

Challenge: Client asked writer to read a legal document that described the benefits that would be offered to its employees. Writer worked client's benefits consulting firm and the underwriter to conform all statements to legally required practices and procedures.

MONTAGE (15-20 Seconds) SCENES of EMPLOYEES at WORK and PLAY.

OFFICE SHOTS

FACTORY FLOOR SHOTS

COMPANY BASEBALL GAME

STOCK SHOTS of HOME LIFE

EMPLOYEE VOICE 1: I'm 25, single, and in perfect health. They tell me my benefits package is worth \$20,000, but I never use it.

EMPLOYEE VOICE 2: I have one child 18 months and another on the way. I'm planning a big family. What about hospital care?

EMPLOYEE VOICE 3: I have a heart condition. What about prescription drugs?

EMPLOYEE VOICE 4: My husband is covered fully at his job. I don't use my benefits plan here at all.

NARRATOR: The voices you're hearing are Givaudan-Roure associates talking about their employee benefits program and the one thing they most dislike about it: Lack of flexibility.

EMPLOYEE VOICE 5: It's like when you buy one of those expensive, all-inclusive vacation packages. What if you're on a diet? You still pay for the all-you-can-eat buffet, right?

NARRATOR: The fact is, our company has an obsolete benefits program. It's wasteful; a one-size-fits-all tee shirt that's too tight for some, and way too large for others.

EMPLOYEE VOICE 6: You don't see the money you're paying for in benefits, but you're paying. It's like phantom salary. And if you're not using a benefit - you're wasting your money.

NARRATOR: And everyone else's money, too.

Because everyone's benefits are paid from a common fund and that fund, if wasted, eats into all of our salaries, our growth - our security.

EMPLOYEE VOICE #7: Oh no. They're going to cut our benefits, right?

EXECUTIVE A: Not so. In many cases, your benefits will improve, or you might get cash back for benefits you don't need.

EXECUTIVE B: I know that just mentioning benefits raises the hairs of fear on everyone's back, but benefits cannot remain a taboo subject. If we are going to meet our Ten Year Challenge goal to make our company the best flavor and fragrance company in the world, we have to make every part of our company better.

EXECUTIVE C: And it isn't just cost control. Because, the cost of medical care, while rising very alarmingly from 19XX to 19YY, has actually started to come under control.

(SHOW SOME NOSTALGIA DETAILS FROM THE DATE TO ACCENTUATE ANTIQUITY OF PHILOSOPHY; rock stars, car models, fashion)

EXECUTIVE A: It's just that our benefits plan dates back to the 1970's, when everyone had roughly the same needs, the same lifestyle.

NARRATOR: Today, each of us is different. Different lifestyles. Different needs.

NARRATOR: After all, if you were sick, you wouldn't want to be treated with 1970s technology (large hypodermic needle, smoking doctor, old dentist drill, John Travolta in a white disco suit) - so why should we settle for a 1970s benefits plan?

EXECUTIVE B: We wanted to offer you a smarter way to care for yourself and your family.

NARRATOR: So we designed a new plan - a smarter plan. Smart, because you can tailor it to your own needs. Smart because if you do pay into the plan, you pay with pre-tax dollars, which saves you money.

BRUCE: Smart because it's competitive with what other companies in our industry offer, helping us to retain and recruit the best talent - like you.

JEANNE-PIERRE: Smart people.

GEOFF: Smart Options.

MUSIC FLOURISH and TRANSITION (Theme: Deep Space, ethereal)

STOCK FOOTAGE: CAPE KENNEDY CU: SPACE SHUTTLE LAUNCH

VOICE (Filtered as if over radio): All systems are go.

VOICE (Filtered): Ignition.

STOCK FOOTAGE: IN SPACE, EARTH IN BACKGROUND, BOOSTER SEPARATING

VOICE (Filtered): We have escape velocity.

INTRODUCE 3-D DIAGRAMMATIC LOGO (GLOBE with NO PANELS EXPOSED)

NARRATOR: The sphere of Givaudan-Roure - On a ten year mission to become the number one flavor and fragrance company on the planet.

MONTAGE of LAYERED SCENES of Givaudan EMPLOYEES, superimposed on surface of globe.

NARRATOR: It's about people; meeting their diverse needs today, and as they change in the future.

FOUR PANELS BEGIN TO UNFOLD FROM SPHERE like solar panels.

NARRATOR: It's about choices: The eight dimensions of Smart Options, a technically advanced employee benefits plan offering critical flexibility to all employees.

Dimension One: Medical

Dimension Two: Dental

Dimension Three: Vision Care

Dimension Four: Flexible Spending Accounts

Dimension Five: Short Term Disability

Dimension Six: Long Term Disability

Dimension Seven: Life Insurance

Dimension Eight: Personal Accident Insurance

2-D GRAPHIC DIAGRAM showing EARTH, SUN and SATELLITE ICON between. SUN is Labeled "Givaudan-Roure," EARTH is Labeled "You."

BEAMS OF ENERGY flash from SUN to SATELLITE and from EARTH to SATELLITE.

Powering the plan, is the contributory cashflow from Givaudan-Roure: over \$XX million dollars per year, more than \$XX average per employee. These contributions translate into benefit dollars, which you can use to create the program that's just right for you.

If the benefits you elect cost more than the benefit dollars you are given, then the plan will require contributions from you.

(POSSIBLE INSERT PRE-TAX PAYMENTS HERE)

EMPLOYEE 7: My wife gets medical coverage at her job. Can I get a credit or something?

NARRATOR: Sure. Medical Plan. Rotate to view.

NARRATOR: The Medical portion of Smart Options covers your visits to doctors and hospitals. If your spouse's place of employment covers you for medical expenses, you may not need Givaudan-Roure's medical coverage. If this is the case, you may choose Option 6; No Medical Coverage. You'll receive credits toward other program benefits, or a cash refund if you don't use all your credits.

EMPLOYEE 8: Can I choose my own doctors?

NARRATOR: We recognize that freedom of choice is very important to employees. Each Medical option offers a different level of choice.

TITLE: CHOICE OF PROVIDER
Options ONE-FOUR LIGHT UP.

Option four gives you unlimited choice. You could pick a doctor from...

PHOTO: 1950s science fiction alien

NARRATOR: ...another planet.

HIGHLIGHT OPTION FIVE

NARRATOR: On the opposite end of the spectrum, Option Five provides benefits only if you go to CIGNA HMO network physicians or facilities. CIGNA is a nationally recognized leader in healthcare. If you aren't already committed to a specific doctor, you may wish to elect the HMO option.

NARRATOR: A network is a group of doctors, hospitals and other healthcare providers who have agreed to provide care at preset rates. In order to join CIGNA's network, these doctors have to meet strict quality guidelines. You may find that your present doctors and local hospitals are already in the network. If so, using the network can be cost effective and convenient.