

Company: HeyMo® The Experience Design Company

Company Description: HeyMo® The Experience Design Company is a startup investment of TBWA\Istanbul into experience marketing business established in June 2017. We strongly believe in the power of moment and every moment is designed to be a happy HeyMo in the end. HeyMo® is an experience design company, expanding conversations through communities with experience marketing. We are linked to 18 nationalities.

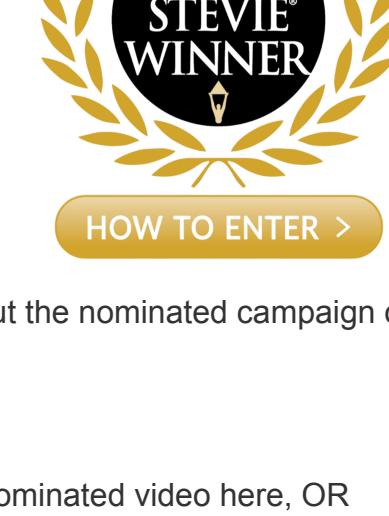
Nomination Category: Marketing Campaign Categories - Industry

Nomination Sub Category: Marketing Campaign of the Year - Travel / Tourism / Destination

Nomination Title: Inner Portrait by Refik Anadol

1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

Designed and realized under the leadership of Turkish Airlines, the "Inner Portrait by Refik Anadol" campaign was launched in June 2024 and was shown for the first time at Art Basel, followed by an additional launch at the Cannes Lions Festival in July 2024 and a grand cultural premiere at the Türkiye Atatürk Cultural Center in December 2024.



HOW TO ENTER >

2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 178 words used.

In the wake of the pandemic, the global travel industry faced a unique challenge: how to reignite emotional connection in a world that had fundamentally changed. Turkish Airlines, known for connecting more countries than any other airline, saw an opportunity to redefine its long-standing platform "Widen Your World." The brand believed that travel was not just about moving from one place to another, but about inner transformation.

At the same time, the rise of biometric technology and AI-powered generative art has opened up new creative possibilities. Turkish Airlines partnered with Refik Anadol Studio to explore a radical idea: capturing the emotional impact of travel in real time and transforming it into immersive digital artwork. Thus, "Inner Portrait by Refik Anadol" was born.

The campaign aimed to address multiple challenges—making an emotional brand promise tangible, engaging a new generation of travelers, and positioning the airline as an innovator in experience-led storytelling. By focusing on first-time international travelers, the project explored the psychological and emotional dimensions of flying, offering an intimate and data-driven reflection of how travel changes us.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 160 words used.

The development began with casting four individuals who had never flown internationally. Each participant represented a distinct cultural and geographical background, creating contrast with their travel destinations. During their journeys, biometric data—such as heart rate, brainwaves, and movement—was captured using wearable sensors.

This raw emotional data was then processed and interpreted by Refik Anadol Studio's AI system, which transformed it into generative digital art. Each piece visualized an individual's emotional transformation through travel. Simultaneously, a documentary film crew followed each participant, capturing their personal stories and reflections.

The campaign was meticulously planned to unfold in multiple phases: data collection and filming, artwork generation, digital storytelling, and high-profile global presentations. The rollout strategy included immersive installations at Art Basel in Basel and Istanbul's Atatürk Cultural Center, influencer collaborations, media partnerships, and a co-post from Refik Anadol.

The development process combined creative, scientific, and logistical expertise to deliver a campaign that was technically complex yet emotionally accessible—bridging art, technology, and brand storytelling.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 191 words used.

Since early 2023, "Inner Portrait by Refik Anadol" evolved from concept to one of Turkish Airlines' most impactful global campaigns. The experience launched with the selection and filming of four first-time international travelers, followed by biometric data collection and the creation of AI-generated art by Refik Anadol Studio.

In June 2024, the campaign debuted at Art Basel in Basel with a custom-designed immersive lounge that attracted over 5,000 visitors. "Inner Portrait by Refik Anadol" culminated in a mainstage presentation at Cannes Lions 2024, where Turkish Airlines, Refik Anadol Studio, and TBWA\Istanbul shared their journey of turning emotion into experience. The campaign not only elevated Turkish Airlines' brand perception but also sparked conversation around the emotional dimension of travel in the digital age.

This was followed by a high-profile exhibition at Türkiye's Atatürk Cultural Center in Istanbul, attended by nearly 500 guests, including press, influencers, and celebrities.

Digitally, the campaign achieved extraordinary engagement. It reached over 249 million views across platforms. A single Instagram co-post with Refik Anadol alone garnered 164 million views and 50 million interactions. The project also generated 679 influencer stories and 288 media mentions across 35 countries.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 216 words used.

We are submitting three supporting materials that provide comprehensive evidence of the strategy, execution, and impact of the "Inner Portrait by Refik Anadol" campaign.

1. Case Video

The case video offers a dynamic overview of the project's journey—from concept development to final execution. It visually demonstrates how Turkish Airlines collaborated with Refik Anadol to transform personal flight data into generative art, resulting in a one-of-a-kind digital experience. This video captures key milestones, public reactions, and media placements, illustrating the campaign's innovation and brand relevance in a compelling, storytelling-driven format.

2. Strategy Document

This file outlines the creative and communication strategy that shaped the campaign. It details how Turkish Airlines aimed to reposition flight as an emotional and personal experience rather than just transportation. By aligning the narrative with data-driven storytelling and immersive art, the strategy emphasizes the airline's forward-thinking approach and commitment to meaningful brand experiences.

3. Campaign Summary

The summary document provides a full breakdown of the campaign, including objectives, insights, creative executions, channels used, influencer engagement, and global amplification. It also includes key performance metrics—such as reach, engagement, earned media value, and brand impact—offering quantifiable proof of the campaign's success.

Together, these materials holistically validate the claims made in the nomination and demonstrate how "Inner Portrait by Refik Anadol" redefined the intersection of travel, data, and art.

Attachments/Videos/Links:

[Inner Portrait by Refik Anadol](#)

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