

## Top Spot Of The Week: Heineken's "Walk-in Fridge"

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June 05, 2009, --- The original "Walk-in Fridge" spot--a.k.a. "Housewarming"--became an Internet and then TV sensation, showing us a group of guys who are in celebratory mode upon seeing their favorite, up until then unrealized fantasy room in the house--a huge walk-in refrigerator stocked to the rafters with Heineken beer.

So now we have the sequel to that Top Spot of the Week from earlier this year (*SHOOT*, 1/23). In the recently debuted follow-up ad, a Russian man references that very first commercial, asking his contractor for the same feature in his new home under construction during a walk-through of the space. While the contractor seems to immediately grasp what his customer wants, something gets lost in the translation, perhaps due to the Russian accents and dialects.

Upon completion of his new home, the man walks into his dream room only to see a huge space with a tiny refrigerator against the far wall.

Yet all is not lost as we later see the man entertaining some guests in the living room of his new abode. Suddenly the small refrigerator, equipped with mechanical legs, walks into the room and opens to reveal that it too is stocked with Heineken, eliciting ecstatic cheers and tears of joy from the men akin to the emotional response evoked in the original spot.

Once again, Bart Timmer directed the new "Walk-in Fridge" via [Czar.NL](#), Amsterdam, for agency [TBWA\Neboko](#), Amsterdam. (Timmer is repped stateside and in the U.K. by [Outsider](#).)

The TBWA team included creatives Jorn Kruijsen and Jeroen van de Sande, and producer Wietske Hovingh.

Robert Nan and Hein Scheffer produced for Czar. The DP was Alex Melman.

Editor was Annelien van Wijnsbergen of [Ambassadors](#), Amsterdam.



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This sequel to the original "Walk-in Fridge" spot, a.k.a. "Housewarming," offers an offbeat twist on a walk-in refrigerator, still much to the delight of male Heineken drinkers. Once again, Bart Timmer directed for agency [TBWA\Neboko](#), Amsterdam.

Credits

**Client:** Heineken

**Agency:** [TBWA\Neboko](#), Amsterdam. Jorn Kruijsen, Jeroen van de Sande, creatives; Wietske Hovingh, producer.

**Production** [Czar.nl](#)

**Company:** Bart Timmer, director; Robert Nan, Hein Scheffer, producers; Alex Melman, DP. (Timmer is repped stateside and in the U.K. by [Outsider](#).)

**Editorial:** [Ambassadors](#), Amsterdam. Annelien van Wijnsbergen, editor.