

Conglomerate companies do use their budgets to make high quality products. **HOWEVER,** as they are commercial companies, their primary focus in **sales.**

For each evidence, justify how EON and SONY (both commercial) appealed to a global audience.

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| --- | --- |
| Evidence | Justification |
| Filming took place in several locations across the globe.  C:\Users\tprior\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\F2AED4EF.tmpC:\Users\tprior\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\FBDF6B79.tmpC:\Users\tprior\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\78F59E95.tmpC:\Users\tprior\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\55A52239.tmp |  |
| C:\Users\tprior\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\3E0283F1.tmpC:\Users\tprior\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\9BC11AB.tmpNew Bond films have a multi-platform release (Theatres, DVD and Blu-ray).  C:\Users\tprior\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\1751DBD5.tmp |  |
| Bond is an iconic character with a universal appeal. He is charming, suave and good-looking.  Image result for james bondImage result for james bond |  |
| C:\Users\tprior\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\A7558A56.tmpC:\Users\tprior\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\A1E3AB6A.tmpThe Bond films provide a narrative that everyone is comfortable with (The ‘good guy’ catches the ‘bad guy’) and reinforces dominant messages about good and bad. |  |
| C:\Users\tprior\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\1008A2C5.tmpMost Bond films are rating an age certification of 15 or below. |  |
| C:\Users\tprior\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\827BC1E1.tmpC:\Users\tprior\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\FE63A61B.tmpSONY used an aggressive marketing campaign throughout the production period of Spectre – using Traditional platforms like TV spots and Digital platforms like social media. |  |

**Potential exam question: 3(d) Explain how the media operates as commercial industries on a global scale.**