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|  | Voiceover | Visual | Image |
| 1 | It is a promise | Show two children making a pinky promise |  |
| 2 | A pledge | Show someone making a pledge (has hand on heart) |  |
| 3 | A truthful declaration of an undertaking | Show a boy scout making a pledge. |  |
| 4 | It is also known as a commitment | Show someone crossing their heart | Show someone crossing their heart |
| 5 | At Novartis our commitments are promises to the people who are most important to us. | Show the Novartis logo |  |
| 6 | To our Employees who make up the company internally | Write on the screen commitment to our people and show people working in medical facilities in different divisions of a pharma company. | http://www.plasticstoday.com/sites/default/files/gI_76985_Imagen%20021.jpg  http://t3.gstatic.com/images?q=tbn:ANd9GcSzirYjLR8XYORbjQXXIf5x_sxUPsrMtobOz32HN7w8wirWQBArtdbWeBQjoQ |
| 7 | People who make up what Novartis was, is and will be.  And as a healthcare company we care about our people’s health and well-being as well as the ability to connect with them. | Show images of the different projects and events that happened for the employees, | * Show employee survey * Show employee Gym * Show employee related events * Show Connect event * FF Cycle Meetings * Breakfasts With E-Pec * Be Healthy Celebration |
| 8 | People who have worked hard to make Novartis what it is today and continue to give it their all. | Continue as above. | Continue as above. |
| 9 | Which makes us all committed to Our collective Accomplishments as a unit and as a team | Write on the screen Commitment to our organization | Show Novartis events showcasing the product launches, the awards, as well as the accomplishments made by |
| 10 | With shared vision, shared goals and shared accomplishments our growth continues and together we exceed the goals we set for ourselves, launching new lines and developing the one we worked so hard to grow. | Continue to show elements of the accomplishments that Novartis has reached. | * Novartis Egypt CPO Ranked 1st * 22% growth * Rise from #5 to #3 pharma ranking in Egypt. * Exforge Global “Above And Beyond” Award * Exforge HCT Launch Event * Co-Tareg 320 anniversary * The Best Shape in Cardio – Alex Event |
| 11 | Which brings us to our commitment to our community, to provide them with the very best medicines , to make them feel like they are not alone in their daily healthcare struggles, and to give back to the communities that we are a part of.  At Novartis Egypt we seek to provide a light of hope to our community, a healthy life for our diabetic patients and advice and help to those suffering in silence. | Need to show positive and healthy people | * Seeds of Hope * Anti-Blindness Campaign * Stop The Clock Campaign * Affordability Campaign * MOH Partnership |
| 12 | Improving the communities that we live in is a fundamental element of who we are, what we do and what we believe in. |  |  |
| 13 | Our commitments define who we are, Motivated to reach higher, driven to go further and Inspired to try what others don’t have the vision or guts to try. | Show the different parts of the Novartis Logo coming together. |  |
| 14 | At Novartis Egypt we succeed because of the things we care most about, Our people, Our achievements, and our community. |  |  |
| 15 | At Novartis Egypt our Successes will continue. |  |  |