

A large, stylized teal wave graphic that forms a circular shape with a thick, rounded border. It is centered behind the main text.

Forever Curious

Wave 2

CURIOSITY IS BOLD

life changing moments.
strong charismatic heroes.
enjoyment comes from moving,
a decision, change.
higher emotional level.
aspirational yet relatable.

CURIOSITY HAS STOPPING POWER

colorful, warm, inviting.

**impactful branding, offering flexibility
across channels.**

CURIOSITY ACTS

creating a brand that is constantly in motion,
inspiring LAS/LAU to break free from a life of fear
and stagnation.

this brings the butterflies in the belly, the nervous
excitement, the desire so many of us can relate to,
the joy of what's yet to come.

creative expression

active anticipation.

together they are a contradiction, a juxtaposition of two words that
on their own are incredibly powerful, yet together they inspire us with
a tension that is undeniably curious, intriguing and challenge us to
create the spark we need to pull LAS/LAU into the brand.



Stage

Indoor/outdoor
Day
1 global cast hero + group



Wedding wheels

Outdoor
Day
1 global cast hero + group



Wild art

Outdoor/indoor
Day
MEA, SEA, KR



Never still

Outdoor/indoor
Day
SEA, KR, LATAM



Photographer

Outdoor
Day/Golden hour
MEA, SEA, KR



Showtime

Indoor
Night
Caucasian, LATAM



Traditional transport

Outdoor
Day
2 global JPN/any

A man with dark hair tied back, wearing a dark jacket and light-colored sneakers, is reclining in a folding chair on a rooftop. He is holding a cigarette in his right hand and looking off to the side with a slight smile. In the background, a woman is partially visible, and the city skyline is silhouetted against a warm, orange-hued sunset sky.

FROM

camera on pleasure

when **curiosity** is
satisfied, pleasure
wins.

A woman with blonde, wavy hair is walking away from the camera in a modern, brightly lit hallway. She is wearing a white, sleeveless, form-fitting dress with a fringe detail at the bottom. She is holding a small, dark object in her right hand. The hallway has large windows on the right side, and the lighting is warm and golden.

TO

camera on curiosity

curiosity is a mind in
search of pleasure.

style –

candid unscripted

spontaneous

depth/layers

unexpected

angles/perspectives

color

are -

are not -

colorful

dark

blues and golds (warm)

a rainbow

simple

complex

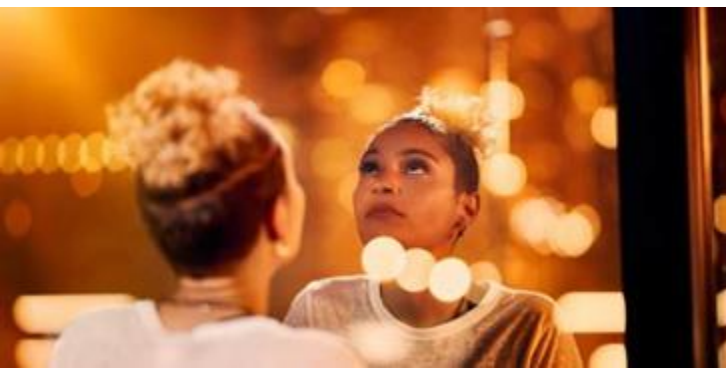
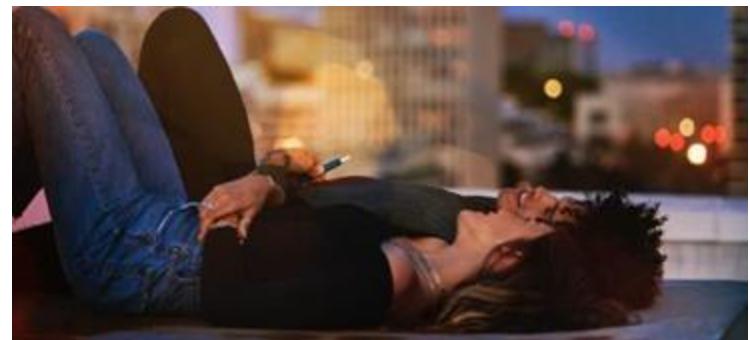
real/inviting

fabricated/perfect

joyful

moody

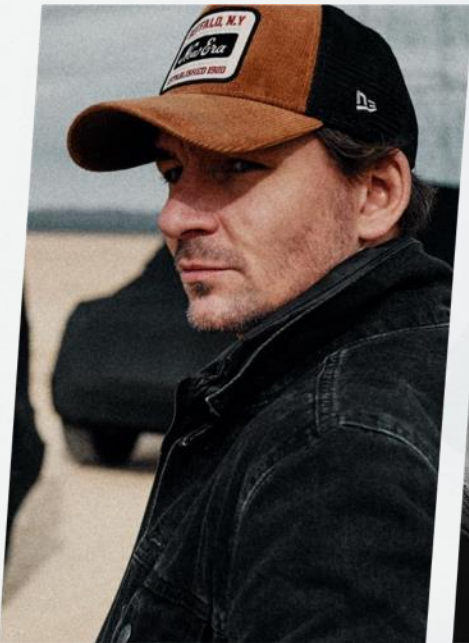




the team

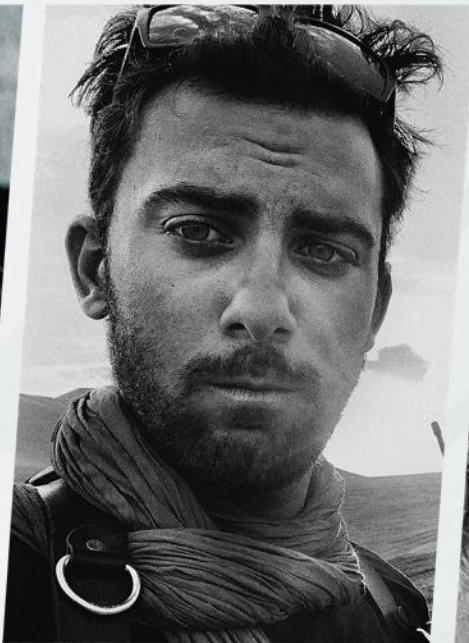
Forever Curious

The units – **Stills & Motion**



BASTI HANSEN

LIFESTYLE



CHRIS DELORENZO

LIFESTYLE #2



CLAUDIA GOEDKE

PRODUCTS



PHILLIP LOPEZ

MOTION

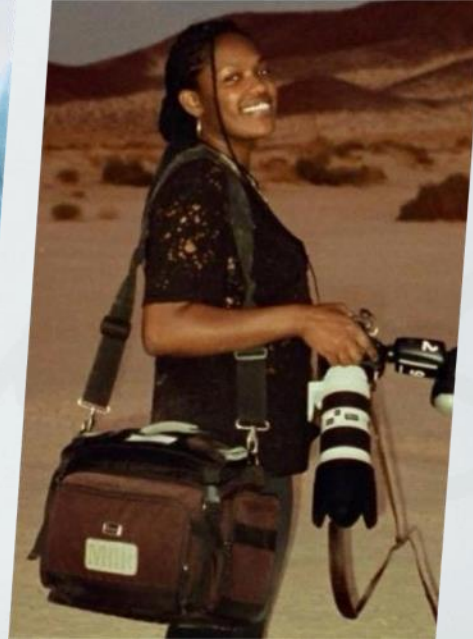
Forever Curious

The units - **Social**



SHANA TRAJANOSKA

SOCIAL



RAGAN HENDERSON

SOCIAL

the stories

Curious?

A woman with long brown hair, wearing a white button-down shirt and blue jeans, stands next to a light blue convertible car. She is holding a brown suitcase in her right hand. The car's top is down, and a guitar is visible in the back seat. The background shows a modern building with large windows and a potted plant.

Themes:

Anticipation
Courage
Freedom

**Leaving your old life
behind and finding joy
anywhere in the world.**

Curious journeys

Never still

Curious journeys

Never still – Stills



Portrait of anticipation

Our hero is getting ready to start a new chapter. She is sitting on the floor in the middle of the packing mess with an IQOS, taking one last look at what she packed.



A new beginning.

In her packed car, she looks back at us with excitement and anticipation. She is ready for a journey to anywhere.



Portrait of freedom

Our hero is enjoying her newfound freedom in her convertible packed to the brim with his cherished possessions. Wherever she is in the world, she is truly home.

Story:

Curiosity is starting a new journey. Our hero is preparing to embark somewhere new, leaving her old life behind. Her destination: anywhere. She is packing everything important to her, letting what she doesn't need behind. She sets out on her new adventure driven by curiosity, mirroring the journey of converting to HNB.

Emotional scope:

Excited anticipation. Endless opportunities. Mysterious destination. Following your spontaneous whims.

Potential lines:

Where will you end up next? – What's next? – Just imagine. – How far will curiosity take you?

Curious journeys

Never still – All possible stills





Starting a new life

Our hero is going through all her possessions, packing in the essentials, leaving behind everything that doesn't "spark joy."

She is sitting on the floor in the middle of the mess, looking over everything she packed, enjoying an IQOS.

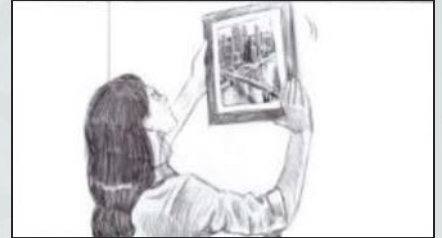
Next to her, her most important companion: her favourite painting, which is her only true piece of home.

She steps out of the apartment and packs her stylish convertible parked out front. The back seat holds a mosaic of her life — boxes, suitcases, her beloved guitar, a surfboard, and even her favorite picture from the wall. She lights an IQOS, taking a slow drag as she quietly says goodbye to the life she's leaving behind.

Later, in the driver's seat, the engine hums softly. She glances back one last time — her eyes filled not with sadness, but with excitement and anticipation. As the car rolls forward and the screen fades out, one question remains: What kind of future is she driving toward?

Curious journeys

Never still – **LOCATION #01**



Curious journeys

Never still – **LOCATION #01**

LOCATION



Curious journeys

Never still – **LOCATION #02**



Curious journeys

Never still – **CASTING**



RENATA DINIZ

LATAM



JAZZIE BARKEY

GLOBAL



TIMOTHY KIM

KOREAN

Curious journeys

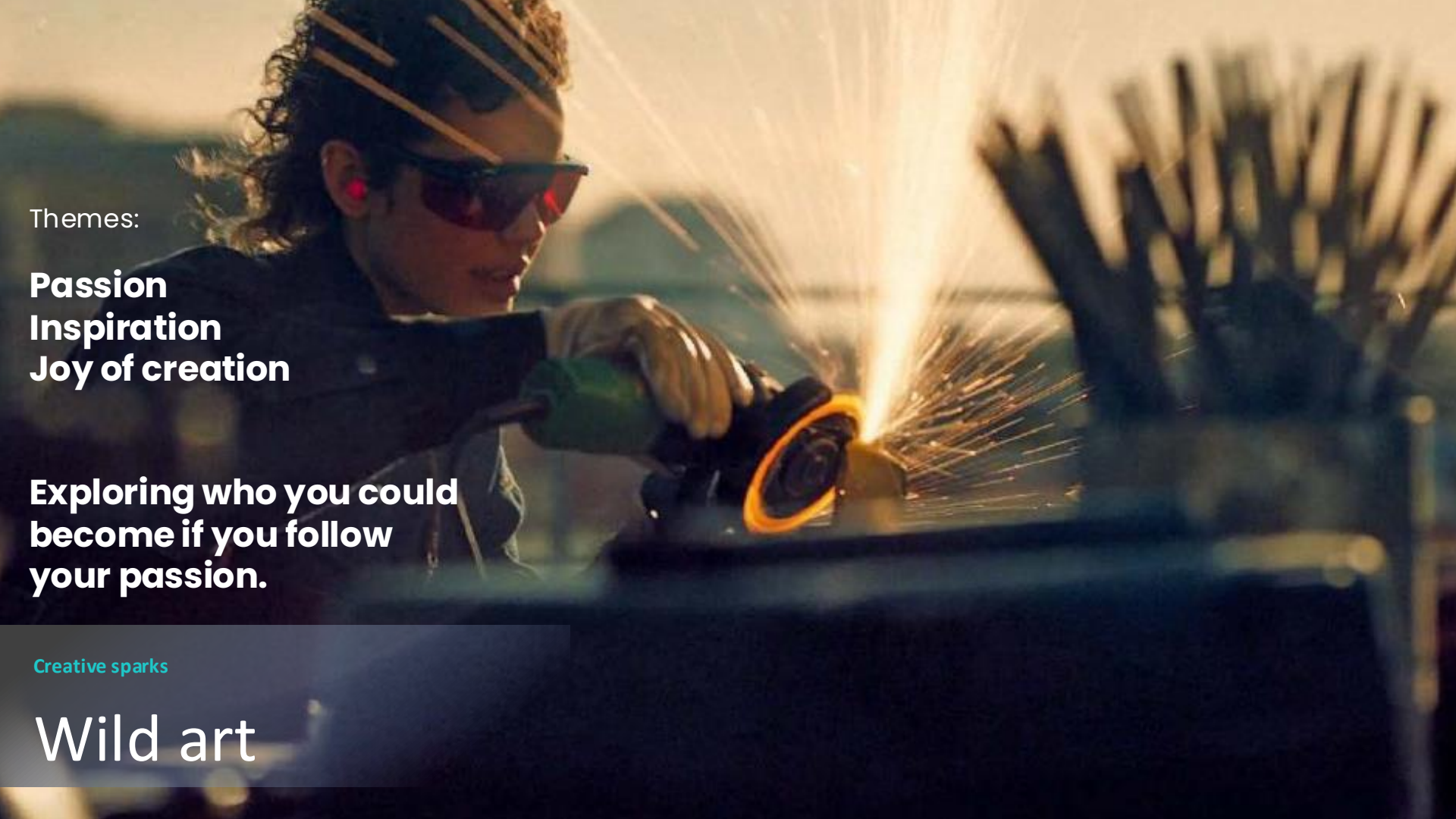
Never still – **STYLING**



Curious journeys

Never still – **PRODUCTION DESIGN**



A person with curly hair, wearing safety goggles and gloves, is welding metal. Bright sparks are flying from the welding point. The background is a warm, golden sunset over a body of water with some industrial structures visible in the distance.

Themes:

**Passion
Inspiration
Joy of creation**

**Exploring who you could
become if you follow
your passion.**

Creative sparks

Wild art

Creative sparks

Wild Art – Stills to shoot



The moment of inspiration

Our hero is putting on safety goggles, getting ready to create. Inspired and curious. Is she an artist? A mechanic? We don't know.



Passionate work

We see her cutting metal, among flying sparks. She feels home in the workshop, filled with passion.



Taking it all in

She is facing her creation with an IQOS, looking back at us with playful pride. "Check this out".

Story:

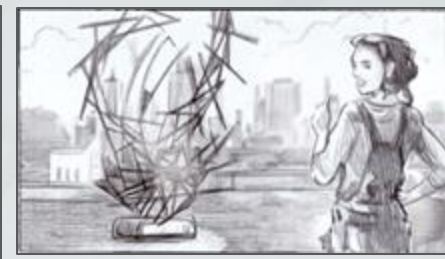
Curiosity is the source of inspiration. We follow an artist finding inspiration in an unusual medium. We witness the moment of the idea forming, we follow her hard work following through it. Finally, satisfied, she takes in the result of her efforts. We never reveal the final art piece, we let her face tell the story.

Emotional scope:

Excited anticipation. Juxtaposition and attitude. The inspiration of a blank canvas. Taking in the result of your work, still shrouded in mystery.

Potential lines:

What will you create next? – Just imagine. – What's the next thing you'll try?



Creative sparks

Wild art – 15" Video



Grand reveal

We follow a woman in her open air workshop. In a moment of inspiration she puts on safety goggles and gets to work.

She does metalwork, flexing, sparks fly. What is she doing? Is she a mechanic? Close up don't reveal much.

After her work is done she takes a moment to contemplate her creation, with a well deserved IQOS.

We reveal, that she is in fact, an artist, and had created a new masterpiece.

Creative sparks

Wild art – LOCATION



Creative sparks

Wild art – **LOCATION**



Creative sparks

Wild art – **CASTING**



MIWA



REDA PILYBAITE

+
MEA TALENT
(MALE)

Creative sparks

Wild art – **STYLING**



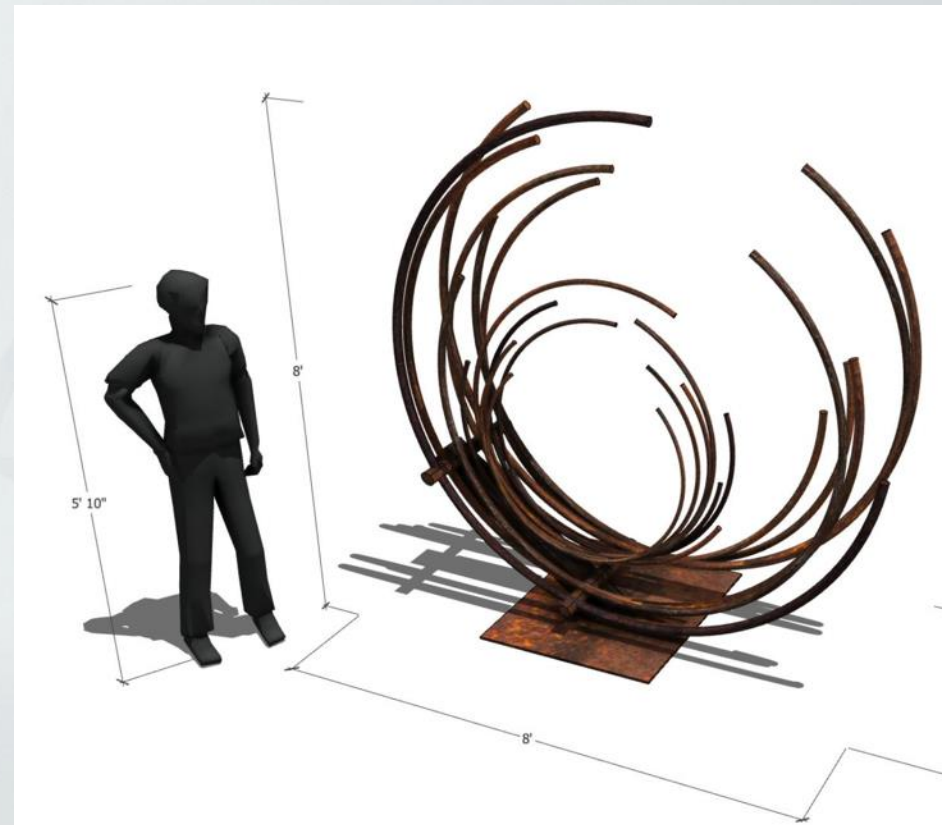
Creative sparks

Wild art – **PRODUCTION DESIGN**



Creative sparks

Wild art – **PRODUCTION DESIGN – METAL WORK / SCULPTURES**





Curiosity calls.

Answer?

Emotions:
Mystery
Invitation
Intrigue

**A call to explore the
hidden possibilities
around you.**

Curious journeys

Showtime

Curious journeys

Show time – **Stills**



Portrait of wonder

Our hero in stylish street clothes takes an IQOS break leaning against a handrail. She notices there is an exciting party happening down below. She yearns to be a part of it.



Anticipation of the moment

A close up of her expression. She is excited and curious, deciding to abandon her plans and follow her spontaneous side.



The joy of exploration

She is walking through a mysterious corridor towards her goal to reach the party, taking a final look back towards us, with an IQOS in her hand.

Story:

Curiosity is equal parts discovery, mystery, and attitude. We follow a stranger in a strange land.

She yearns to discover something special. She notices signs of the extraordinary happening in the distance. She runs towards it, driven by her curiosity. Much like millions of LAS move towards HNB every year.

Emotional scope:

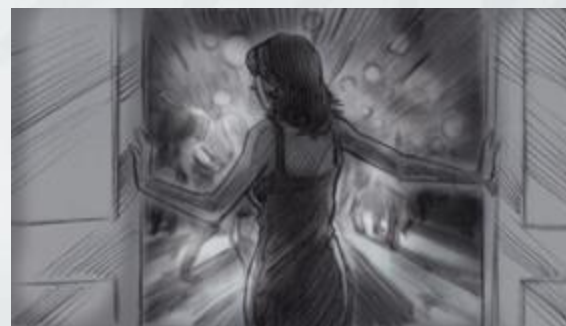
Attitude meets mystery. Every road leads somewhere. The ones you don't know, will take you somewhere new.

Potential lines:

Where are we headed? – Curiosity calls. Answer?

Curious journeys

Show time – **Stills** – Possible stills



Curious journeys

Showtime - 15" **Video**



A spontaneous moment

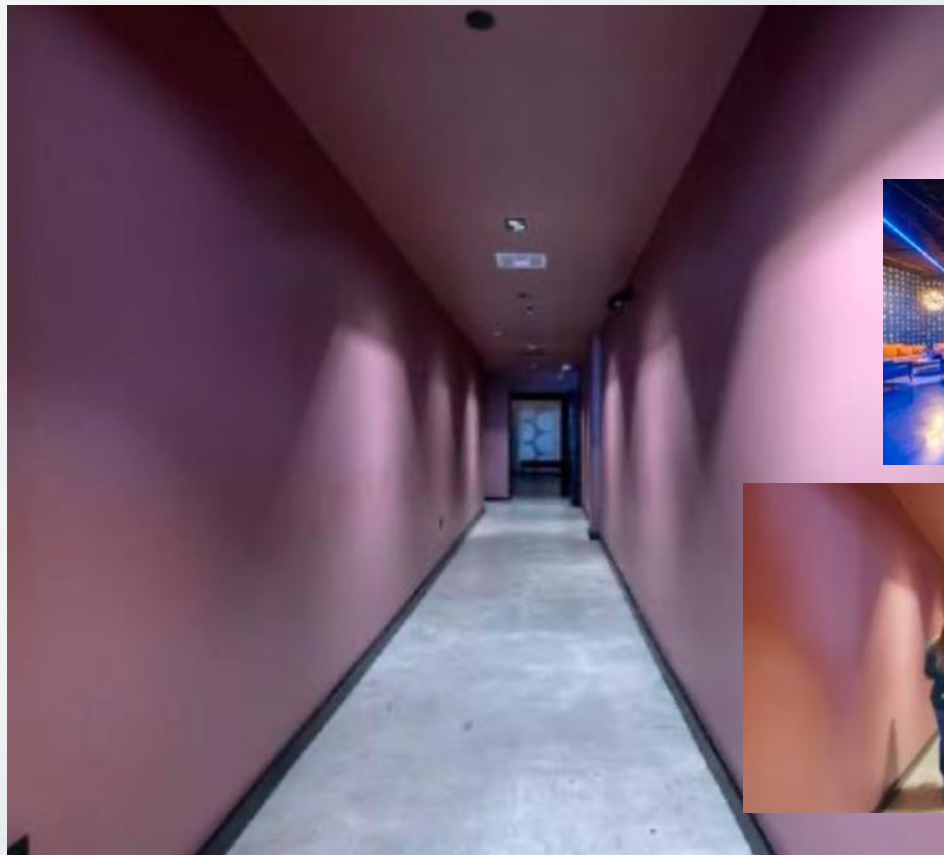
After a long day, our hero is enjoying an IQOS leaning against a handrail, before heading home. But below she notices a fun, exciting party. In close up we see it peaks her curiosity, and after a moment of contemplation, sets out to forget her plans of a quiet night and join it.

She hurries through a mysterious, exotic corridor taking a final hesitating look back... before she makes a final decision and heads towards the celebration.

She reaches a door, opens it, as light and music fill the screen and she disappears...

Curious journeys

Show time - **LOCATION**



Curious journeys

Show time - **CASTING**



IMENA DE BARROS

LATAM



CLANCY MCCLAIN

GLOBAL

Curious journeys

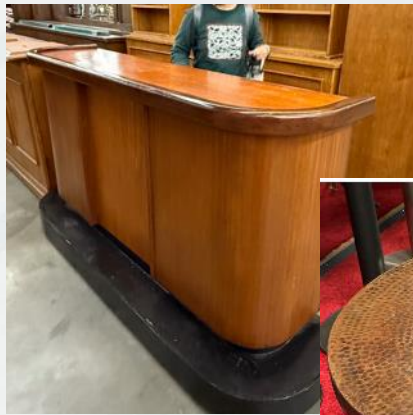
Show time - **STYLING**



Styling WIP

Curious journeys

Show time – **PRODUCTION DESIGN**



Themes:

Emotions:
Surprise
Open mindedness
Authentisity

**Staying true
to yourself while
embracing
change.**

Curious journeys

Traditional transport



Curious journeys

Traditional Transport **FEMALE** – Stills



Modernity meets tradition

An image of interesting juxtaposition. A woman wearing a traditional dress holding a skateboard, ready to experience something new in a city square.



The moment before

She is relaxing sitting on her skateboard, enjoying the vibes and an IQOS.



Keep it moving

She is gliding gracefully, creating a strange, but pleasant with her attire.

Spontaneous action. Intrigued about new experiences. Find our own twist on a moment.

Potential lines:

Always more moments to taste / what's the next moment you'll taste?

How did we get here?

Never lost. Always found.

Curious journeys

Traditional transport **FEMALE** – All possible stills



Curious journeys

Traditional transport – 15" **Video** – **FEMALE**



An elegant reveal

We start on a close up of a woman in a traditional, japanese outfit.

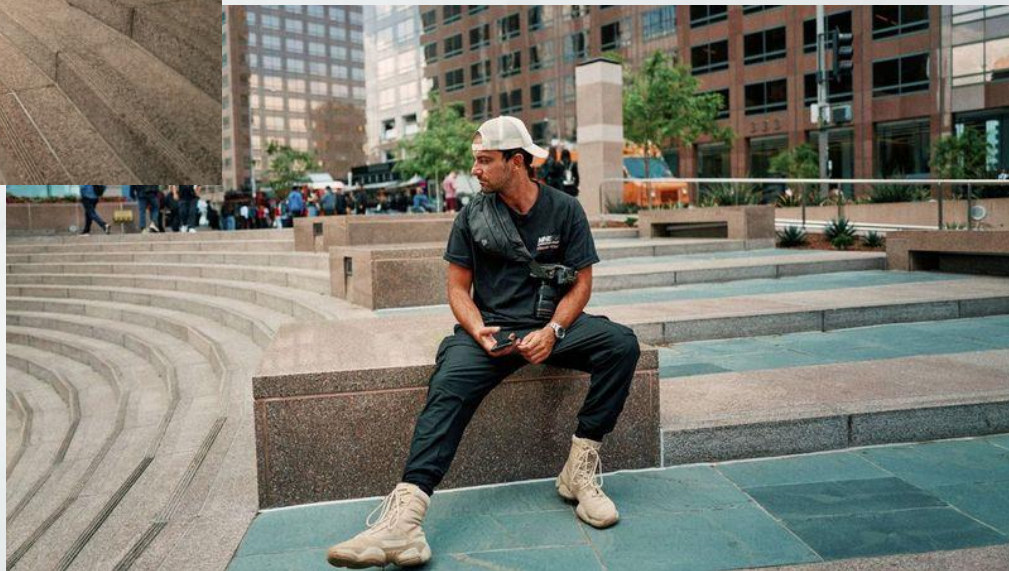
She is moving through a city square with extremely elegant, graceful movements – more gliding than walking, as only decades of practice and traditional etiquette lessons can make possible.

But then we reveal, that she's actually just slowly gliding through the square on top of a skateboard, enjoying herself immensely. It's a new activity for her, creating a strange aesthetic meeting of modernity of tradition.

Finally, we see her sitting down on her skateboard, enjoying an IQOS moment in her dress.

Curious journeys

Traditional transport **FEMALE** – **LOCATION**



Curious journeys

Traditional Transport **MALE** – Stills



Portrait of anticipation

An image of interesting juxtaposition. A smartly dressed, serious man holding a skateboard, ready to experience the city from a new perspective.



The moment before

He is getting ready to step on the board, and embrace this new way.



Keep it rolling

He is taking on the city streets, rolling through them casually on the skateboard. Style meets fun.

Spontaneous action. Intrigued about new experiences. Find our own twist on a moment.

Potential lines:

Always more moments to taste / what's the next moment you'll taste?

How did we get here?

Never lost. Always found.

Curious journeys

Traditional transport **MALE** – All possible stills



Curious journeys

Traditional transport – 15" **Video** – **MALE**



An elegant reveal

We start with an extremely well dressed, impressive man exiting to the street from a building. He is smart, and fashionable. In a close up we see him getting ready to get down for serious business.

He adjust his suit and the flower on his chest.
He fixes his hair.
He is ready to go. But then...

Ha places a skateboard down in front of him.
Gets on it. His serious outfit should clash with it, but somehow it doesn't.
He looks even cooler.

He starts rolling on it towards an unknown destination with easy, but confident moves.
Where is he going? That's up to our curiosity.

Curious journeys

Traditional transport **FEMALE** – **LOCATION**



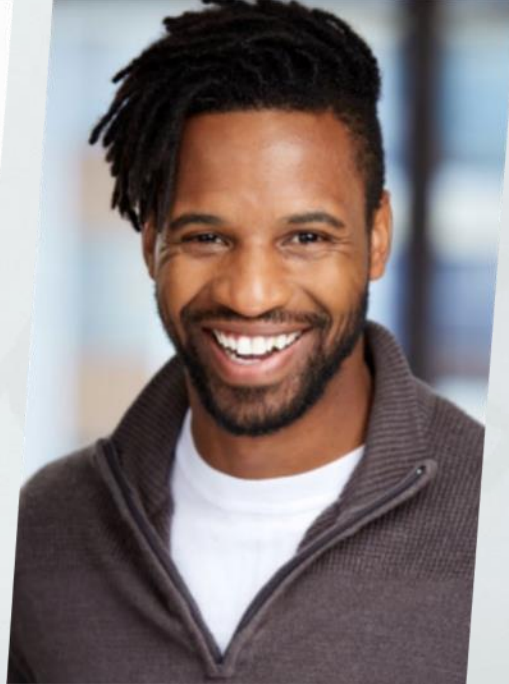
Curious journeys

Traditional transport – **CASTING**



TINA TAMURA

FEMALE



DAVID RICE

MALE

Curious journeys

Traditional transport – **STYLING**



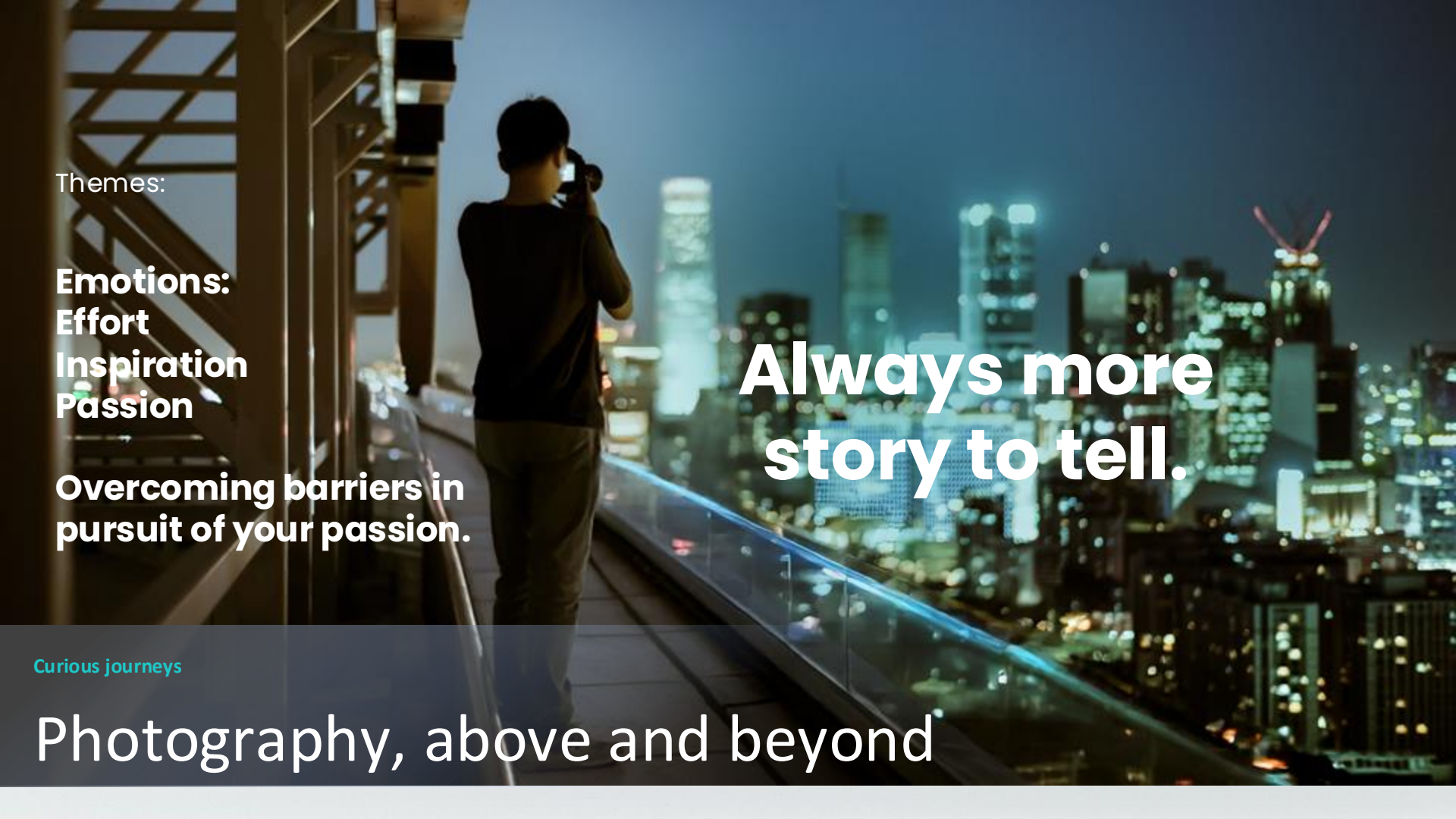
Styling WIP



Curious journeys

Traditional transport – **PRODUCTION DESIGN**



A person is standing on a rooftop at night, holding a camera up to their eye to take a photograph. The background is a blurred city skyline with many lit-up buildings. The person is wearing a dark t-shirt and light-colored pants. The rooftop has a glass railing and some structural elements visible on the left.

Themes:

Emotions:
Effort
Inspiration
Passion

**Overcoming barriers in
pursuit of your passion.**

**Always more
story to tell.**

Curious journeys

Photography, above and beyond

Overcoming Barriers

Photography, above and beyond – **Stills**



Portrait of inspiration

Our hero is a photographer, looking up from his camera, noticing something interesting to capture.



Going the extra mile

Following his curiosity, he is climbing on top of a concrete wall to take the perfect picture.



Moment of reward

Still up high he is looking through the images he took, as he is enjoying an IQOS.

Story:

Curiosity means going the extra mile for a discovery. Our protagonist is a photographer seeking inspiration. After discovering something interesting (not revealed to us) he climbs up high, ignoring the barriers in his way to get the perfect shot.

Emotional scope:

An artist's determination. Going the extra mile. Capturing that special moment. An air of mystery.

Potential lines:

Obstacles are fiction. – Limits are for someone else. – Always more story to tell. – Where will curiosity take you?

Overcoming Barriers

Photography - All possible stills

Video



Overcoming Barriers

Photography - 15" Video



Overcoming obstacles

Our hero is a photographer, looking for moments to capture on the city street. Looking up from his camera he notices is something that peaks his curiosity. He lowers his camera and sets out to capture it.

We see him scale a concrete wall to get a better view of his subject matter. It's hard, but he won't let a barrier get in the way of his passion.

Up there he takes a few images? Of what? We never learn, the answer is left up to our curiosity.

But he seems satisfied as he looks through his images, still up there, with his feet dangling, enjoying an IQOS.

Curious journeys

Photography, above and beyond – **LOCATION**



Curious journeys

Photography, above and beyond – **CASTING**



Dijon KIM

KOREAN

+
MEA TALENT
(MALE)

+
SEA TALENT
(MALE)

Curious journeys

Photography, above and beyond – **STYLING**



Curious journeys

Photography, above and beyond – **PRODUCTION DESIGN**





Themes:

**Anticipation
Challenge
Passion**

**Making the choice
to step up and follow
your passion.**

Overcoming barriers

The stage

Overcoming barriers

The Stage – Stills



Portrait of anticipation

A close up of our hero with a mix of angst, curiosity, and determination. He is about to shoot his big shot.



The moment before the moment

Our hero is collecting himself before going on stage. Deep breaths, maybe with an IQOS moment.



Moment of pleasure

His curiosity led him to where he belongs: into the spotlight. He is enjoying it immensely, as the crowd is enjoying him.

Story:

Curiosity guides you away from the routine. Our protagonist is facing his fears before stepping into the limelight of the stage. After some hesitation, he lets his curiosity lead them up to the stage, to discover more about himself, and experience something new. He reaps the rewards with the pleasure of an enthusiastic audience.

Emotional scope:

Anticipation of a big moment. Putting yourself out there. The excitement of a great challenge.

Potential lines:

Just imagine. – Curiosity calls. Answer? – What's the next thing you'll try?

Overcoming barriers

The Stage – Possible stills



Overcoming barriers

The Stage – **Extra Stills**



A strange moment of juxtaposition.
On the stage, an elderly grandmother is playing the drums expertly, with great confidence and enthusiasm – it's never too late to follow your curiosity and become great at something.



The final symbol of an artist's success –
being adored by the audience.
We see our singer stage diving, being carried by his fans.

Overcoming barriers

The Stage – **Extra Stills**



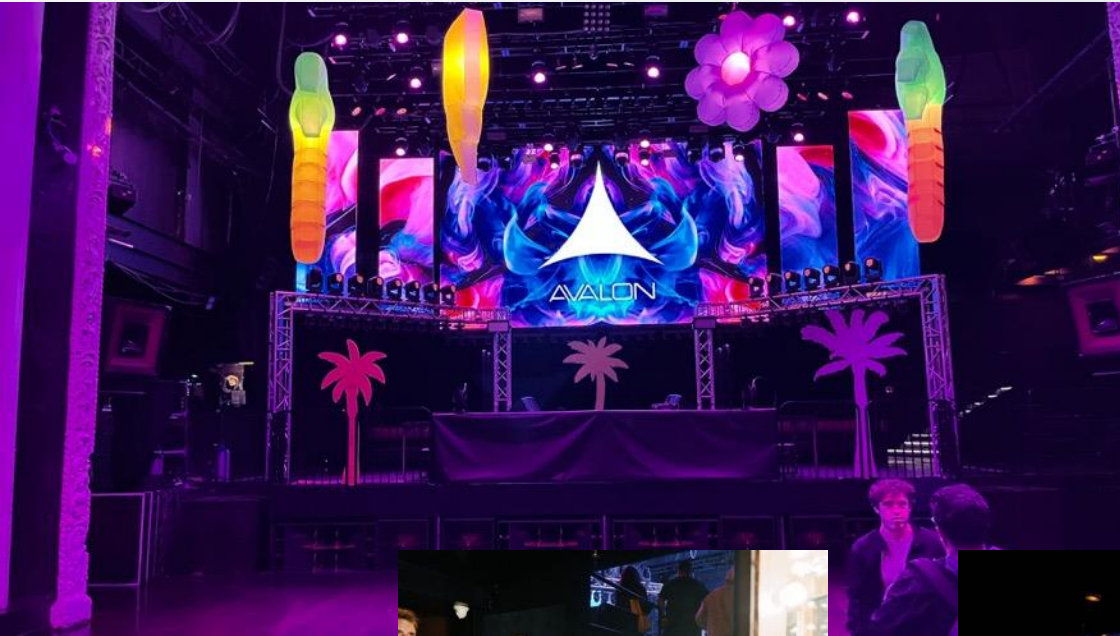
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We see our singer stage diving, being carried by his fans.

Overcoming barriers

The Stage – **LOCATION**



Overcoming barriers

The Stage - **CASTING**



MOEIN

ROCKSTAR



BUNNY GIBSON

GRANDMA

Overcoming barriers
The Stage - **STYLING**



Overcoming barriers

The Stage – **PRODUCTION DESIGN**



Themes:

Surprise
Momentum
Decisiveness

**Setting out on a curious
adventure on roads you
don't know.**

Curious journeys

Wedding wheels



Curious journeys

Wedding wheels – Stills



Juxtaposition of the moment.

A unique wedding party, with all participants on motorbikes. Why? Why not. In the center: the bride with an IQOS in hand, getting ready for her big day.



Portrait of yearning

A close up of our hero, with a mysterious expression, as she puts on her helmet. She's getting ready to set out wherever the road will take her.



On the road to nowhere.

Our hero is now on her bike, cruising the city's streets in her wedding dress. She looks awesome.

Story:

Curiosity keeps you moving, takes you to new places. We follow a young woman on a quest filled with juxtapositions. She rides a motorcycle, but the way she's dressed suggests a larger story, to engage the audience's curiosity. She yearns for the freedom of the road and wonders, where will it take her.

Emotional scope:

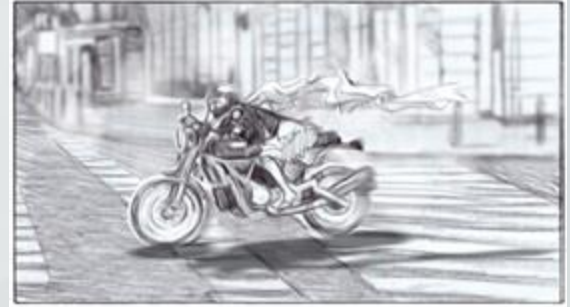
Yearning for the distance. Anticipation and mystery. The call of infinite roads. A journey without beginning or end. Open ended questions.

Potential lines:

Let curiosity take the wheel. – Just imagine. – Where will you end up next?

Curious journeys

Wedding wheels – All possible stills



THE ENTIRE STORY TAKES PLACE IN DAYLIGHT.
PLEASE PROVIDE REFERENCES ONLY FOR COMPOSITION AND ACTION.

Wedding wheels – 15" Video



Mysterious journey

We follow a bride in a strange situation.

We see her enjoy an IQOS with her wedding party – all of them on bikes. Why? Why not.

She starts her bike, puts on her helmet. Her expression is full of unknowable emotions.

She sets out in her wedding dress, cruising on the city streets, her veil blowing in the wind. She drives away towards a mysterious destination... towards marriage or away from it?

It's not for us to know.

THE ENTIRE STORY TAKES PLACE IN DAYLIGHT.
PLEASE PROVIDE REFERENCES ONLY FOR COMPOSITION AND ACTION.

Curious journeys

Wedding wheels – **LOCATION**



Curious journeys

Wedding wheels – **CASTING**



ALIVIA LEVIE

BRIDE



HUNTER ELIZABETH

BRIDE

Caucasian
Male



BRANDON BROWN

FRIEND



KADU SOARES

FRIEND

Curious journeys

Wedding wheels - **STYLING**



Curious journeys

Wedding wheels – **STYLING – FRIENDS**



Curious journeys

Wedding wheels – **PRODUCTION DESIGN**



A large, stylized teal wave graphic that forms a circular shape with a thick, rounded border. It is centered behind the main text.

Forever Curious

Wave 2