rights to adapt *Casino Royal* into a one hour episode, starring Billy Nelson as 'Jimmy Bond'.
- James Bond made his first radio appearance in 1957. The broadcast was of *Moonraker* broadcast by a South African radio station.

Eon Productions

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From left to right: Cubby Broccoli, Sean Connery, Ian Fleming and Harry Saltzman

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- Eon (Everything or Nothing) Productions was established by Harry Saltzman and Albert R. Cubby Broccoli
- A mutual friend who knew introduced the two one with the rights to Bond and the other with the money to connections in Hollywood to make the films.
- To this day Eon Productions still fund the franchise.



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- As his previous work had been for Columbia Pictures Eon firstly pitched it to them Columbia turned them down.
- \$1 million in 1961 would be worth \$7,936,507.94 now.



UNITED ARTISTS
AN MGM COMPANY

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The Start of a Franchise: Dr. No (1962).

- Terrence Young was chosen to direct the first installment of the Bond films.
- Ex male model Sean Connery was cast as the face of the franchise, with upset of both United Artists and Fleming.

