

## Unilever's Purpose Video

On-screen text	Audio description
	The sun is rising in the distance above the clouds
	A man opening the curtains, letting light in.
A brighter life	An adult playing with a baby. A man and a woman brushing their teeth.
is a better life.	An adult drying a child's wet hair with a towel A shower turns on. A lady showering. A lady tying her dry hair up.
This has always been our way.	A lady doing her makeup.
	A little girl moving a bowl at the breakfast table.
A pioneering vision	A picture of Lord Lever in a picture frame talking.
at the forefront of change.	A bedroom with the light beaming in.
	An aged Sunlight Soap label on the glass pane of a window.
	An old tin of Knorr Bouillon on a kitchen counter beside a tray of vegetables and a steaming pan on the stove.
Creating new categories	A tub of Vaseline sat on bathtub by the window.
	Someone washes his hands with Lifebuoy soap.
driving positive impact	A little girl washing her hands outdoors. A little girl planting a tree
	Multiple screens of social media posts about women.
	A girl holding her hair.
	A little girl holding her hair
	A woman hugging a child, looking at a billboard with a little girl smiling and hugging an older lady on it.
across the world.	Three people watching a vintage TV showing a black and white SR toothpaste advert. In the advert, toothpaste is squeezed from the tube onto a toothbrush before a lady brushes her teeth. A young family sat in front of a vintage TV which is displaying a Lynx deodorant advert.
	A family sat in front of a vintage TV showing a Lifebuoy soap advert.
	A man and a woman sat in front of a TV watching a Knorr advert. The room they are sitting in has the curtains open letting warm sunlight in.
	Two men sat in a living room, watching an advert. In the advert a lady is showering.
Looking towards 2030	A man walking in the middle of a city, transforming into an illustrated joyful animated character. A little girl in a street taking off into the sky with rocket shoes.

With our 100 <sup>th</sup> year on our horizon	A lady smiling with the sunset in the background. A hand blocking the sun.
it's time to define tomorrow.	A man carrying a woman, watching the sunset. A woman on a video call with a mother and daughter.
	A lady watching a video of a girl dancing.
	A lady recording a video of another lady smiling.
We will shine brighter	A little girl chasing a bubble.
	A man looking down at his phone snacking.
	Five women on a five-a-side football pitch.
anticipating the needs of all	Arrays of videos of many different people in social media posts.
led by our unmissable brands.	A lady eating a sugar-covered sweet A guy having a massage with Dermatological. A bottle of Persil Wander Wash. Someone picks up a spray can of Rexona 72hr Protection.
	Hellmann's Vegan Mayo logo. In the background are sweet potato chips.
	A lady taking a sachet of Liquid I.V. Hydration Multiplier from her bag.
	A lady drinking a bottle of water with Liquid I.V. in.
Reimagining through science	A test tube with plants growing inside it.
	A washing machine with the Persil logo on it. The logo is then replaced with the slogan 'Dirt Is Good'.
advancing with technology	A close up of the door of a washing machine with water circulating inside.
harnessing AI	A piece of lab equipment rotating
	Images of bottles of TRESemmé
	A series of TRESemmé adverts
	A blue three-dimensional render of the digital file displayed in the background.
	A hand flicks a light switch
to make new markets.	Lights on buildings in a city turn on
	A blue lamp on a worktop in a kitchen.
	A bottle of Domestos on the floor beside a toilet bowl.
	A person watching a Dove advert on their phone. Above the phone are holograms of Dove products.
	Different vegetables organised by type.
	A small square rainbow-striped object on the palm of someone's hand
Together.	Quick flicks of different people's faces.
	A group of people outdoors.
We'll shape the future	A man holding a cluster of grass with a group of people outdoors watching him. Rows of trees with sunlight beaming through

	Arrays of social media videos showing people using Unilever products
elevating billions of lives	A mother with her daughter sat on a table. Young boys covered in paint laughing and playing outdoors. A lady stood up indoors looking at the sun set.
	A lady feeding a man at the dining table.
	A lady hanging up some clothes.
With brighter days.	A close-up of someone opening their eyes looking into bright light.
For every life.	A person squeezing lotion into their hand. Ladies with their hair wrapped in towels applying skincare products.
	A lady in a bath blowing foam bubbles from her hands.
Everyday.	A lady taking a freshly laundered towel and breathing in the scent.
	A lady taking a wooden spoon from a pot and enjoying the aroma while a little girl watches closely.
	Children running along a path towards the camera.
Everywhere.	A cityscape with a sunrise.
	Unilever logo
Brighten everyday life for all.	A fisheye view of the sky with white clouds rolling over.