

ERD

**WE MADE IT.
THIS IS WHAT HAPPENED AFTER.**

**WE ALREADY HAD
THE MONEY.
THE ACCESS.
THE FREEDOM.**

THEN WE WALKED INTO A BETTER ROOM.



**WE THOUGHT
WE HAD MADE
IT.**

**THEN EVERYONE
AROUND US
HAD MORE.**

SO WE KEPT LOOKING UP.

**OUR BANK ACCOUNT
DIDN'T CHANGE.**

THE ROOM DID.

That's when we understood: rich isn't a number.

**WE DON'T WANT
TO WATCH ANYMORE.**

**WE WANT TO BE
THE ONES BEING WATCHED.**

Being outside the room was never enough for us.

KEY BRAND LINES

01 WE HAVE EVERYTHING. WE NEED NOTHING. WE STILL WANT MORE.

02 NOT FOR PEOPLE TRYING TO MAKE IT. FOR PEOPLE WHO ALREADY DID.

03 PEOPLE WHO MADE IT, SURROUNDED BY PEOPLE WHO MADE IT HARDER.

04 WE ARE NOT THE DREAM. WE ARE WHAT HAPPENS AFTER IT.

05 RICH ISN'T A NUMBER. IT'S A ROOM.

06 YOUR BANK ACCOUNT DIDN'T CHANGE. THE ROOM DID.

07 BEING THE ONE WHO WATCHES.

08 DON'T WATCH. BE WATCHED.

09 FIND YOUR EQUALS.

10 FIND THE OTHERS.

11 COME IN ONLY IF YOU CAN AFFORD IT.

12 DON'T FIX US. FIX THE GUEST LIST.

13 WE DON'T NEED MORE PEOPLE. WE NEED THE RIGHT PEOPLE.

ERD

FIND THE OTHERS.