



# CASTING & PERFORMANCE



KLM's staff is always dedicated to making every journey enjoyable, not just another flight. It's that commitment that we want our heroes to bring to the story, helping to deepen the connection between KLM and its customers. The talents will be charismatic, memorable, and approachable, showcasing the ability to turn any flight into a delightful experience with their professional yet playful demeanour. Their performances will set our film's playful and amusing tone. Flight attendants, always polished and professional, will bring the same level of service and style to exotic locations. Their attitude, contrasted with fun and unusual settings, will sprinkle humour throughout the film.

Regarding filming with actual KLM staff, while we realise that it could add a layer of authenticity, we believe that the challenges of working with non-actors — particularly when it comes to delivering lines directly to the camera — could impact the overall fluidity of the piece. So, we recommend filming with actors who can effortlessly bring the script to life. Then, we'll feature actual crew members in the film's ending scene, celebrating the real people who embody the airline's spirit every day.