AN ORIGINAL SERIES BY THE BRAND HISTORIAN

THE STORIES THEY TOLD.

The brand stories behind the world you live in.

Creator and host: Chirag Speaks

10 short films completed | **31 short films planned** | Seeking a development partner

THE IDEA

Why does a tire company tell you where to eat? How does fried chicken become part of Christmas? Chirag follows the people, campaigns and decisions that helped make these things feel normal.

WATCH THREE STORIES

08 / KFC in Japan

How fried chicken found Christmas

Watch the film

09 / Michelin

How a tire company became a guide

Watch the film

03 / Mastercard

How a moment became Priceless

Watch the film

THE LONGER SERIES

Working proposal: six host-led episodes of roughly 25 minutes, built around cultural questions. Archives, relevant places and informed voices would give each story more room. Format and scope to be developed with a production partner.

Possible episodes: Who taught us how to celebrate? Who decides what looks valuable? Who organizes your working day?

THE CREATOR AND HOST

Chirag Nijjer, known as Chirag Speaks, is a featured brand expert on HISTORY's The Mega Brands That Built America, seasons 2 and 3. This is his independent series. He is seeking representation and a production partner to develop the longer format, pilot and production plan.

Interested in representation, production or development?

Chirag@ChiragSpeaks.com

Watch the series