

HI, WE ARE DJ TEAM!



ĐẠT AND JIJİ FROM HO CHI MINH

THE BRIEF

ENABLE INCLUSIVE TRAVEL

REFRAME

HOW TO HELP DISABLED PEOPLE TRAVEL EASIER

MANY IDEAS COME AND GO...

Help the blinds “see” the sunset!



MANY IDEAS COME AND GO...

**Assist handicapped people in
opening the local flavor snacks**



MANY IDEAS COME AND GO...

**Create anti-overstimulating ride
for autistic people
(partnered with Grab)**

MANY IDEAS COME UP...

AND SO ON...

When it comes to travel, we always think

**DISABILITY
=
LIMITATIONS**

<https://www.youtube.com/watch?v=V1WgJkUErog>

WHATIF 



**DISABILITY
=
SUPERPOWER**

Turns out

**THE DISABLED HAS THEIR OWN STRENGTHS
THAT CAN DEEPEN THEIR TRAVEL
EXPERIENCE**

THE BLIND



REFINED FOODIE

Tasting flavors more deeply,
because sight is just a distraction.

THE DEAF



CULTURAL DIPLOMAT

Connecting through body
language, beyond words

**THE
HANDICAPPED**



**MINDFUL
EXPLORER**

Travelling at the perfect pace to
truly take it in, without rushing.

THE AUTISTIC **PRECISE PLANNER**

Crafting the perfect travelling,
to the very details and... never
be late!



**AND THE
“NORMIES”**





**DISABILITY
=
EXPERIENCE DEEPER**

Our creative approach

GREAT POWERS COME FROM DISABLED TRAVELERS

The world often sees travelers with disabilities as individuals who need help.
Why don't we recognize them as the super travelers, travelling the world with
depth that most travelers never notice?

By reframing disability as an advantage rather than a limitation, Mastercard not
only champions inclusive travel but also aligns with its brand purpose: unlocking
priceless possibilities for everyone, everywhere.

Because moment when disabled travelers realize they're not just capable but
exceptional explorers? Priceless.



HOLDUP!



LET'S HIJACK THE

Travel long distance



Enlightenment

ASIA'S GREATEST EPIC

The Idea

JOURNEY TO THE depth

Follow the disabled crew who travels long distance from
China to India in depth with their own superpowers!

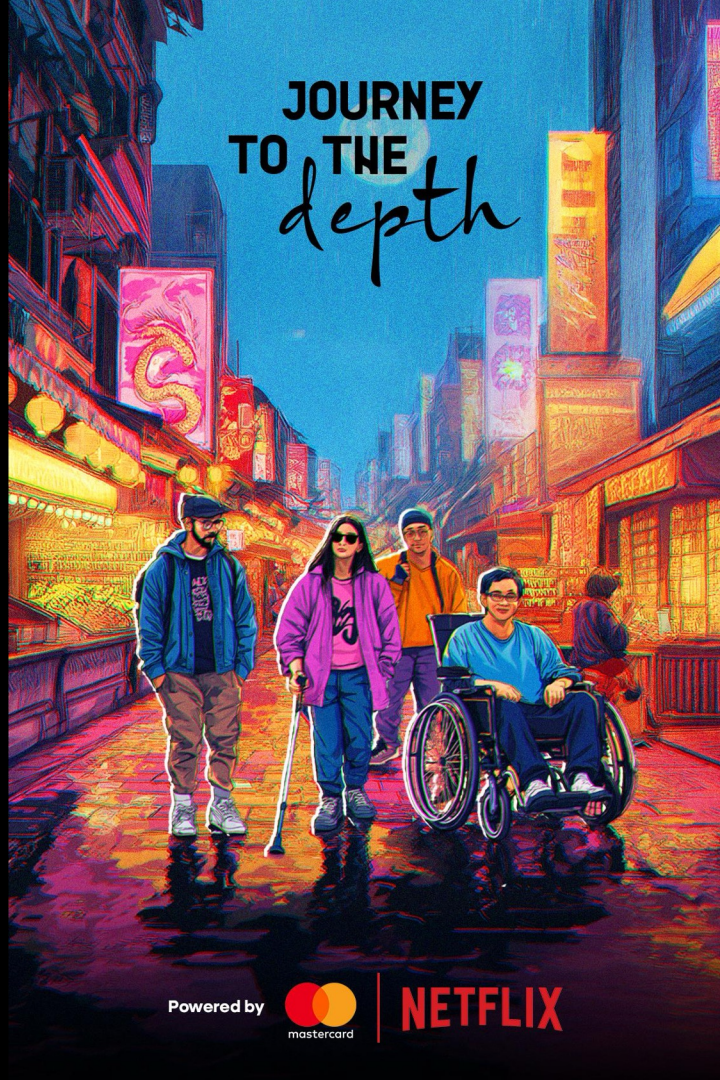
JOURNEY TO THE *depth*

How it works?
A COLLABORATION BETWEEN
NETFLIX AND **MASTERCARD**

An assembled cast of 4 people with different
disabilities travel across Asia together

Powered by
mastercard

NETFLIX



NETFLIX



Thursday, March 2025 14:30

2025 - 1 SEASON

HD

JOURNEY TO THE depth

Follow the disabled crew who travels deeper from China to India with their own superpowers!

WATCH NOW!



CHINA



UZBEKISTAN

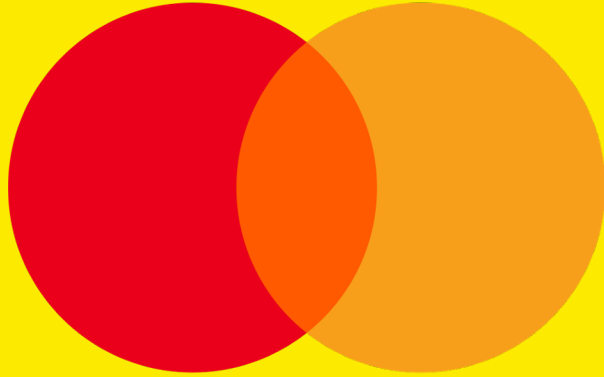


NEPAL



INDIA

POWERED BY

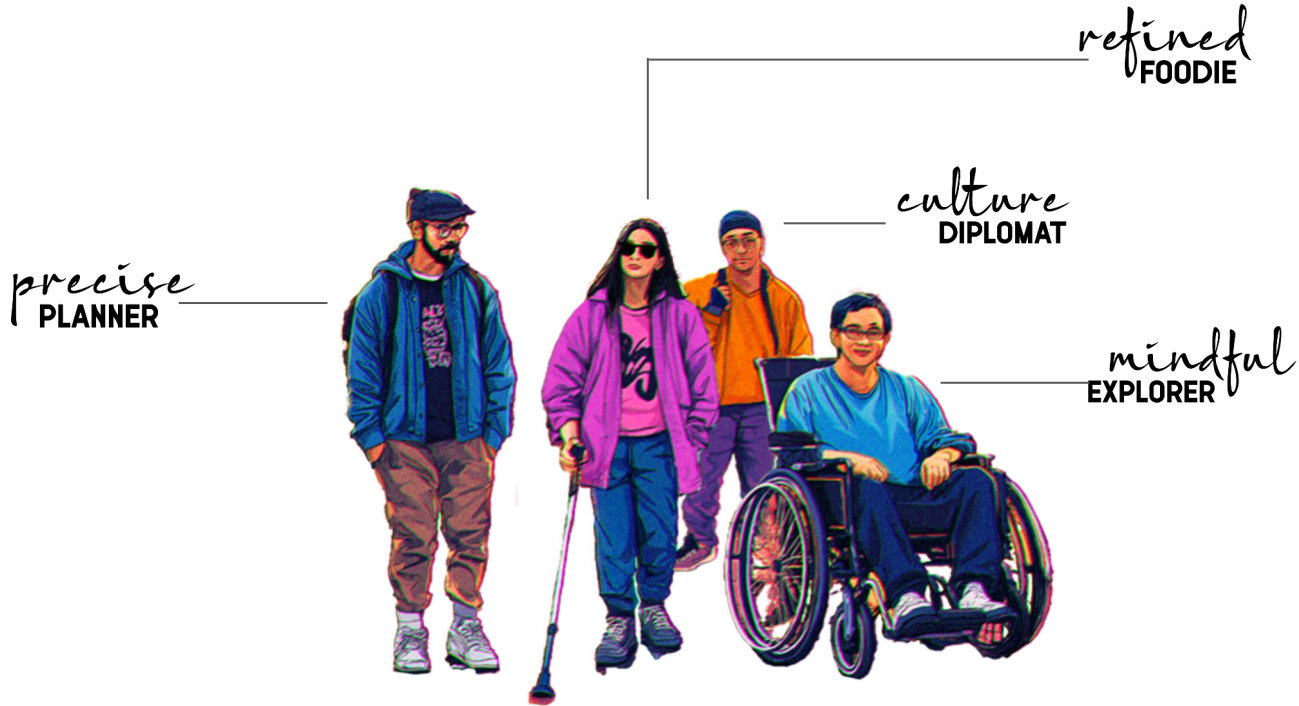


mastercard

THE 4 DISABLED



THE 4 LEGENDARY TRAVELERS



FROM LOCATION TO LOCATION



CHINA

Refined Foodie
Mastercard Touch Card



UZBEKISTAN

Cultural Diplomat
Mastercard Pay Local



NEPAL

Mindful Explorer
Mastercard Sonic Branding



INDIA

Precise Planner (Autistic)
Mastercard Identity Check

To engage further with disabled people

CASTING

JOURNEY TO THE *depth*

SEASON 2

(PLEASE ALSO SEASON 3)

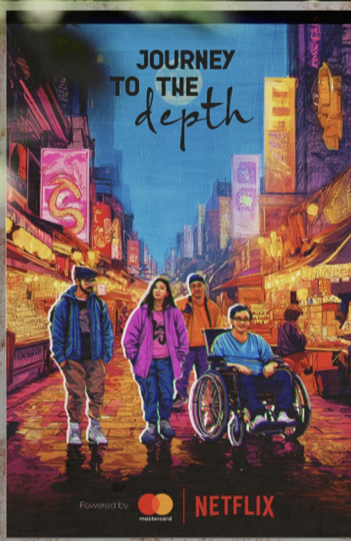


Call them to join the Journey To The
Depth with our 4 main casts.

After the series, Netflix will welcome them all around APAC on their 2nd JOURNEY TO THE DEPTH, inspiring disabled travelers to embrace their superpowers everywhere.



**WELCOME TO
THAILAND. 500
RESTAURANTS
AWAIT YOUR
REVIEW – WITH
DEPTH.**



**WELCOME TO VIETNAM.
1000 LANDSCAPES ARE
READY TO BE SEEN
THROUGH YOUR IN-DEPTH
LENS.**



BÚN MỘC
- BÚN BÒ HUẾ
- HỦ TIẾU
- BÁNH CANH
- NUI

PHỞ

Đặc Biệt
ĐỒ NƯỚC SÔI
CHÁO TRẮNG

QUÁN CƠM TRINH
HỦ TIẾU
BÚN BÒ
PHỞ
KINH MỞ

CƠM BÌNH DÂN



CƠM
BÌNH DÂN

AUNTIE BROKEN
RICE WAITING
FOR A REVIEW
THAT'S MORE
THAN MEETS
THE EYES

Powered by
mastercard

JOURNEY
TO THE
depth

26 × shutterstock

Collaborate with spiritual local,
Powered by 

LANG MAI RETREAT PEACEFUL PLACE WELCOMES YOUR PEACEFUL PACE

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mastercard

JOURNEY
TO THE
depth



 × shutterstock®

SCAN TO DEEPEN YOUR TRAVEL



Catch the stamp of Journey To The Depth everywhere you go.



Unlock the TikTok experience videos from disable super travelers.



Follow their lead, feel what they feel. Finally, upload your own experience to keep inspiring the world.

Powered by



JOURNEY
TO THE
depth

THE DISABLED TRAVEL AGENCY

100% BY DISABLED TOUR GUIDES

Hijack the power of AI to connect travelers with disabled tour guides on their desired experience, showing disabled people are not just included, but essential to the trip.

DAT NGUYEN

FOOD PHOTOGRAPHER

Eat with my eyes first
But want to experience food more than looks



JIJi CAO

DISABLED TOUR GUIDE

refined
FOODIE



MR & MRS. SMITH

BUSINESS OWNERS

Always on the go
Look for a travel experience that slow me down



LUCY LEE

DISABLED TOUR GUIDE

mindful
EXPLORER



**ARE YOU
READY FOR A
DEEP TRIP
WITH THE
SUPER
TRAVELERS?**



CAMPAIGN SUMMARY

Mastercard is a brand that champions inclusive, seamless, and empowering travel experiences. However, while travel accessibility has improved, travelers with disabilities are still seen as limited rather than being experts in their own right.

We flip the narrative, instead of focusing on the challenges disabled travelers face, we showcase their superpowers that allow them to experience travel with more depth than anyone else.

Inspired by Journey to the West, we follow four disabled travelers on a legendary route **JOURNEY TO THE DEPTH**, proving that their unique abilities make them exceptional explorers.

CREATIVE INSIGHT

Most people assume that disabilities limit the travel experience. But what if they actually enhance it? A blind traveler tastes food with unmatched precision. A deaf traveler connects across cultures through body language. A wheelchair traveler moves at the perfect mindful pace, absorbing every detail. An autistic traveler plans flawless itineraries, navigating chaos with ease.

By reframing disability as an advantage rather than a limitation, Mastercard not only champions inclusive travel but also aligns with its brand purpose: unlocking priceless possibilities for everyone, everywhere. Because the moment disabled travelers realize they're not just capable but exceptional explorers? Priceless.



THE IDEA

We create **JOURNEY TO THE DEPTH**, a Mastercard x Netflix travel series that follows four disabled travelers on an epic journey from China to India—redefining travel through their superpowers.

Mastercard's Role: Each traveler's experience is accompanied by Mastercard's accessible payment solutions, ensuring a seamless journey.

HOW IT WORKS

Phase 1: Launch The Series

Debut the series on Netflix, leveraging social media to amplify its reach across APAC, and aiming for a Top 10 spot on Netflix.

Phase 2: Engage with APAC

In each country, we welcome the disabled casts to the country for their deep experience. Then, establish a travel agency that matches user's expecting experience with disabled super travellers, powered by AI. Finally, interactive experience by scanning stamps for experience TikTok videos.

THANKS!