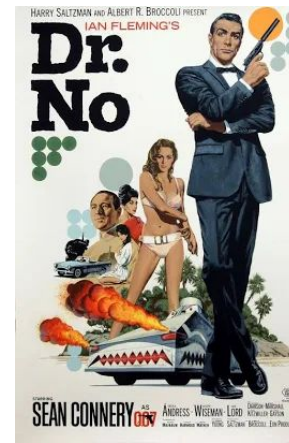


MONDAY 5TH OCTOBER

64 years ago today, two huge British cultural phenomena were launched on the same day. In cinemas audiences watched Sean Connery introduce himself as “Bond, James Bond” in the opening scene of *Dr No*. Whilst in record shops a new group from Liverpool called the The Beatles released their first single *Love Me Do*.

Neither were guaranteed to be influential, and neither had instant success. *Love Me Do* peaked in the charts at No. 17, while Hollywood had shown little interest in adapting Ian Fleming’s spy novels in the ten years since they were first published and *Dr No* received mixed early reviews.

More than six decades later, both are still part of global culture and hugely influential. 6 different actors have reinvented Bond across 25 films and the glamour, gadgets and villains have influenced many more films and franchises. The Beatles influence too, stretches beyond their 12 albums and 65 singles to songwriters and bands across the world. Yet by **coincidence**, both were launched to the public on exactly the same day.



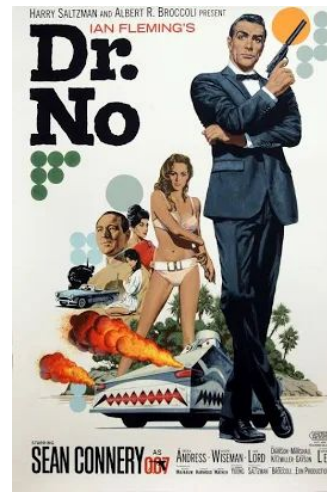
- Which is your favourite James Bond film and why is it *The Living Daylights*?
- Which is your favourite song by The Beatles and why is it *The Ballad of John & Yoko*
- Which do you think had the bigger cultural impact, James Bond or The Beatles? How could we empirically measure it?
- What music and film has been influenced by The Beatles and Bond?

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- Which is your favourite James Bond film and what is your favourite song by The Beatles?
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