

DEEP CONVERSATIONS REFRESH

#	VISUALS/ TEXT ON SCREEN	UPDATED AUDIO/NARRATION
1.	FADE UP FROM WHITE ON:	FADE IN POP MUSIC FOR A GLOBAL AUDIENCE
2.	THE SURFACE OF WATER IN A POOL. IT IS AN EXTREME CLOSE-UP OF LIGHT GLISTENING OFF THE RIPPLES. CUT TO UNDER THE SURFACE. THE POOL IS EMPTY, BUT THE WAVES ON THE SURFACE CREATE COOL REFLECTIONS AND REFRACTIONS ON THE AQUA-COLORED WALLS.	
3.	TRANSITION TO THE FACE OF PERSON LOOKING RIGHT INTO CAMERA. THE REFLECTIONS OF THE WAVES ON HIS OR HER FACE.	NARRATION Are you ready to take the plunge?
4.	TRANSITION TO ANOTHER PERSON, ALSO WITH THE REFLECTION OF WAVES ON HIS OR HER FACE.	...to go deep?
5.	TRANSITION TO A THIRD PERSON, ALSO WITH THE REFLECTION OF WAVES ON HIS OR HER FACE.	...to partake in deeper communications?

6.	<p>JUST THEN A PERSON PLUNGES INTO THE WATER WEARING NORMAL BUSINESS CLOTHES (NOT BATHING SUITS). THEN ANOTHER PERSON AND ANOTHER. WE SEE AN UNDERWATER BALLET OF PEOPLE WITH THEIR HAIR FLOWING IN THE CURRENTS. THEIR MOVEMENTS ARE SLOW, DREAMY, AND BALLET-LIKE.</p> <p>OVER THE UNDERWATER SCENES THESE WORDS FADE IN AND OUT:</p> <ul style="list-style-type: none"> • Direct • Empathetic • Earnest • Productive <p>THE FIRST LETTERS OF THE WORDS ABOVE ANIMATE INTO: DEEP Conversations</p>	<p>SFX: SPLASHES</p> <p>NARRATION</p> <p>Then you're ready to immerse yourself in a realm where we engage in Direct, Empathetic, Earnest, and Productive talk. We call it DEEP Conversations.</p>
7.	<p>UNDERWATER MONTAGE OF PEOPLE SWIMMING IN STREET CLOTHES, FACES REFLECTED IN WATER, SANOFI LOGO REFLECTED IN WATER</p>	<p>It is a principled approach for building our culture, reflecting our values, making our conversations more effective, and fostering a "One Sanofi" mindset. DEEP Conversations is at the core of our Roadmap for Growth.</p>
8.	<p>MONTAGE OF FACES, FINGERS PRESSING KEYS ON DEVICES, FINGERS PRESSING SEND ARROWS</p> <p>THE ARROWS POINT TO "DEEP"</p>	<p>We all know how to talk, make phone calls, text, email, and post to social media. But do we really know how to communicate with each other? Do we really understand, appreciate, respect, and trust each other when we communicate? A new day is dawning at Sanofi. A day of deeper communication.</p>
9.	<p>THE WORD "DEEP" FILLS THE SCREEN WITH UNDERWATER IMAGES IN THE BACKGROUND</p>	<p>What does DEEP mean?</p>

10.	THE “D” IN DEEP ANIMATES INTO: <ul style="list-style-type: none"> • Direct • Candid 	It means we have the courage to be Direct, clear, and candid. We take ownership of our conversations.
11.	ANIMATE WORDS ON SCREEN: <ul style="list-style-type: none"> • Empathetic • Respect 	It means we’re Empathetic. We understand and adapt to others and respect their point of view.
12.	ANIMATE WORDS ON SCREEN: <ul style="list-style-type: none"> • Earnest • Integrity 	It means we’re Earnest and have the integrity to speak honestly and transparently.
13.	ANIMATE WORDS ON SCREEN: <ul style="list-style-type: none"> • Productive • Teamwork 	And it means we’re Productive. We seek success through teamwork.
14.	MONTAGE OF PEOPLE SWIMMING UNDERWATER. GLIMPSE OF A BLUE LIGHTBULB FLICKERING ON.	DEEP Conversations clarifies our thoughts and promotes shared commitment and unified action.
15.	TEXT ON SCREEN OVER UNDERWATER FOOTAGE: How will we introduce DEEP?	DEEP changes at Sanofi will occur organically as team leaders demonstrate through role modeling and storytelling.
16.	OVER WATER FOOTAGE, INSERT IMAGES OF THE E-LEARNING TOOLS, RESOURCE TOOLKIT	In early 2018, online resources will be released enabling Sanofi employees to learn and practice the DEEP principles. The program will pilot in English and French in March, and then in the remaining languages in April.
17.	INSERT URL OVER UNDERWATER FOOTAGE	There will be more news to follow. Stay up-to-date through the DEEP Resource Center at INSERT URL .
18.	FADE TO DEEP LOGO	Are you ready?
19.	DISSOLVE TO SANOFI LOGO	
20.	FADE TO BLACK	FADE OUT MUSIC

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