





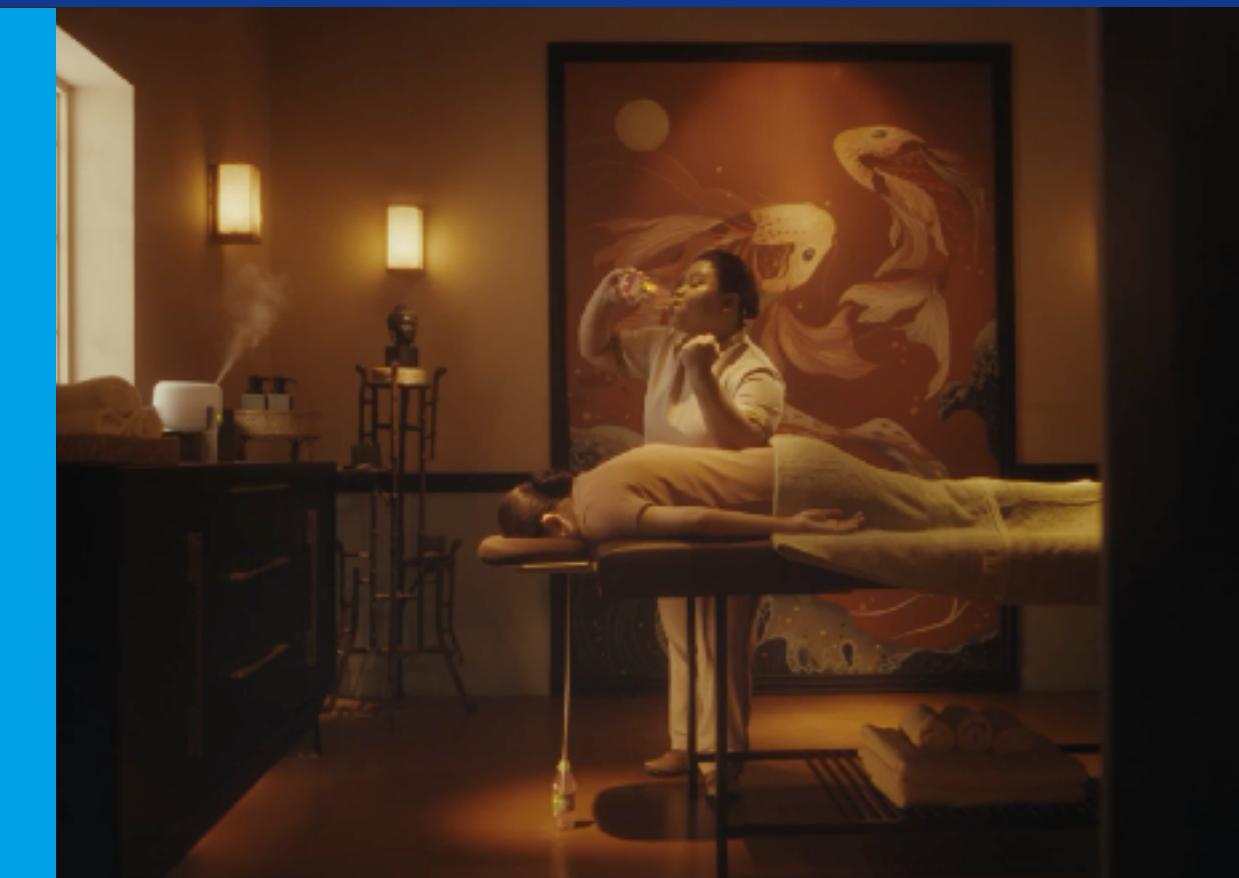
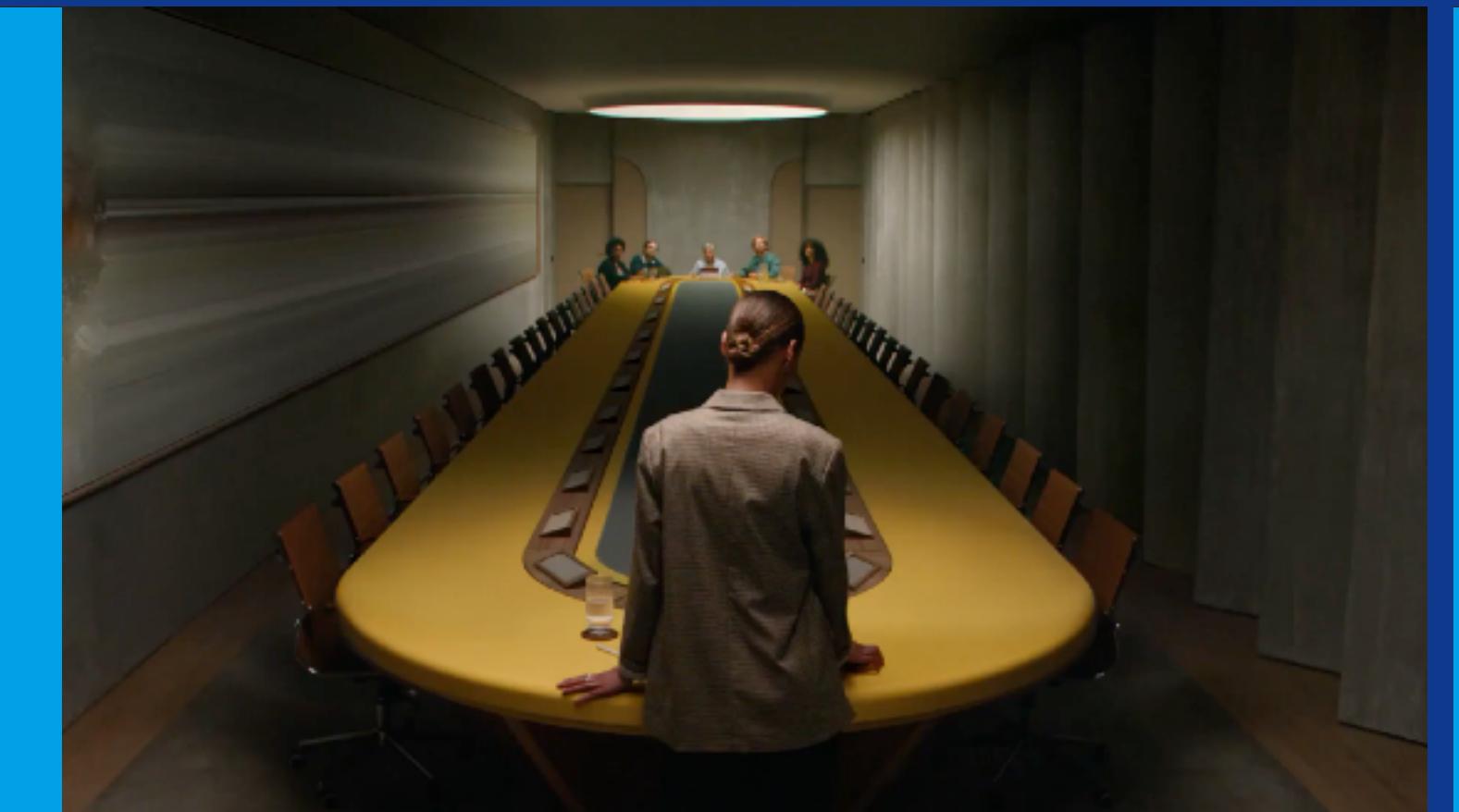








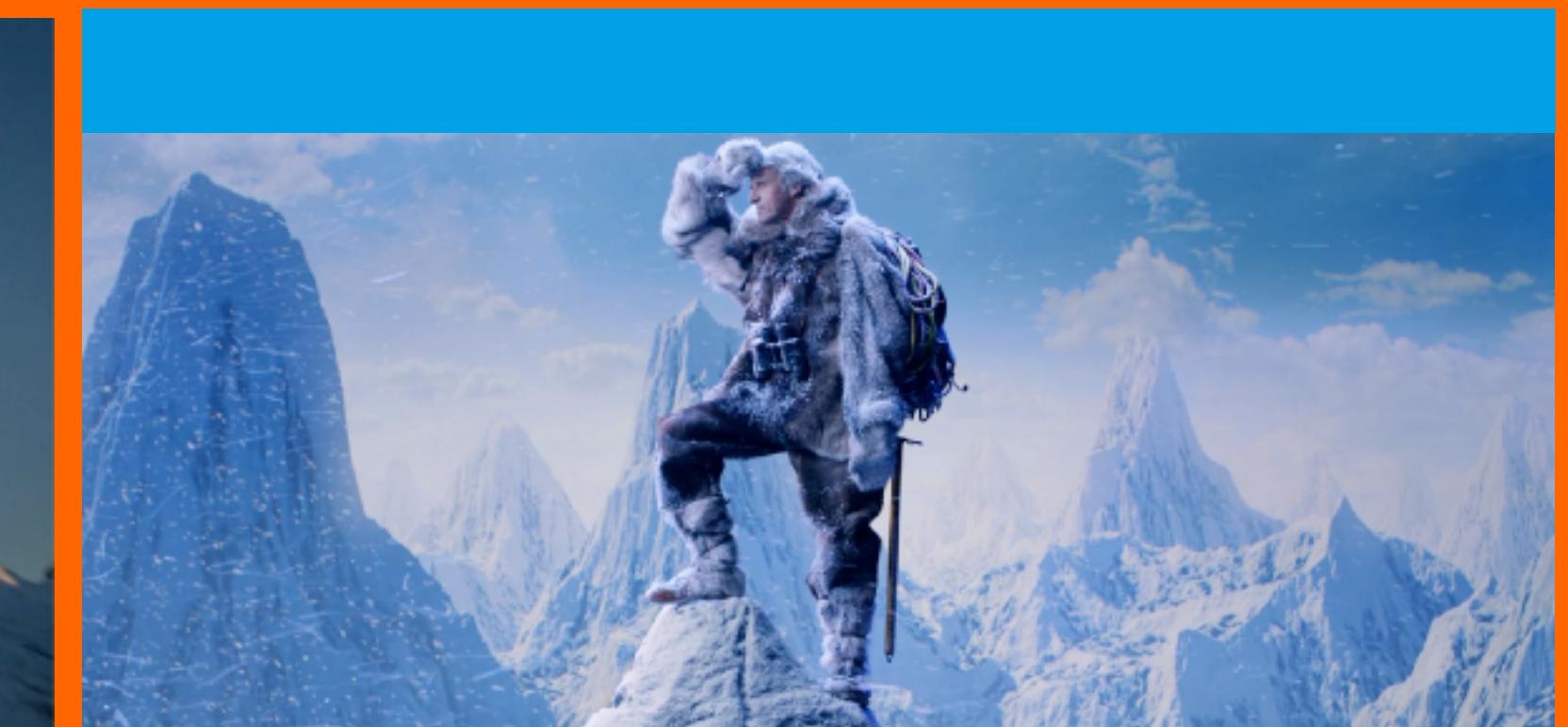
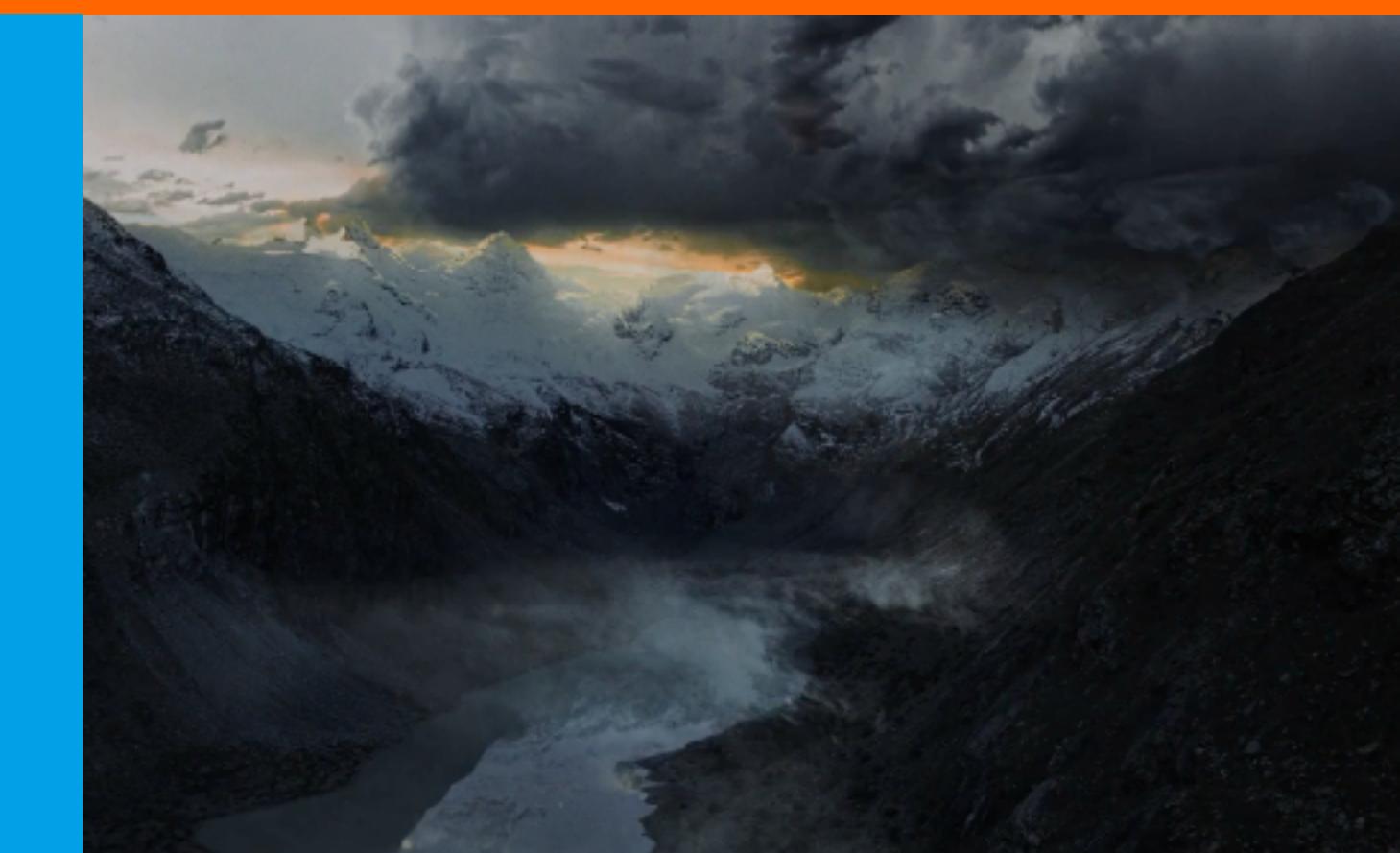
The flight attendant enters a room with wood-paneled walls and a large meeting table at its center. In a wide shot, we see three people seated around the table, engaged in business—a pair of elderly Asian men and a younger European man. We then cut to a close-up of the flight attendant as she continues smoothly continuing her speech with a playful yet composed smile, "**...THEN FOLLOW THE INSTRUCTIONS OF THE LOCALS.**" When the camera cuts back to the wide shot, we're still in the same room, but now all three businesspeople are receiving massages. At this moment, the camera goes up, transitioning us to the following location.





We see the flight attendant really close to conquering Everest. She is dressed for the heavy conditions — a thick jacket with the signature KLM blue peeking out from underneath, a heavy scarf, goggles, and a woollen hat. The soundscape also shifts as we hear the howling of the wind and the crunch of snow.

We cut to the top of the mountain, where the actual KLM crew is standing, already waiting, dressed similarly but proudly showing off their KLM uniforms underneath. We notice a small gap between them — a space left for the KLM protagonist.



## JOINING THE CREW