

THE FILM "RUPERT TEAR", WHOSE MAIN INGREDIENT IS GLASS, BREAKS PERCEPTIONS ABOUT WOMEN

Akfen Holding's Film "Not What It Seems" Created For International Women's Day On March 8th Is Now Live

Akfen Holding aims to break the perception of fragility attributed to women and highlight the resilience and strength they actually possess with a powerful and impactful campaign on International Women's Day. Symbolizing the extraordinary durability of Rupert Tear, whose main ingredient is glass, this campaign showcases the resilience of women in society and their strength in the face of challenges.

As the first Holding company in Turkey to sign the United Nations Women's Empowerment Principles (WEPs), Akfen not only commemorates this special day with an advertisement but also gives it meaning through various projects supporting gender equality in business and social life. The company continues its efforts to be a pioneer in supporting global solidarity for gender equality.

On International Women's Day, Akfen Holding undertakes a powerful and poignant project aimed at changing perceptions of women. The durability of Rupert Drop in the project is used as a metaphor emphasizing the resilience and strength of women, contradicting the perception of their fragility.

Rupert Tear, known for its rare structure made of glass that is dropped into water and hardens as it cools after exposure to high temperatures, brings to life Akfen Holding's film for International Women's Day, symbolizing the resilience and strength of women in society.

In the film, the glass drop, shaped like a tear, is shown melting when heated and then dropping into water, demonstrating its resistance to impact, portraying how strong women are in the face of pressure and challenges, contrary to the perception of fragility.

Akfen Holding's meaningful project will be featured on digital platforms alongside International Women's Day. Additionally, the Rupert Drops used in the filming will be exhibited at Akfen Holding's headquarters, Levent Loft, and Loft Art space in Istanbul until the end of March.

In empowering women in society and creating awareness, Akfen Holding not only stops at this film but continues to stand out with various initiatives and projects supporting gender equality in business and social life.

As the first Holding company in Turkey to sign the Women's Empowerment Principles (WEPs) aimed at raising awareness to achieve gender equality in the workplace by the United Nations Entity for Gender Equality and the Empowerment of Women and the United Nations Global Compact, Akfen Holding also supports HeForShe, a global solidarity movement for gender equality.

You can watch film via this link.

<https://www.youtube.com/watch?v=8Et-jOeIWhA>



#GöründüğüGibiDeğil

Akfen Holding International Women's Day Film Credits:

Advertiser: Akfen Holding

Advertiser Brand Team: Ünsal Ereke, Nilüfer Taşlıca Başdan, Sevil Özkanat, Tuğçe Aykut

Advertising Agency: H2O United

Agency President: Şebnem Tanyaş

Creative Group Presidents: Murat Önal, Bahar Ketenci

Art Director: Dilara Akpınar

Brand Director: Merve Şeker

Brand Representative: Sedef Tunçer

Social Media Team: Beyza Yüksel, Güneş Beste Kurtoğlu

Agency Production Team: Emre Arslan, Sude Nur Yıldırım

Production Company: GorilFilm

Producer: Murat Aytekin

Directors: Hakan Ergin – Merve Çimen

Director of Photography: Hakan Ergin

Production Team: İbrahim Çapkın- Ertuğ Okur