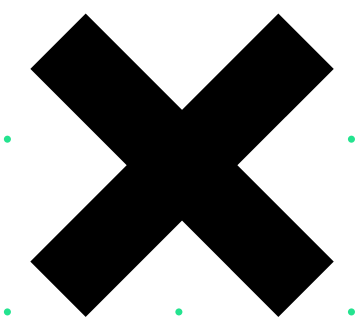
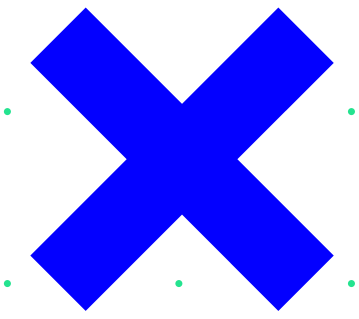
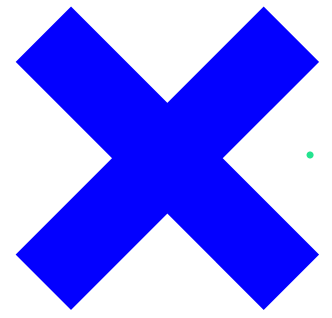
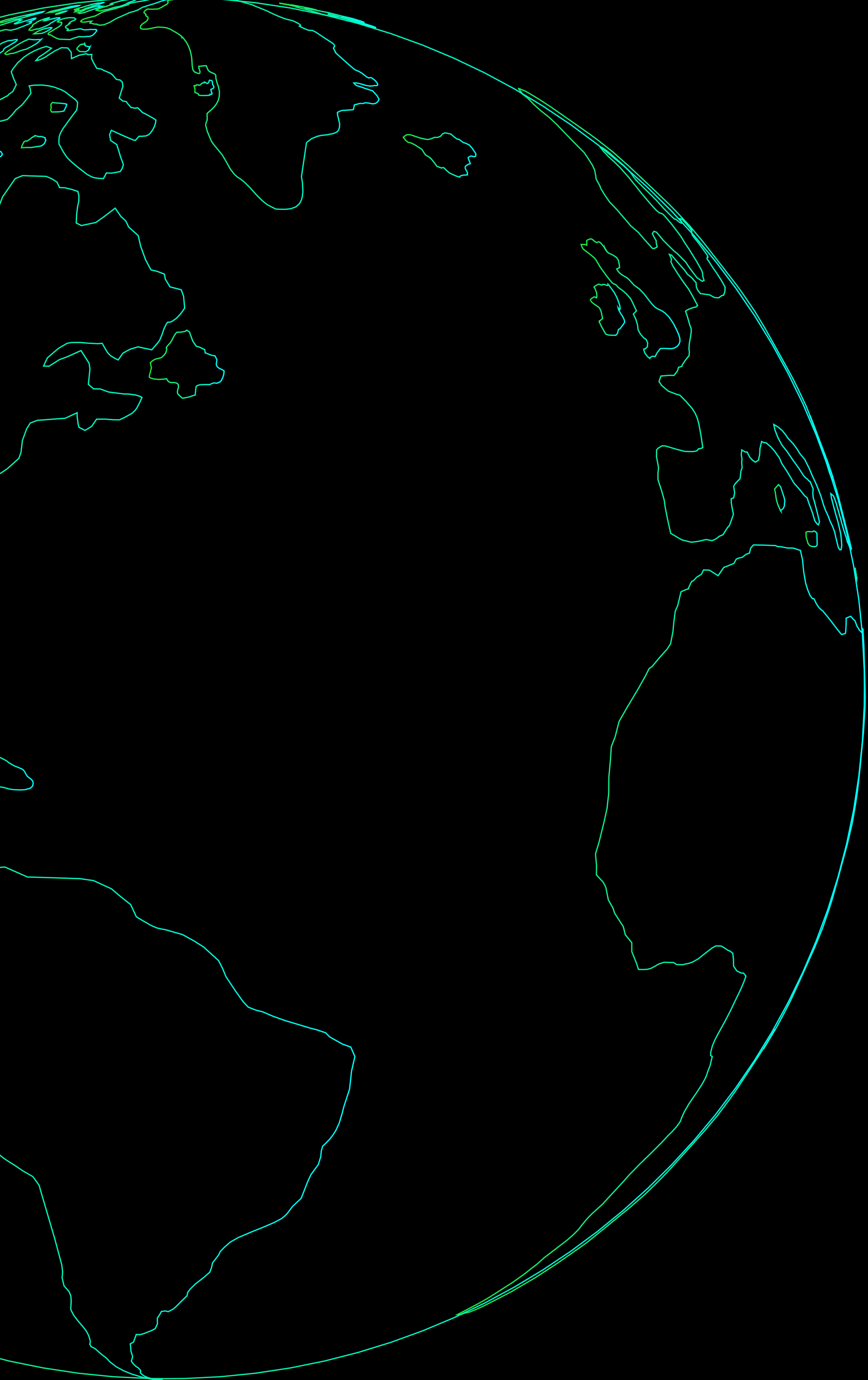


WELCOME
THE MULTICULTUS
WORLD



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THE WORLD HAS TURNED

Everybody knows that the globe has become extremely multicultural. It's not a conspiracy theory. More money has been spent than ever before targeting multicultural groups. However, the research reveals that this multicultural audience still feels super disconnected. Why?

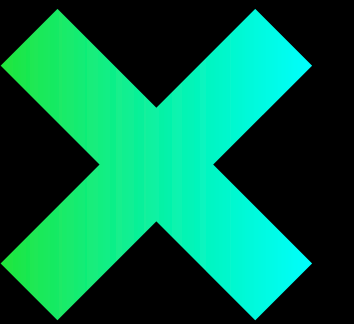
Because we are telling just part of the story.

**YES, THEY WANT TO BE UNDERSTOOD.
BUT THEY ALSO WANT UNDERSTAND THE WORLD.**

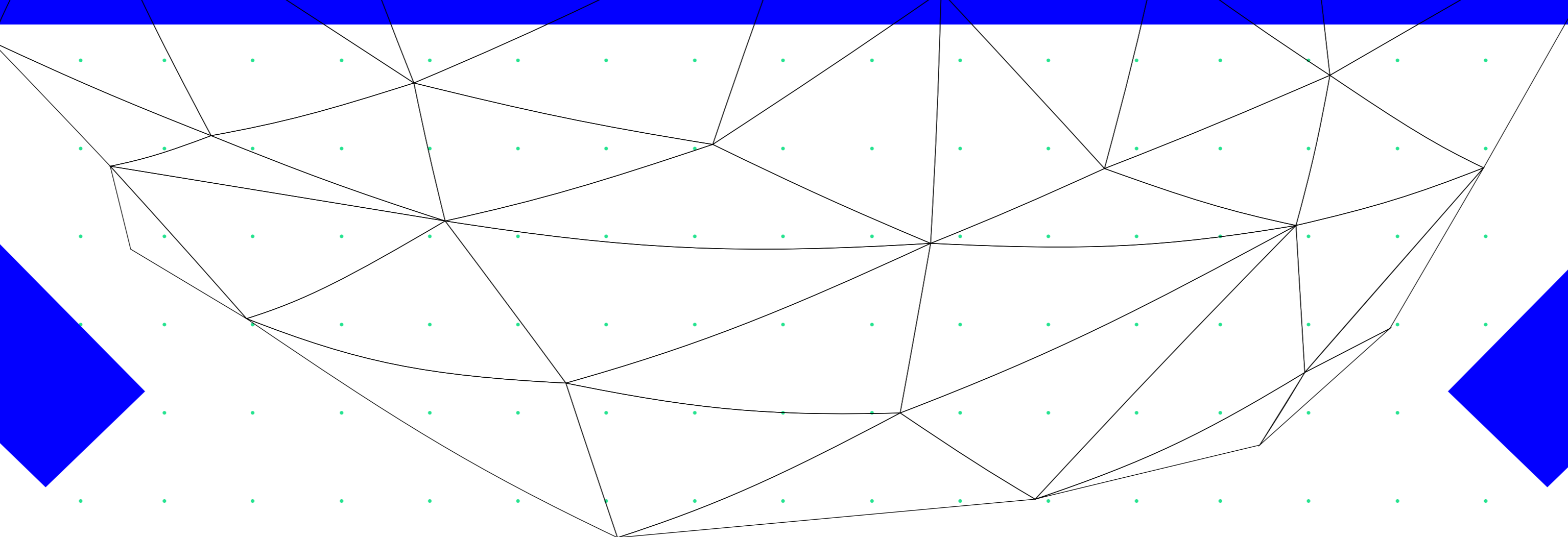
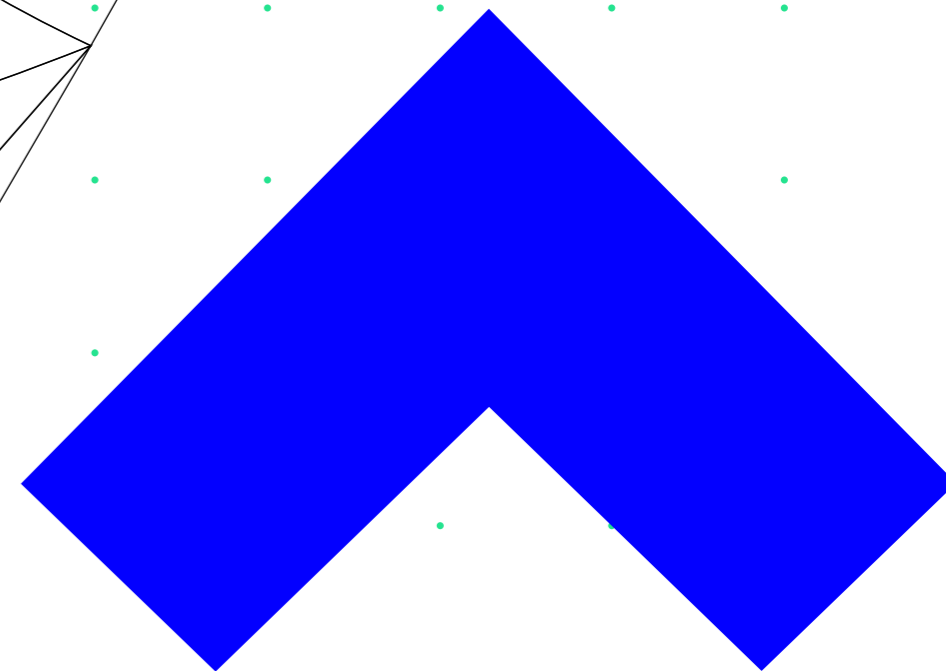
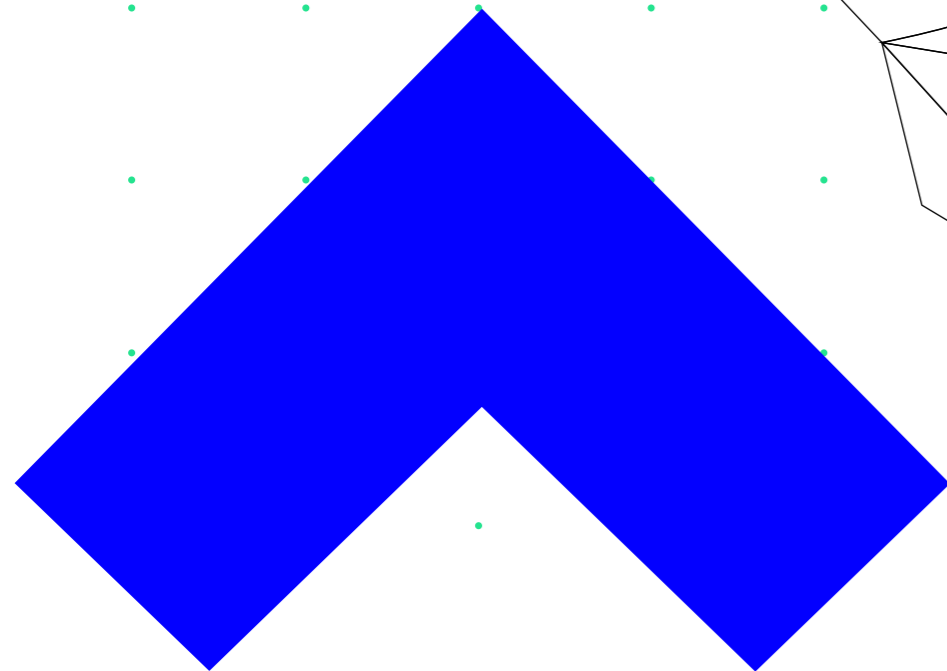
**IT'S NOT ABOUT GIVING A MIRROR TO THE AUDIENCE
IT'S ABOUT GIVING THEM A WINDOW.**

It's time to invest in new narratives.
It's time to reconnect with our ancestral and inherent curiosity.

WELCOME THE NEW ARCHETYPE: HOMO-MULTICULTUS.

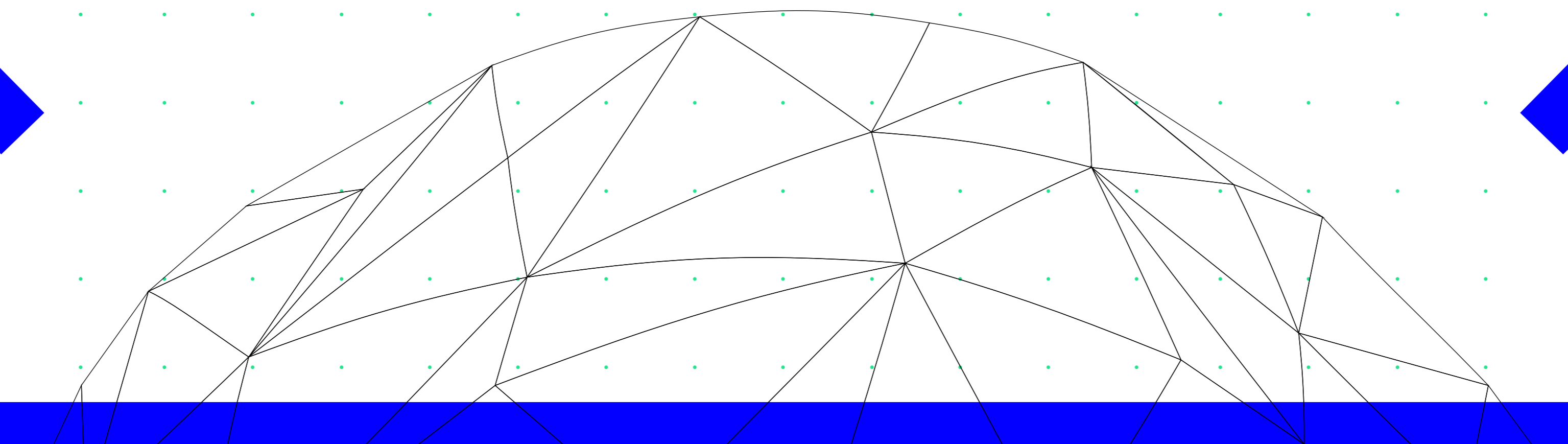
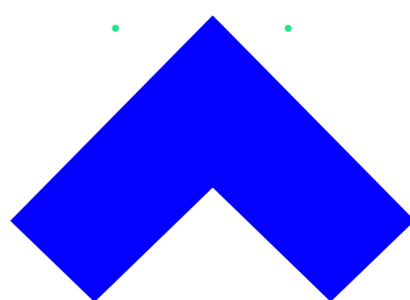
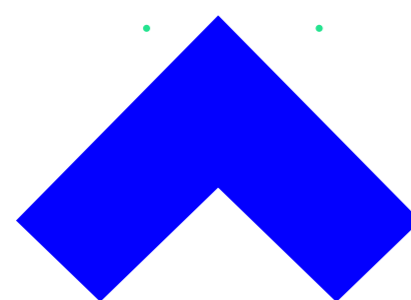
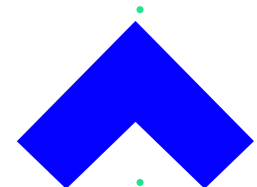


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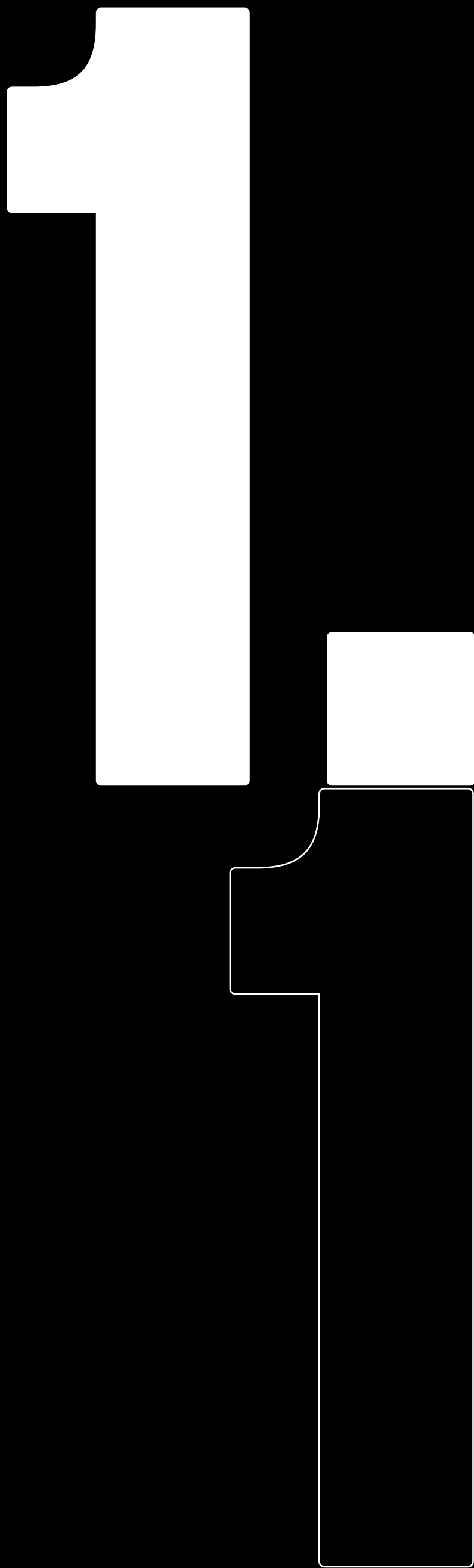


WHY MULTICULTURALISM IS SO POWERFUL

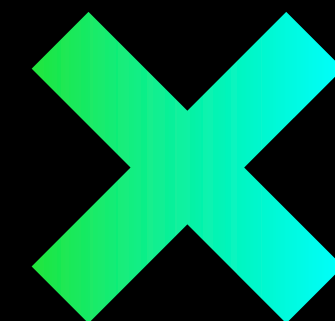
7 POINTS TO GET INTO THE MULTICULTUS MINDSET (MM)



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IT'S A NEW ARCHETYPE



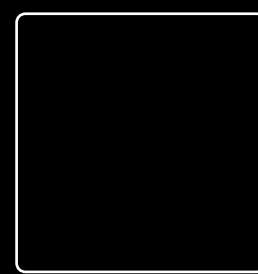
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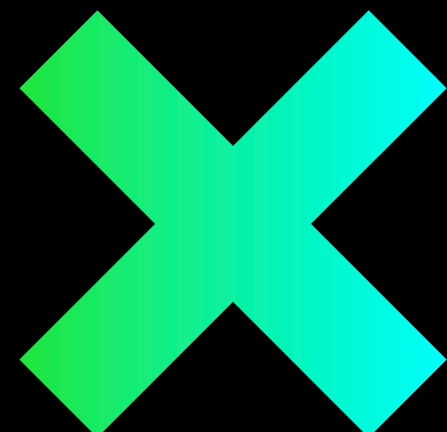
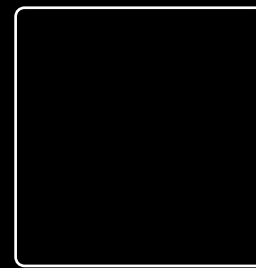
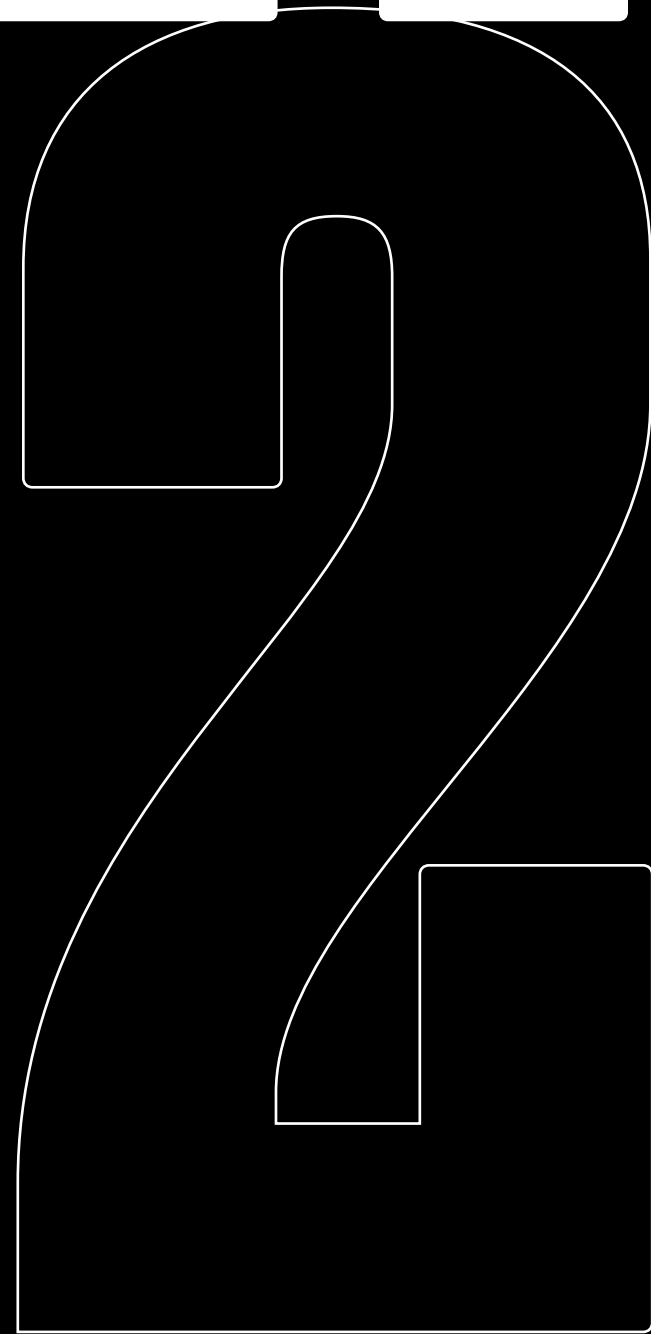
The unprecedented technological shift has allowed our innate curiosity to blow up and interact with even more cultures and people, shaping a new mindset and a new archetype.

We call it: Homo-Multicultus.

THE MULTICULTUS MINDSET (MM) REPRESENTS INDIVIDUALS WHO ARE NATURALLY ADEPT AT NAVIGATING MULTICULTURALISM.

This new human archetype tends to be more open-minded, adventurous, empathetic, exploratory, communicative, and innovative. It's the girl realizing that she could use home-office-mode to live around the world - and maybe her boss would never even find out - but she no longer has a reason to hide it.





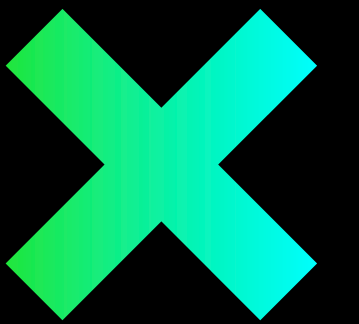
IT'S INHERENT TO HUMANS

Innate curiosity about the world and different cultures is fundamental to the human experience.

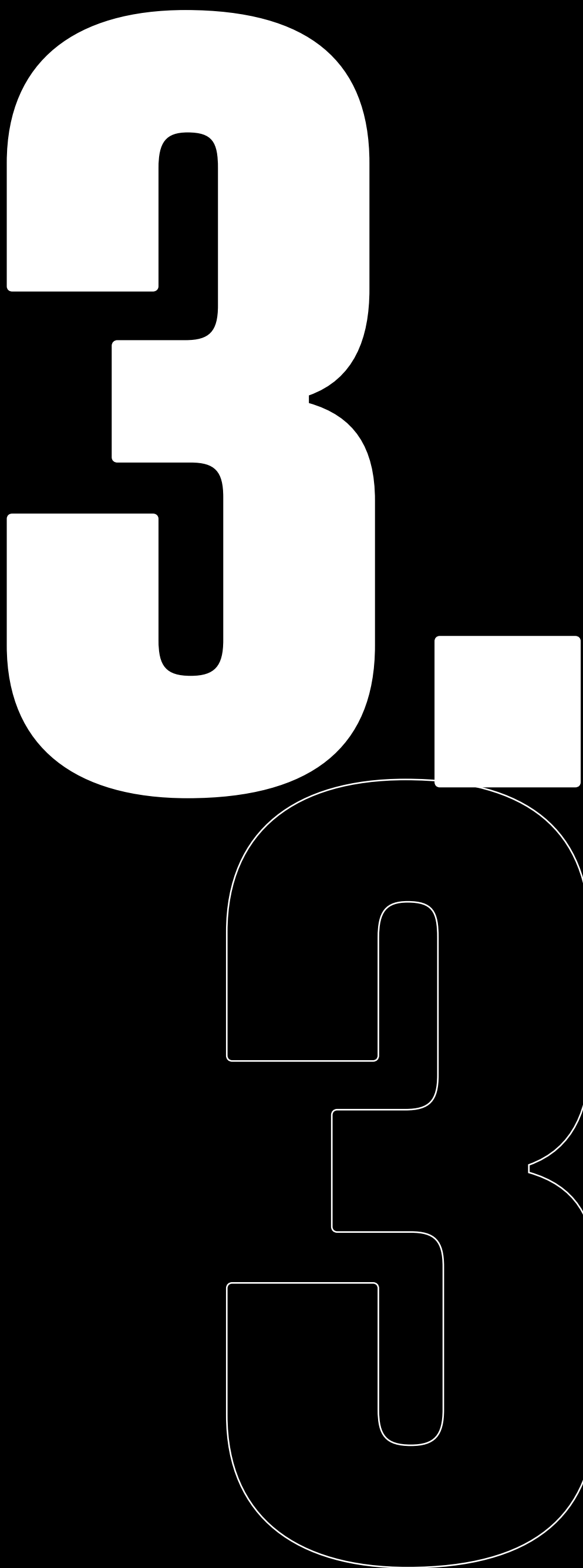
Since ancient times, this curiosity drives the desire to explore and understand the myriad cultural experiences that define our global society. Marco Polo is the classic example, but the first woman crossing a continent looking for new caves or a polish teenager surfing the internet to understand why a "Baile Funk" in Rio de Janeiro is called "Proibidão" and has a lot of "Tchu Tchucas" was motivated by the same impulse.

Inherent curiosity is the primary reason for a such multicultural world. It's the key motivation that drives the Homo-Multicultus.

IT'S NOT JUST ABOUT REPRESENTING GROUPS ON THE SCREEN. IT'S ABOUT TAKING A JOURNEY THROUGH THE WORLD WITH THEM.



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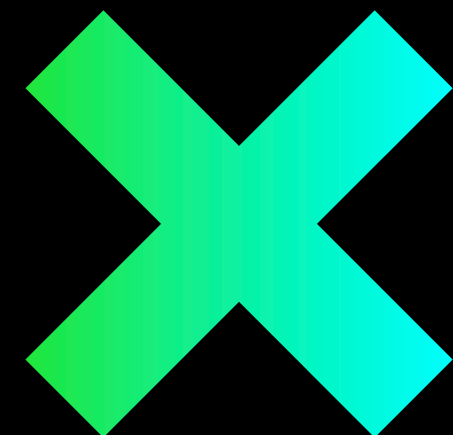
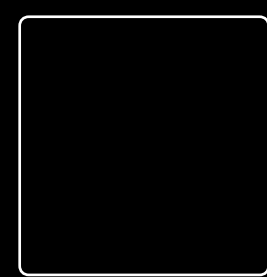


IT'S UNIVERSAL

Multiculturalism is more than a generational passing trend.

It's a universal phenomenon driven by our inherent curiosity since prehistoric times.

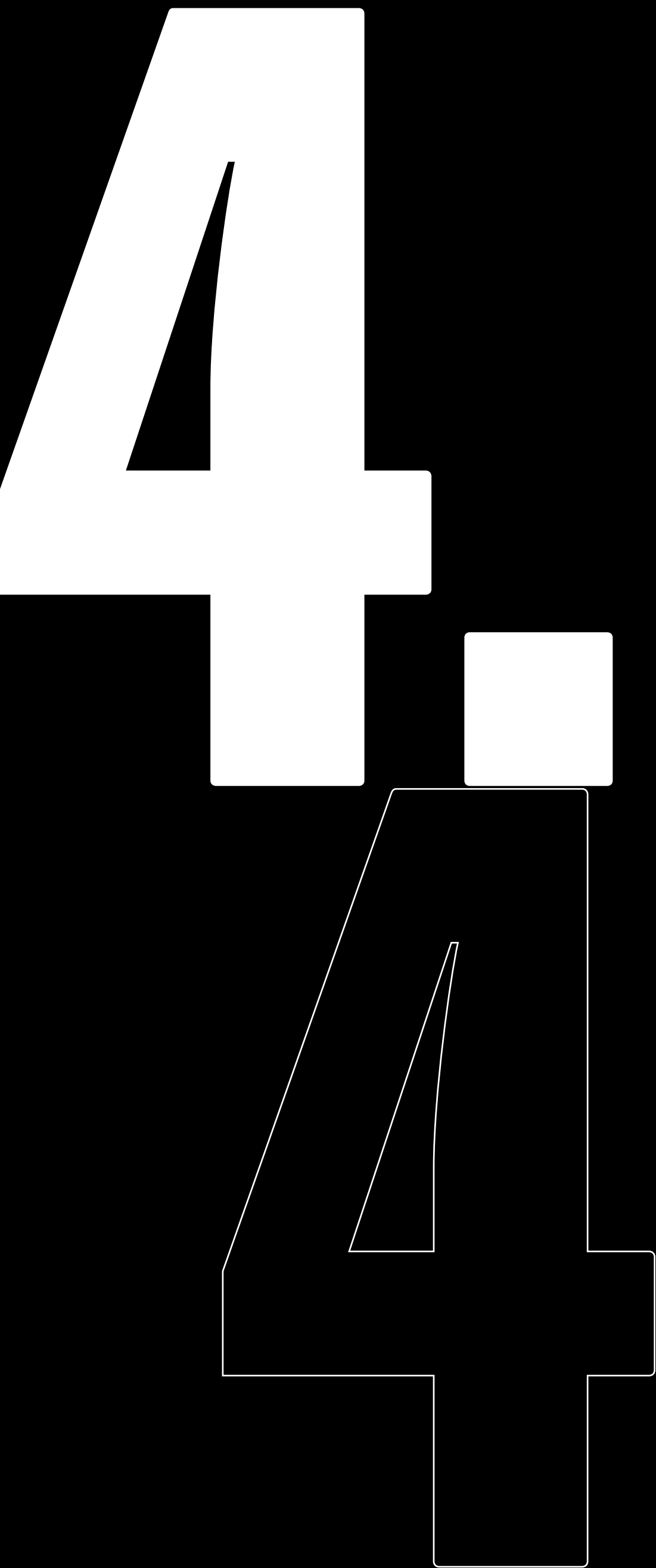
It transcends ages or cultural barriers. We do not need to forecast what the next Gen F will care about, **we already know the universal mindset that propels the Homo-Multicultus:** the desire to comprehend the world and to be understood by it.



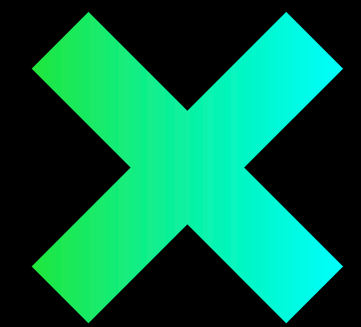
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A 90-year-old Dutch sailor looks to the sky and asks himself the same questions as a 15-year-old Korean anime fan.

This perspective allows us to create connections that are globally inclusive, promoting a sense of unity and shared experience across diverse cultural landscapes.



IT'S IRREVERSIBLE



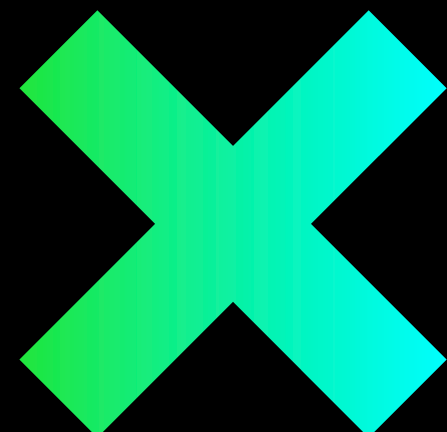
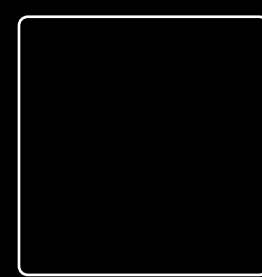
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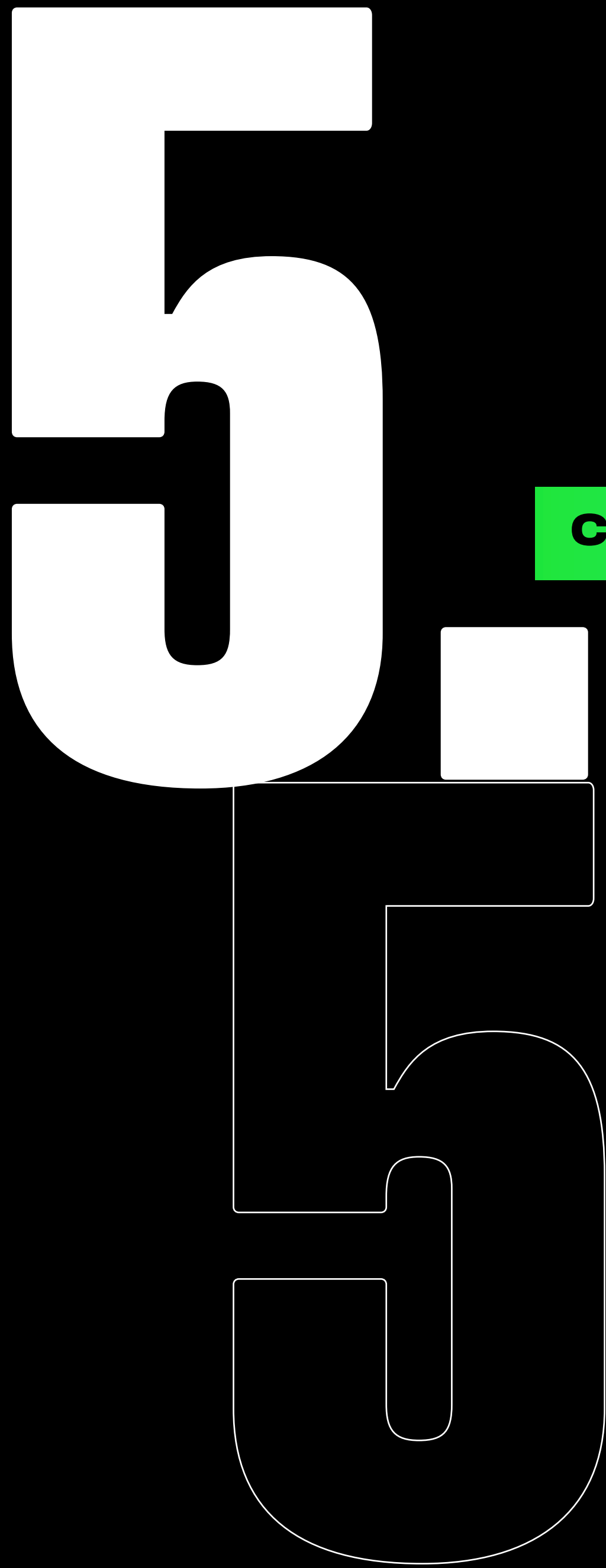
The movement towards a multicultural future is irreversible.

More planes, more internet, more people walking around, more interactions, more stimuli to the multicultural mindset.

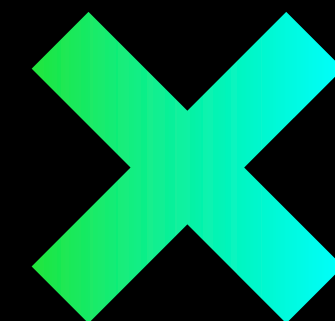
As the world becomes more and more interconnected, the flow of cultural exchanges will massively shape societal norms and behaviors. It's like a black hole engulfing stars and becoming even bigger.

Cultural experiences fundamentally mold our cognitive and social functions. **As we undergo one of the most impactful social phenomena in human history, our mindset will be changed forever.**





IT'S GOOD FOR THE WORLD

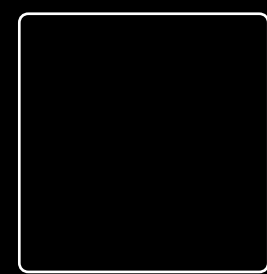


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Connecting with diverse cultures leads to a better world.

Interacting with different people activates our mirror neurons, driving greater tolerance and cultural enrichment. Such connections are crucial for a globalized economy, driving innovation and broadening our collective perspective, ultimately contributing to a more harmonious and prosperous global community.

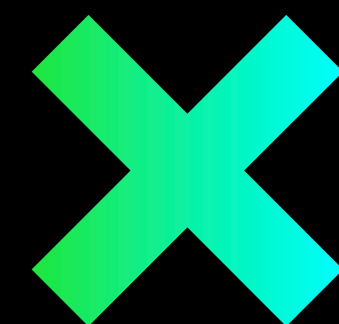
Without multicultural interactions, you wouldn't even have pizza. Have you ever imagined a life without pizza – let alone so many amazing masterpieces, musics, fashion trends, ideas and inventions from different cultures and countries?



We don't want a world without all of that.

6

IT PROVIDES A SENSE OF PURPOSE

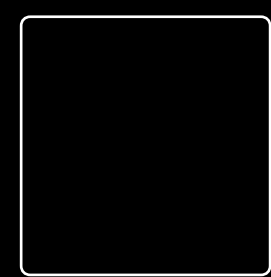


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Connecting with others on a cultural level is more than just a marketing strategy;

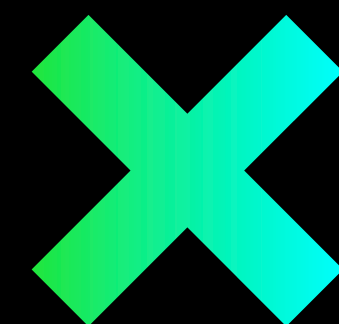
It's a way to connect with ourselves on a deeper, more spiritual level.

This connection provides a sense of purpose and personal development, fostering **good karma** and a genuine bond with the global community.



6

IT WILL LEAD THE NEW ERA



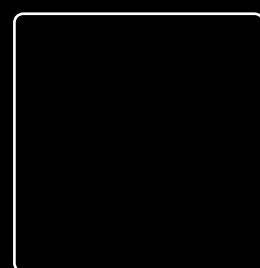
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it's clear that the native homo-multicultus will lead the new era.

For them, it's easier to communicate, to engage, and to understand other communities. They are accustomed to interacting with different cultures, speaking multiple languages, and understanding diversity, likely because they also have a multicultural background.

Who would you call to mediate negotiations between martians and earthlings? That uncle who still insists that the world is flat or Mr. Spock who was born on another planet, has already crossed the universe and speaks alien languages as well as english?

We are confident that individuals who demonstrate a stronger curiosity about the world and who show respect and love for nature and other cultures will spearhead the new era.





LET'S GET THE MOOD RIGHT



The multicultus mindset isn't just a technique to apply to your next target. It doesn't work that way.

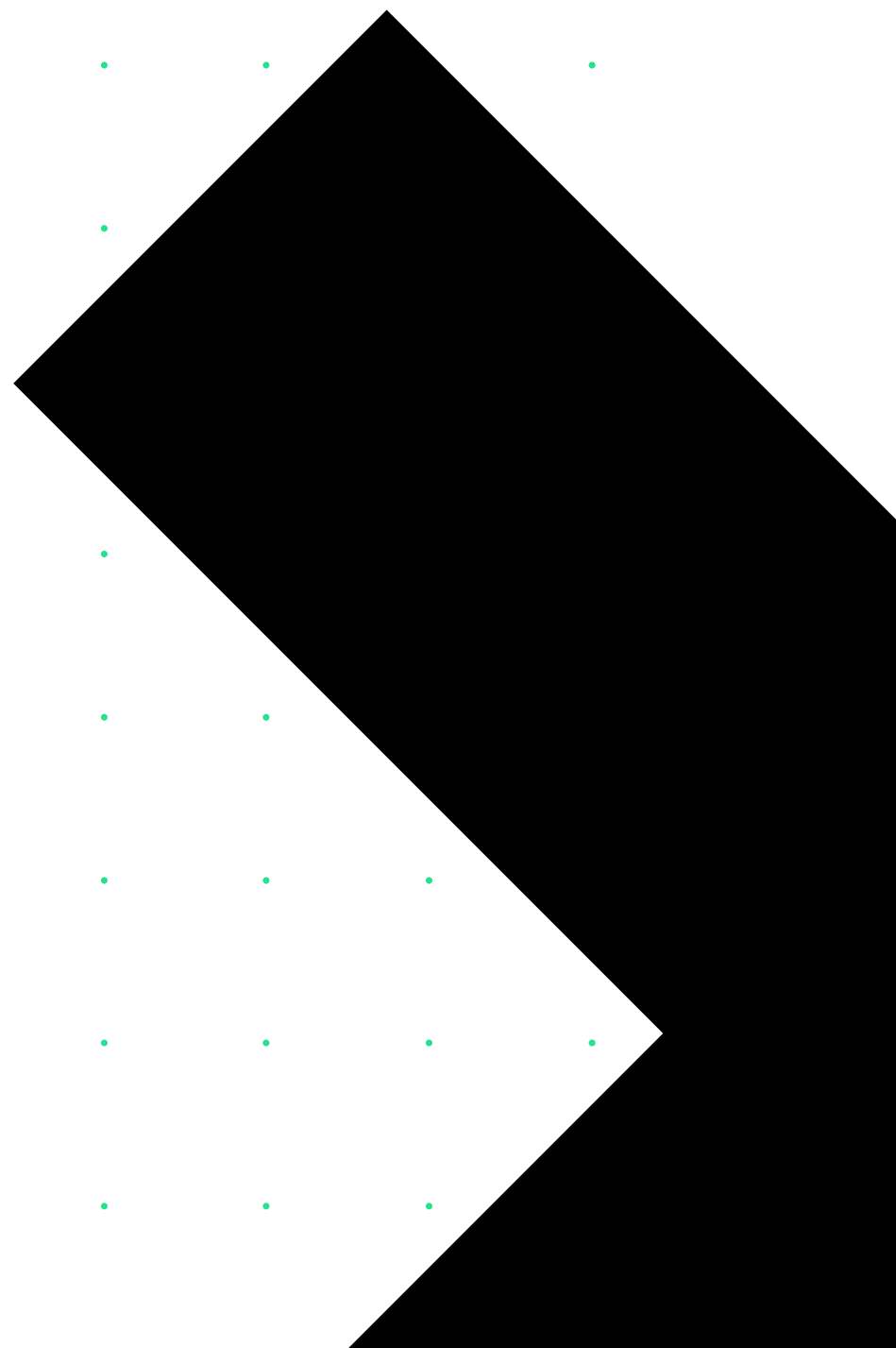
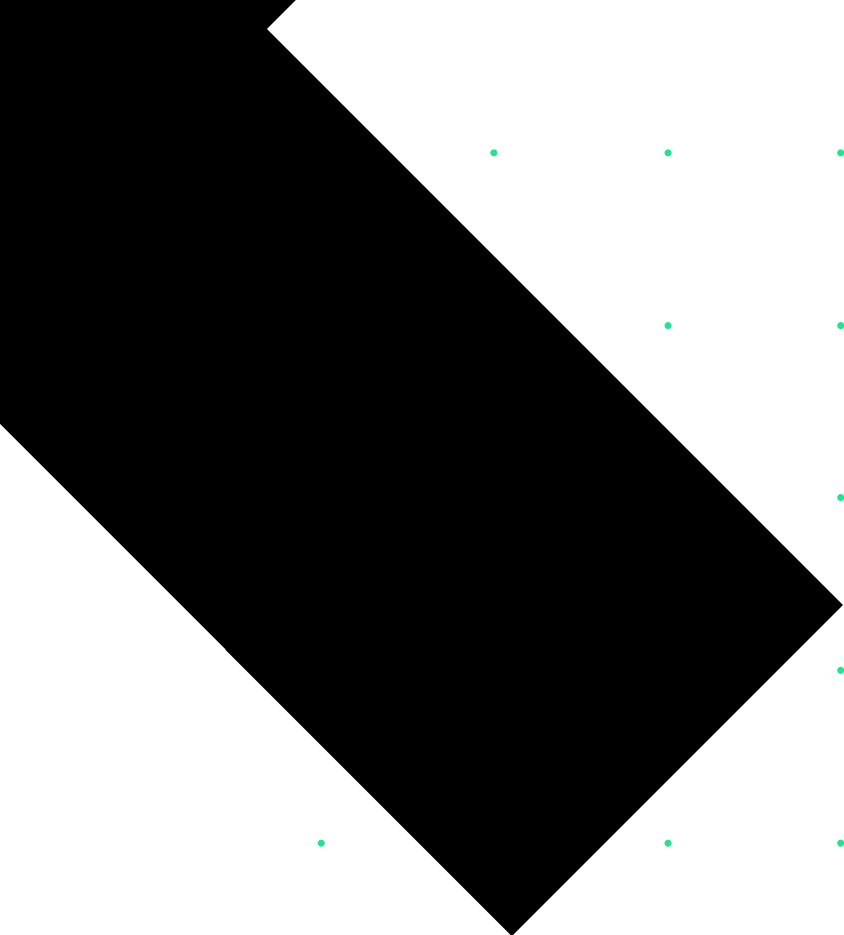
It's more than a marketing strategy; it's a moral value, a lifestyle, a working model, a political stance, an artistic and creative process, a fundamental part of being human.

Some were already born with this mindset, just like Mood, the 100+ talents that make up our team every day, or the millions of homo-multicultus worldwide. Others might need a guide, and that's okay too. We're happy to lead the way. The important thing is to use it for real.

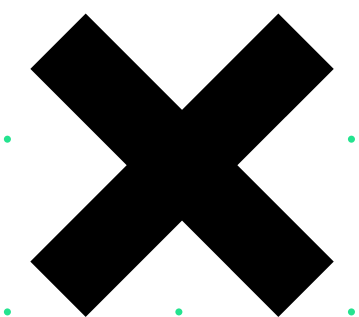
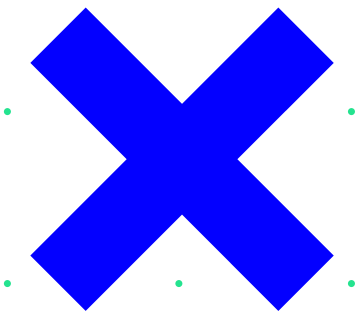
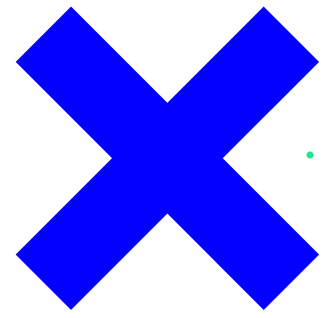
From the get-go, Mood was established to connect with brilliant minds around the world and craft extraordinary stories with them. That's the goal. If the outcome is more sales, more projects, more awards, great! And usually when you put your heart into business like that, the results are amazing. But what really matters here is upholding these values and making the most of what a globalized, multicultural world offers us.

It's about pushing the boundaries of our inherent curiosity to learn, create, collaborate, and have fun. It's about striving for a new era that's fairer, more enriching, and more enjoyable for everyone.

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