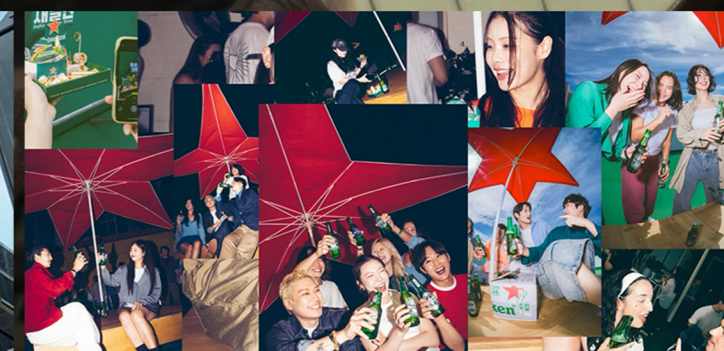


Rooftop Revival

옥상의 재발견

Heineken®

REVIVING SEOUL'S SOCIAL LIFE ONE GREEN ROOFTOP AT A TIME



PROBLEM

SEOUL, ONE OF THE DENSEST CITIES IN THE WORLD, IS RUNNING OUT OF SPACE FOR SOCIAL LIFE. BUT AMID CROWDED STREETS AND CRAMPED HOMES, HEINEKEN DISCOVERED THAT THE CITY ITSELF HAD THE ANSWER ALL ALONG.

OPPORTUNITY

SEOUL HAS ONE OF THE HIGHEST PROPORTIONS OF FLAT ROOFTOPS IN THE WORLD, MOST OF WHICH ARE OVERLOOKED, UNDERUSED, AND CONVENIENTLY GREEN*.
*ROOFTOPS ARE COMMONLY COATED IN LOW-COST WATERPROOF PAINT THAT CONTAINS NATURALLY GREEN CHROMIUM OXIDE.

EXECUTION

WE TRANSFORMED FORGOTTEN ROOFTOPS INTO FRESH SOCIAL SPACES, AND REVEALED THEM THROUGH OUT-OF-HOME BILLBOARDS THAT SHOWED A PERSPECTIVE FEW SEOULITES HAD EVER SEEN, THEIR CITY FROM ABOVE. THESE BILLBOARDS DOUBLED AS AN INVITATION TO HEAD UP AND EXPERIENCE THE ROOFTOPS FOR THEMSELVES.

RESULTS

WHAT TOOK OFF IN SEOUL WENT ON TO EXCEED EXPECTATIONS, REACHING 118 COUNTRIES WORLDWIDE.

11,000+ SIGN-UPS FOR THE PYEONGSANG GIVEAWAY

452M IMPRESSIONS WORLDWIDE

ENJOY RESPONSIBLY

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Social networking since 1873.



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목상의 재발견

Rooftop



Revival

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CAPTURING SEOUL'S GREEN ROOFTOPS FROM ABOVE

THESE PHOTOGRAPHS AIMED TO CAPTURE THE TENSION BETWEEN SEOUL'S CLAUSTROPHOBIC CITY GRID AND THE OVERLOOKED OPEN SPACES ABOVE IT, ALL WHILE KEEPING EACH FRAME ICONICALLY HEINEKEN.

TO ACHIEVE THIS, WE USED A MEDIUM-FORMAT CAMERA MOUNTED ON A CUSTOM HEAVY-LIFT DRONE, GIVING PRECISE CONTROL OVER FRAMING, COLOUR, PERSPECTIVE, AND RESOLUTION.

ANGLES, ALTITUDES, AND COMPOSITIONS WERE FINE-TUNED IN THE AIR, WHILE SUNLIGHT AND SHADOWS WERE USED TO COMPRESS ALREADY NARROW STREETS AND OPEN UP EMPTY ROOFTOPS.



Social networking since 1873.

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