



The piece will be shot in a virtual studio, and our aim is to make sure every destination feels authentic and deeply connected to its unique atmosphere. The action, props, background, and soundscape will all work together to fully immerse viewers in the essence of each location and convey the importance of the "travel well" concept. To achieve this, we want our heroes to go beyond the usual tour guide role. They won't simply arrive, deliver lines to the camera, and move on. Instead, the protagonists will lead viewers into the heart of the activity, engaging with other tourists or locals and trying new experiences while still maintaining their role as educators and instructors. However, our heroes' aim is not to have these adventures instead of the viewers but to guide the audience through them — demonstrating the experiences with the same instructive approach they use when showing how to fasten a seatbelt. This way, the film will not only highlight the beauty and diversity of our destinations but also showcase KLM's commitment to making travel deeply memorable and impactful.



HERO vs HEROES

In this film, we suggest filming with a single hero, one flight attendant, who will lead viewers through all the locations. Having one consistent guide throughout the story allows us to build a deeper narrative arc and gives the audience a familiar face to relate to. The single-hero format also enhances the humorous layer of the story.

