





WELCOME









Thank you for landing the deck at our table! We really love your vision for this KLM project! Such a unique approach with fascinating script and the right touch of humour already sets the stage for a film with fantastic potential. "*I travel well*" is the fresh and meaningful concept that KLM will introduce to the Dutch market, reshaping the way we travel. The concept will present the new objectives of journeys that are not about collecting destinations but about savouring experiences. This fresh angle will give the KLM brand a vibrant new identity, connecting travellers to more meaningful adventures.

The way we'll bring to life this concept is memorable, entertaining, and inspiring. The idea is to position the flight attendants as the heroes of the film. Just as they guide passengers aboard with safety instructions, our experienced and professional protagonists will guide travellers to various iconic destinations. Each scene will be crafted as an insightful masterclass on enjoying and extracting meaningful experiences from their journeys — essentially, teaching viewers how to "*travel well*." In this project, the arts of cinematography, storytelling, acting, and set design will all come together to turn the unconventional concept into a memorable, entertainingly educational film.



VISION

OUR

We envision creating an exceptional film with a lively, energetic rhythm that reflects the excitement of discovering new places. Our flight attendants will lead viewers through various unique and exotic destinations, showing them how to make the most of their experiences. Entering diverse, surprising locations while still wearing their uniforms along with accessories that reflect the surroundings, our flight attendants will maintain the same responsible yet lighthearted attitude. Such contrast will add an entertaining and humorous layer to the film.