

"Coke Zero challenged unsuspecting train passengers to unlock the 007 in them for their chance to win exclusive tickets for the new James Bond movie SKYFALL. However, the tickets weren't free. People had to go the extra mile and unlock their inner 007 in less than 70 seconds to win." That's the premise of this advertising campaign by Coke Zero for Sam Mendes' Skyfall, and it's a heck of a lot more exciting than most! There's no asking you to "Like" Facebook pages or endless streams of dull clips and photos from a viral here...no, instead, these guys were tasked with a Bond-like mission. Would you have given it a try? Daniel Craig is back as James Bond 007 in Skyfall, the 23rd adventure in the longest-running film franchise of all time. In Skyfall, Bond's loyalty to M (Judi Dench) is tested as her past comes back to haunt her. As MI6

**Read more:** <http://www.comicbookmovie.com/fansites/JoshWildingNewsAndReviews/news/?a=68970>