

AUTOMOTIVE

Aston Martin prompts charitable donations via one-of-a-kind experience

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Image courtesy of Omaze

By STAFF REPORTS

British automaker Aston Martin is helping to fulfill a consumer's James Bond-themed fantasy for a good cause.

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The brand is teaming up with actor Daniel Craig and Omaze, an auction platform that leverages one-off experiences as fundraisers for nonprofits, offering bidders the chance at a custom 2016 Aston Martin Vantage GT Roadster and a meet-and-greet with the current 007. With accessibly priced entries, Aston Martin's prize may see more entries, making a larger impact for the chosen charity.

Agent of change

Omaze's platform democratizes the auction format, allowing participation for as little as \$10 rather than relying on the interest of the wealthy to drive up the amount donated.

For this experience, Aston Martin worked with Mr. Craig to create a customized Vantage to his specifications. Along with driving off in the actor's chosen car, the winner will get to meet Mr. Craig.

Catering to an audience that may not have deep pockets, the prize includes the taxes on the vehicle, airfare and four-star hotel accommodations.

Entries close on April 13. While \$10 is the minimum bid and grants the consumer 100 entries to win, interested parties can increase their chances by making larger donations. These are rewarded with exclusive merchandise such as Aston Martin posters created by chief creative officer Marek Reichmann.

Introducing the campaign, Mr. Craig tries to quantify the "priceless" prize through a unique currency in a short film. As the actor covers each additional part of the grand prize, he tallies up the worth in puppies.

Daniel Craig and Puppies Present: Your New Aston Martin // Omaze

The campaign will benefit the United Nations Mine Action Service, which works to work in 18 countries and territories to minimize the threat and impact of explosive devices. The organization also provides other help to those in conflict areas.

This is not the first time Aston Martin has called on its Bond affiliation for a fundraising push.

In 2016, Christie's celebrated the home video release of "Spectre," the latest James Bond film, with a themed charity auction fronted by Aston Martin's DB10. The auction gave Bond fanatics a chance to live their dream, while the spy's popularity ensured hefty earnings for a good cause ([see story](#)).

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