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# GREAT BIG STORY TAKES A WALK THROUGH SOUTH KOREA'S STREET STYLE IN NEW SERIES WITH KOREAN AIR

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Tuesday, April 18, 2017

The musicians, artists and chefs behind the sounds, smells and energy of the streets of South Korean cities are coming to Great Big Story in a new video series 'Soul of the Street'.

Starting this week, 'Soul of the Street' unlocks the Seoul that few outside of the city have truly experienced, and ventures away from the capital to discover street culture in other South Korean cities. The first video published today highlights [South Korean B-Boy crew Jinjo](#), which brings to life the incredible art of breakdancing and how two brothers find inspiration from outside the hip-hop genre for their amazing aerial moves.

The nine-part editorial series is accompanied by a branded content partnership established by CNN International Commercial (CNNIC) with Korean Air. The campaign, targeted to audiences in North America and Asia, is designed to inspire Great Big Story's young, affluent and culturally-aware audiences about what Korea offers adventurous and curious travelers.

As well as Korean Air branding appearing alongside the editorial videos, there will be two branded content films from CNNIC's branded content studio Create. These films will tell two stories with Korean Air at their heart - a piece about Je-dong Farm, where Korean Air grows food for its inflight meals, and a love story between two artists in Seoul and New York, separated by geography but connected by Korean Air.

The editorial and branded content will feature on Great Big Story's app and website, as well as across its social channels, including YouTube, Facebook, Twitter, and Instagram, reaching over 10 million multi-platform followers. A playlist will be created as more videos go live in the coming months.

"Great Big Story's camera-toting, curiosity-driven storytellers have uncovered some of the most incredible people, places and cultures from around the world," said Uyen Tieu, General Manager, Great Big Story. "We're excited to partner with Korean Air through a series that immerses viewers in the heart of Korea's street culture, while inspiring prospective travelers through amazing and thought-provoking stories."

"Korean Air is a long-standing partner of CNN's, and we are delighted to build on this relationship to take the Korean Air brand into new territory and reach different audiences through Great Big Story," said Sunita Rajan, SVP, Advertising Sales, APAC, CNN International Commercial. "The power of this campaign lies in rich storytelling, clever targeting and the engagement that Great Big Story has with its audience. I am certain that anyone who watches 'Soul of the Street' will be enticed to book a flight and experience South Korea for themselves."

Emily Cho, Senior Vice President, Korean Air said "We are delighted to partner with CNN to launch Korean Air's content campaign through a creative platform like Great Big Story. 'Soul of the Street' captures unique stories from Korea that we hope will enchant and engage our global travelers. We at Korean Air believe in excellence in flight and are dedicated to bring Korea to the forefront as a leading travel destination, which is perfectly positioned by this partnership."

### **About Great Big Story**

Great Big Story is a video storytelling brand dedicated to the untold, the overlooked and the flat-out amazing. Founded in 2015 by a multiyear investment from CNN, Great Big Story has gone on to produce more than 1,000 original productions in 75 countries around the world. With offices in New York City, London and Stockholm, Great Big Story's videos reach tens of millions weekly and have generated more than 10 million multi-platform fans. Great Big Story is available on desktop, Facebook, YouTube, Vimeo, iOS and Android devices, Apple TV, Apple News, Amazon Fire TV, Roku and just about everywhere you watch video. Visit <http://www.greatbigstory.com/> for more information.

### **About CNN International Commercial**

CNNI Commercial (CNNIC) is responsible for CNN's intercontinental commercial operations, spanning a diverse multiplatform portfolio across five continents. Its strategy is to grow CNN's dominance in the pan-regional TV market while accelerating growth through digital and data capabilities. This includes monetising and growing linear and digital news brands such as CNN International, CNN en Español, CNN Arabic, Great Big Story, CNN Style and CNN Money, and a number of other verticals and local properties. CNNI Commercial delivers best-in-class, award-winning cross-platform ad sales, brand and marketing solutions underpinned by advanced digital expertise and data insight. It operates a Content Sales and Licensing business called CNN Access, which offers a suite of consultancy, content and CNN-branded initiatives around the globe as well as establishing strategic partnerships to serve new audiences. The organisation's branded content studio, Create, has been producing award-winning multiplatform content for clients for over ten years. CNNI Commercial is part of Turner, a Time Warner company. For more information, visit <http://commercial.cnn.com/>

### **About Korean Air**

Korean Air, is one of the world's top 20 airlines and carried more than 26 million passengers in 2016. Korean Air operates over 460 flights per day to 132 cities in 46 countries on six continents with a fleet of 175 aircraft including ten A380s. With its modern aircraft and over 20,000 professional employees, Korean Air offers customers convenience and comfort. Korean Air's award-winning offerings of Korean and international meals and state-of-the-art inflight entertainment system provide passengers with a memorable inflight experience. The airline is a founding member of the Sky Team airline alliance, which together with its 20 members, offers its 665 million annual passengers a worldwide system of more than 17,343 daily flights covering 1,062 destinations in 177 countries. Korean Air introduced the double-decker A380 aircraft to its fleet in 2011 and made the interior more spacious than any other airline, with just 407 seats spread across three classes, with the top deck dedicated to 'Prestige' business class. The design also features the world's first onboard 'Duty Free Showcase' and three bar lounges. More on Korean Air's programs, routes, frequencies and partners is available at [www.koreanair.com](http://www.koreanair.com)