

STATEMENT OF WORK

ACUVUE - Global Presbyopia Campaign

This Statement of Work (this "Statement of Work") is dated as of May 3, 2021 (the "Effective Date") by and between Client ("Client") and Supplier, ("Agency").

The Services and Deliverables set forth herein are subject to, performed and provided in accordance with the Master Marketing Services Agreement between Johnson & Johnson Services, Inc. ("JJSI") (the "Master Marketing Services Agreement").

WHEREAS, Client is an affiliate of JJSI;

WHEREAS, both Client and Agency, acting through on or more of its Affiliates, wish to enter into this Statement of Work in connection with the Agreement to include without limitation, certain Ad Hoc Project Fees, (all terms not otherwise defined herein shall have the meanings ascribed to such terms in the Agreement) to cover such Ad Hoc Project Fee;

NOW, THEREFORE, in consideration of the foregoing and the mutual promises, covenants and agreements set forth below, and for other good and valuable consideration, the receipt and sufficiency of which the parties hereby acknowledge, the parties agree as follows:

1. Agency shall provide to Client the Services and deliverables for the fees set forth on Annex 1 attached hereto.
2. Notices should be sent to the following addresses:

If to Agency:

If to Client:

3. This Statement of Work shall commence on the Effective Date and shall terminate upon completion of the Services but no later than December 1, 2021, unless sooner terminated as provided in the Master Agreement.



4. All provisions of the Master Agreement, to the extent not expressly modified herein, are hereby incorporated into the provisions of this Statement of Work by this reference as if set out in full herein. All references to Master Agreement shall include all amendments, past and future, to the Master Agreement unless such amendment explicitly provides otherwise.

IN WITNESS WHEREOF, the parties have caused this Statement of Work to be executed by their duly authorized representatives.

Client

Supplier



Annex 1

Statement of Work Summary

2021 Statement of Work Summary

Brand Name	Brand
Statement of Work Name	Global Presbyopia Campaign
SOW Version and Date	V1 – April 28, 2021

Communications Contact

Email Address

Team Chemistry Contact Name

Team Chemistry Email Address

Timing of Work

For the Period Beginning	Apr-21
For the Period Ending	Oct-21
Standard Hrs in this Period	1,050

FINANCIAL SUMMARY

2021 Project	\$350,000.00
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Agency will provide the following Services and deliverables:

1. Services and Deliverables:

Campaign Strategy Development

- ☐ Development of a strategic territory for the Presbyopia demand generation campaign
- ☐ Strategy will guide the development of the creative campaign
- ☐ Includes mini collision session (completed)
- ☐ Includes 2 rounds of review with the second round final

Campaign Creative Ideation and Concepts

- ☐ Development of campaign concept based on chosen strategic territory
- ☐ Includes 2 creative territories – Brand to choose 1 territory to move into activation development



- Territories will be shown through overarching campaign idea and proof of concept activations including :15s video & stills
- Includes 2 rounds of review
 - Round 1 – present 2 territories – Brand to choose 1
 - Round 2 – revisions to territory

Creative Development and Execution

- **:15s OLV and :06s Bumper**
 - 3x OLVs and 3x Bumpers
 - 1-2 storyboard options based on aligned campaign idea. Brand to select 1 storyboard to be used as master template
 - Script development for storyboards
 - 1x master template for OLV, 1x master template for Bumpers
 - Master template =
 - Placement of variables (footage/image/supers) are same across all videos
 - Animation sequence is same across all videos
 - Script is templated, with copy variables as needed
 - 3 VO records
 - Only 1x music track to be used across all videos
 - Bumpers to be cutdowns from the OLVs
 - Creative search for stock assets - such as footage, imagery, music, SFX
 - Creative oversight during production
 - Production:
 - Video edit to output OLVs and Bumpers to approved storyboard and creative direction
 - Simple animation and graphical transitions
 - Casting for VO talent and coordinate for VO record
 - Color-correct
 - Audio mix
 - No shoot. Only using stock footage, imagery, music, SFX
 - Purchase of stock assets to be covered under separate Production OOP scope
 - Assumes up to 6 Royalty Free stock footage per :15 OLV

Social Posts – Static

- 3x Social static post examples for Playbook
 - Can leverage elements and assets from OLV/Bumper as see fit for Social platform
- Each social static post in 1 master size for 4:5 in-feed
 - Local markets to adapt and resize as needed
- Up to 3 post copy to accommodate the posts
- Creative search for stock imagery
- Does not include Production

Banner

- 1x Banner template example in master 300x250 size
- 1x Banner template example in 728x90 resize
- Assumes leveraging assets used across campaign deliverables
- Does not include Production



Email

- ☐ 1x Email template
- ☐ Email template to utilize look and feel as defined by the campaign and Key Visual
- ☐ Email content not included in scope
 - Template to include placement holder for images, headline copy, body copy
- ☐ Does not include Production

Print

- ☐ Creation of 1x front/back templated piece for print purposes (ex: in-office use)
- ☐ 1-2x layout options. Brand to select 1 layout
- ☐ Does not include Production

Campaign Toolkit and Visual Guidelines (Playbook)

- ☐ Toolkit is documentation compiled of the foundational campaign assets needed to execute campaign and ensure consistency across channels and amongst media partners who may be developing their own assets.
- ☐ Deliverables include:
 - ☐ Campaign overview (taken from campaign territory)
 - ☐ Font guidelines
 - ☐ Imagery guidelines for choosing stock
 - ☐ Example assets shown through:
 - :15s & :06s video
 - Print ad lob
 - Email template
 - Social example
 - Banner example
- ☐ Does not include production of the assets
- ☐ Toolkit will be handed off in the form of a presentation
- ☐ Assumes all local markets to adapt from toolkit based on local market needs

Adaptation – US Market

- ☐ Adaptation of master assets for US market
 - ☐ Adaptation needs to be provided in the form of annotations on the master :15s and :06s videos
- ☐ Assets dependent per US media buy. Media buy to be confirmed. Assumes US Adaptation for OLV and Bumpers:
 - ☐ Minor wordsmithing to script and/or supers to assets
 - Incorporating required claims copy for US
 - Swapping out with US packshot
 - VO Rerecord for OLV and Bumpers
 - American accent VO talent

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Deliverables

- Campaign Strategy
- Campaign Concept



- 3x :15s OLV
- 3x :06s Bumper
- 1x Campaign Playbook
- 1x US Adaptation:
 - 3x :15s OLV
 - 3x :06s Bumper

Assumptions and Dependencies:

- Production costs exclusive to OLV and Bumper Production
 - Estimates may change once storyboards and creative direction is available
- Costs for stock assets (footage, music, SFX) subject to change pending storyboard needs
 - Assumes Royalty-Free assets used globally
- Costs for VO talent to be defined once script is approved. Talent cost and contracts will differ pending local market and usage
- Local markets to localize as needed. Including, but not limited to: translation, resizes, packshot swaps, VO
- Local markets to manage rights and contracts for local usage
 - WTH is not responsible for managing local markets and requirements
- Reviews:
 - Brand Reviews of creative (storyboards, script, creative content) limited to 2 rounds, with the 2nd round being final prior to CAC submissions and Production handoff
 - 1 round of CAC Concept Review
 - 2 rounds of CAC (storyboards, script, creative content)
 - 1 round CAC Verification
- Handoff of final master files from WTH to Brand for Source File Upload. Brand responsible for upload to their DAM system (such as Veeva)
- J3 / local media team to handle trafficking of all assets
- Does not include testing or optimizations of assets
 - Testing and/or optimizations to be covered under separate scope
- Does not include Analytics and Measurement Planning
- Does not include Website updates or optimizations

GLOBAL DEPENDENCIES

The successful delivery of the project by WTH depends on the timely delivery of certain elements within the project process and adherence to the project schedule by the Brand. If this does not occur, WTH will not be held liable for the late or incomplete delivery of the project. This will be determined on a project by project basis. It includes but is not limited to:

- Timely delivery of all assets required for the project from Brand or third parties including adherence to agreed-upon project schedule.
- Changes to project scope and deliverables as agreed and signed the statement of work will be outlined in a change order.
- Incremental fees and charges, if applicable, will be outlined in the change order.
- Changes in direction once project deliverables are approved may incur additional costs
- Adherence to number of revisions on each deliverable as per project plan once it is signed off
- Working closely with all parties involved in the project from project kick-off
- Revisions should be sent in a consolidated list via email, changes in direction will not be taken over the phone unless they are agreed in writing
- Timely response on actions – such as organizing research, sending documents / communications



GLOBAL ASSUMPTIONS

- Budget based on scope covers duration in April – October 2021
- Consolidated, written feedback/direction will be provided by the brand team after any/all briefing sessions and presentations. WTH will not move forward until written feedback/direction is provided
- Any/all written feedback/direction provided by the brand team reflects inputs from all key stakeholders
- Any additional rounds of brand team review or updates (exceeding the numbers outlined in the work streams above) will be considered out of scope and will require a change order and may impact timing
- All out of scope requests will be estimated separately by the Account & Project Management teams and validated by the Brand prior to engagement



eSignature Request between JJVC INC and WPP Team Chemistry LLC

Final Audit Report

2021-05-13

"eSignature Request between JJVC INC and WPP Team Chemistry LLC" History

Agreement completed.

2021-05-13 - 2:46:31 PM GMT