

MI6 advert seeks to ditch 'mythical' James Bond image

<p>Notes & Cues:</p>	<p>Article:</p> <p>The advert's opening shot could be straight from a James Bond movie. Sinister music plays as a shark circles. Seconds later, the scene widens to show a startled child being comforted by his mother in an aquarium.</p> <p>But the message MI6 wants to convey is how the spy agency is less interested in recruiting would-be 007s than people who reflect the diversity of the UK – mothers, for example.</p> <p>“We are intelligence officers, but we don't do what you think, ” the ad's voiceover says. “It is not keeping your cool in the shark tank. It is picking up the silent cues that matter.” Then comes the payoff: “MI6 – secretly, we are just like you.”</p> <p>MI6 is looking to take on an extra 800 people by 2021. Figures for 2016 show that the agency has a serious gender imbalance, with women making up 38% of non-senior staff and occupying just a quarter of senior posts. Just under 7% of non-senior staff are from a black, Asian or minority ethnic background and these groups are not represented at all in the senior ranks.</p> <p>The security service's chief, Alex Younger, who wants greater diversity to be one of his legacies, has previously said that James Bond is a blessing and a curse for MI6: though the action film franchise offers priceless free publicity, it gives a misleading picture of life as an officer.</p>
<p>Summary:</p>	