

















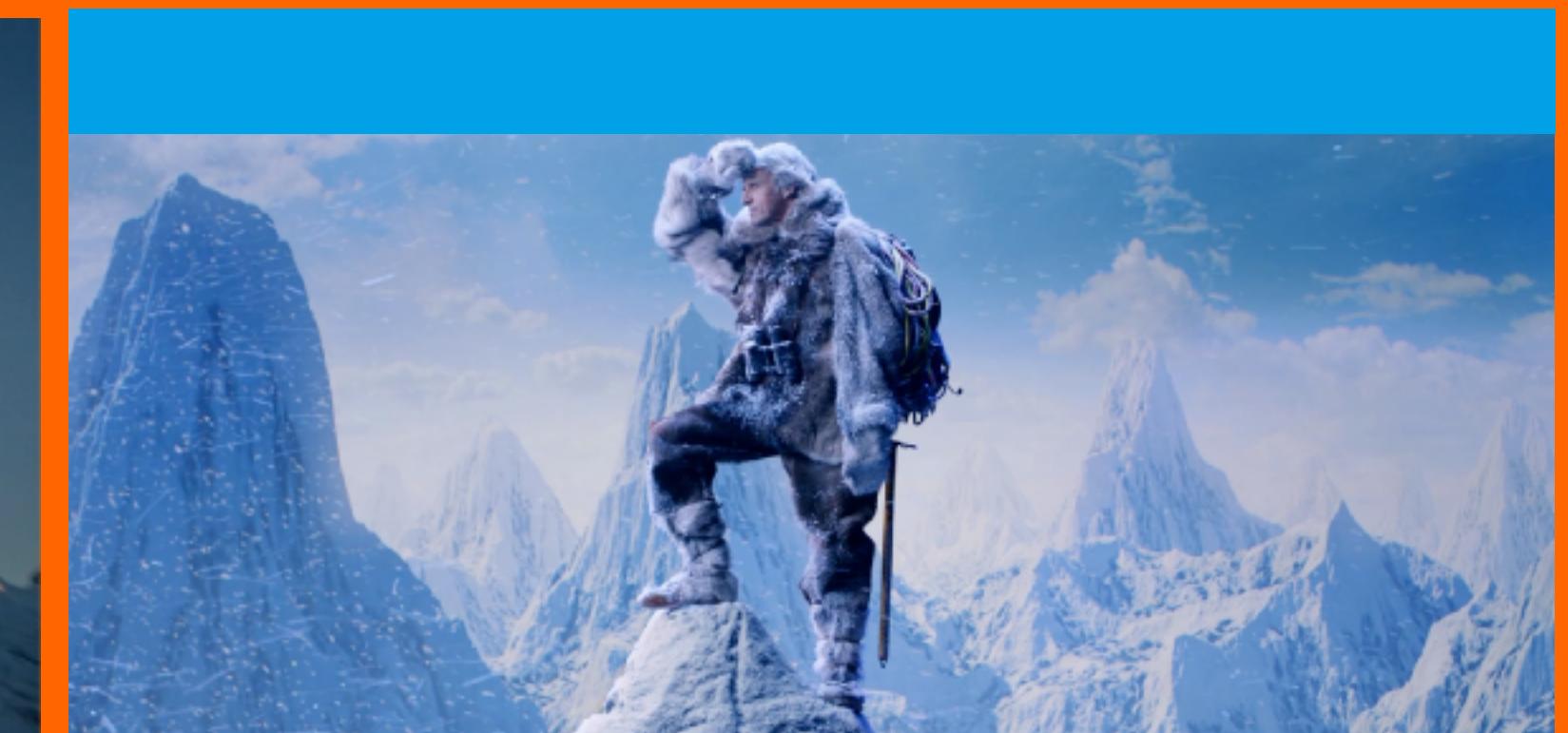
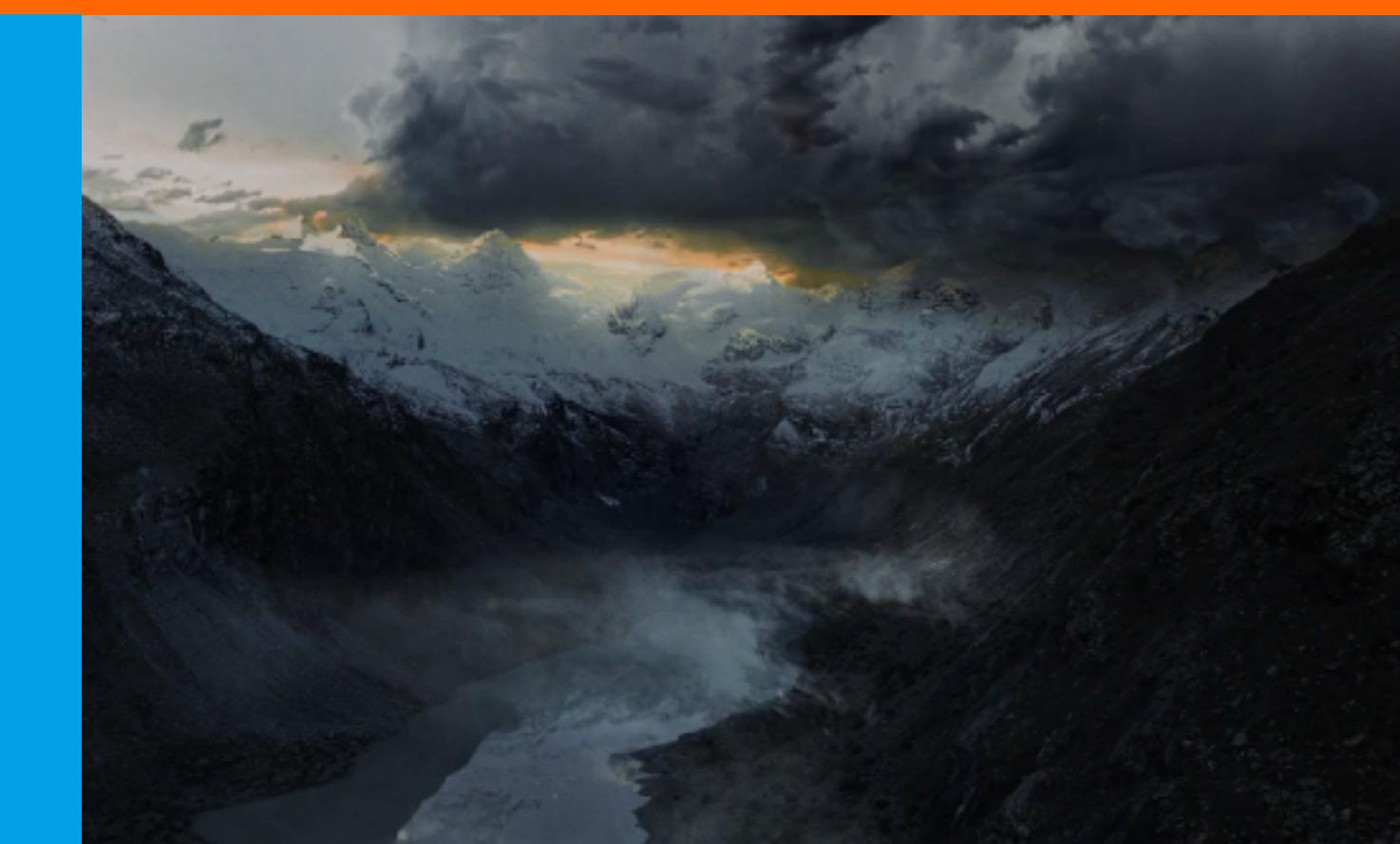






We see the flight attendant really close to conquering Everest. She is dressed for the heavy conditions — a thick jacket with the signature KLM blue peeking out from underneath, a heavy scarf, goggles, and a woollen hat. The soundscape also shifts as we hear the howling of the wind and the crunch of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

## TRANSITION REFERENCE



Finally, the flight attendant joins them and steps into place. She looks into the camera with a confident and professional smile and says, "**AND KEEP EXPERIENCES SAFE IN THE OVERHEAD COMPARTMENT.**" As she speaks, all the flight attendants point upward toward the sky, even higher than the highest Everest peak.

As if showing where they point, the camera slowly pans upward and into the clouds, where we see the aeroplane approaching. With a lateral shot, it follows a KLM plane as it glides gracefully across the sky. In the end, we hear the final line: "**IF YOU GO, MAKE IT MEMORABLE.**"



## TRANSITION REFERENCE