

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 episodes planned

Longer format in development

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

03 / Mastercard

How a moment became Priceless

[Watch the film](#)

08 / KFC

How fried chicken found Christmas

[Watch the film](#)

09 / Michelin

How a tire company became a guide

[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 Speaks, The Brand Historian, studies how brands and institutions rise and fall. He shares those stories on stage and online, and appears as a brand expert on HISTORY's The Mega Brands That Built America. This is his independent series.

Interested in representation, production or development?

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[Watch the series](#)