CLH | Content Localization Hub

Briefing Form Guide

Production Brief: General

This document is intended to be an informational guide as it pertains to the information required for the fields in the form. If you need further clarification, please reach out to your assigned Brand Liason Manager. Fields 1–22 are the same across all briefs

1. **Does your piece require the Sanofi logo update?**
   Indicate yes if the Sanofi corporate logo needs to be updated

2. **Are you a first-time requestor?**
   Indicate yes if this is your first time working with the CLH

3. **Is this a bulk request (more than one request)?**
   If you have multiple assets requiring the same updates, indicate yes, download and fill out the bulk request form and upload it to the briefing form

4. **Project Name**
   Name assigned to project by requestor. This project title often aligns to a naming convention. Please make descriptive of the final deliverable

5. **Name of Requestor**
   Your first and last name

6. **Email of Requestor**
   Your email address

7. **Email of Back-up Contact**
   The email address of the back-up contact that will be contacted if the Requestor is on sick leave or out of the office

8. **Business Unit**
   The business unit your brand belongs to

9. **Country**
   The country the project will be used in

10. **Blanket PO Number**
    Requestor Purchase Order Number. Requested project will be billed against this PO at completion

11. **Select Brand**
    Brand or organization the requested project belongs to (Example: Dupixent). The list of available brands will be specific to the selected Business Unit

12. **Therapy Area/Franchise**
    The therapeutic area (General Medicines and Specialty Care) or franchise (Vaccines only) associated with the project. The list of available therapeutic areas/franchises will be specific to the selected Brand.

13. **Branded or Unbranded**
    Is this piece branded or unbranded (pick which best applies)

14. **Material Intent**
    The relevant intent of the project (Promotional or Non-Promotional)

15. **Asset Category**
    The relevant asset category for the project (Commercial or Medical)

16. **Aprimo Asset ID Number**
    Asset ID is used to track down appropriate assets for project initiation

17. **Date of Planned First Use**
    Requestor's preferred date for final deliverables and project completion (CLH will confirm timing prior to project initiation)

18. **Requirement Outline/Description**
    Please describe your request and related requirements. Provide links to any relevant project outlines or necessary reference materials. Give as much relevant detail as possible.

Production Brief: General – new update June 2023

Please share with us as many details as possible. Strong briefs result in strong deliverables and lead to a smooth process with less feedback. Especially if this is your first time engaging with the Content Localization Hub, please complete the brief in full.

1 — Does your piece require the Sanofi logo updated?
☐ Yes

2 — Are you a first-time requestor?
☐ Yes

3 — Is this a bulk request (more than one request)?
☐ Yes

General Information

4 — Project Name * [Name assigned to project by requestor]
5 — Name of Requestor * [Please enter your first and last name]
6 — Email of Requestor * [Please enter your email address]
7 — Email of Back-up Contact * [Please enter the email address of the back-up contact will be contacted if Requesto]
8 — Business Unit (Select one) *
☐ Corporate Affairs
☐ General Medicines
☐ Industrial Affairs
☐ R&D
☐ Specialty Care
☐ Vaccines
☐ Other

Asset Information

9 — Country * [Country you are requesting the assets for]
10 — Blanket PO Number [Requestor Purchase Order Number (if available)]
13 — ☐ Branded or ☐ Unbranded
14 — Material Intent
☑ Promotional
☐ Non-Promotional
15 — Asset Category
☑ Commercial
☐ Medical
16 — Aprimo Asset ID Number * [Asset ID located in DAM]
17 — Date of Planned First Use * [ ]
18 — Requirement Outline/Description * [Create A4 presentation, as per specifications. Please change the main paragraph on page 2 with this market-specific content: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.']

Attachments (Brief Reference Materials) [Choose File] No file chosen

Key

■ – Global Fields   ■ – Brief-Specific Fields

Production Brief: General

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19. Attachments (Reference Materials)
Please provide links to any relevant reference materials.

20. Language Specifications
Indicate yes if language translation is required and see page 5 for additional details.

21. Medical Legal Regulatory (MLR) Review
Indicate yes if your pieces requires MLR submission/review and see page 6 for additional details.

22. Is CRM upload required?
Indicate yes if your material needs to be uploaded to a CRM. If yes, please see page 4 for more information.

23. Print Specifications
Please provide specifications for the print material requested. If you don't know the specifications, please connect with your print vendor.

  a. Brief Type
  Indicate whether your material will be Print only, Digital only, Both Print and Digital, or Not sure

  b. Colors
  CMYK for Print / RGB for Digital

  c. Finished Size
  Dimensions of a printed document in its final form. (Flat Size or Trim Size)

  d. Binding Type
  How pags of a printed piece are to be assembled. (Ex: Saddle, Spiral Bound)i

  e. Final File Type Required
  Describe the final deliverable file type

  f. Bleed Needed?
  Bleed is the extra area outside a finished print document that studio operators and designers must allow if they want images to go right to the edge of a printed page.

24. Unit
Unit of measure: cm/in

  a. Format
  Required formart of end deliverable

  b. Live Height
  The live area is an area within a page that is designated a safe area for all content.

  c. Live Width
  The live area is an area within a page that is designated a safe area for all content.

  d. Output Size %
  scaled percentage of the final deliverable. Example: 25% means the job is built at 1/4 of final size.

  e. Final Height (output size %)
  % Scale of final output

  f. Final Width (output size %)
  % Scale of final output

  g. Ratio
  Aspect ratio / Portrait or Landscape

  h. Unit
  Unit of measure

Key
■ – Global Fields   ■ – Brief-Specific Fields

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This document is intended to be an informational guide as it pertains to the information required for the fields in the Language Specifications section. If you need further clarification, please reach out to your assigned Brand Liason Manager. Fields 1–22 are the same across all briefs

CRM Information

1. **Is CRM upload required?**
   Indicate yes if your material needs to be uploaded to a CRM.

2. **CRM**
   Indicate if your material needs to be uploaded to Sanofi CRM (all brands), Regeneron CRM (Dupixent only), or both CRMs (Dupixent only)

3. **Name of CRM Expert**
   Please enter the first and last name of the CRM Expert that the CLH will coordinate with

4. **Email of CRM Expert**
   Please enter the email address of the CRM Expert that the CLH will coordinate with

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CRM Information

1 — Is CRM upload required?
☑ Yes   ☐ No

2 — CRM
☐ Sanofi CRM (All brands)
☐ Regeneron CRM (Dupixent only)
☐ Both CRM (Dupixent only)

3 — Name of CRM Expert   Please enter the CRM Expert's first and last name

4 — Email of CRM Expert   Please enter the CRM Expert's email address

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Key

■ — Global Fields

This document is intended to be an informational guide as it pertains to the information required for the fields in the Language Specifications section. If you need further clarification, please reach out to your assigned Brand Liason Manager. Fields 1–22 are the same across all briefs

Language Specifications

1. **Language Requirement Outline/Description**
   Please describe the required translation including any specific key terms, content that should remain in English, changes to the brand name, or anything else that CLH should know ahead of translating

2. **Attachments (Language Reference Materials)**
   If you have any glossaries, reference files, or language-specific brand guidelines, please add those to the brief

3. **Language Approver Details**
   Please include the name of the main approver. We can accommodate for 3 reviewers but to make the review process efficient, we highly recommend selecting 2 reviewers maximum

4. **Name of Language Approver 1**
   Please include the first and last name of language approver 1

5. **Email of Language Approver 1**
   Please include the email address of language approver 1

6. **Name of Language Approver 2**
   Please include the first and last name of language approver 2

7. **Email of Language Approver 2**
   Please include the email address of language approver 2

8. **Name of Language Approver 3**
   Please include the first and last name of language approver 3

9. **Email of Language Approver 3**
   Please include the email address of language approver 3

Language Specifications

Instructions will be key to adapt your asset in the required language.

Does your asset require translation? *
- [x] Yes
- [ ] No

Does your asset require translation?

Language(s) the asset will be translated to *
Intended language of the final deliverable

1 — Language Requirement Outline/Description
Example: please adapt the asset into Spanish for Spain (Castilian variant), using the terminology from previously approved assets and glossary attached (keep brand in English but adapt the rest of the copy).

2 — Attachments (Language Reference Materials)
Choose File | No file chosen

3 — Language Approver Details
Please include the name of the main approver. We can accommodate for 3 reviewers but to make the review process efficient, we highly recommend selecting 2 reviewers maximum.

4 — Name of Language Approver 1 | Please enter first and last name of language approver 1

5 — Email of Language Approver 1 | Please enter email address of language approver 1

6 — Name of Language Approver 2 | Please enter first and last name of language approver 2

7 — Email of Language Approver 2 | Please enter email of language approver 2

8 — Name of Language Approver 3 | Please enter first and last name of language approver 3

9 — Email of Language Approver 3 | Please enter email address of language approver 3

Key
■ – Global Fields

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This document is intended to be an informational guide as it pertains to the information required for the fields in the Medical Legal Regulatory (MLR) Review section. If you need further clarification, please reach out to your assigned Brand Liason Manager. Fields 1–22 are the same across all briefs

Medical Legal Regulatory (MLR) Review

1. **Master Asset's 4M-PromoMats Existing Number**
   Please add the Master 4M PromoMats Number of the original asset.

2. **Make a Copy of the original asset in PromoMats and provide number**
   Make a copy of the original asset in PromoMats and provide number. If you require the CLH to open a new job in PromoMats, please indicate "CLH to open new job"

3. **MLR metadata sheets**
   For new jobs in PromoMats (not a successor or new version of a previous job), download the metadata sheet form, fill out and upload. There is a Sanofi form and a Dupixent only Regeneron form that aligns with each Veeva system.

4. **CLH to submit MLR activities on your behalf**
   Indicate No - MLR not required if the piece does not need to be submitted to MLR, Yes - MLR integration of Sanofi comments only if CLH will only need to integrate the comments coming out of MLR review, but you will manage the submission yourself, or Yes - MLR submission + integration if CLH will need to submit for MLR review and integrate the comments coming out of MLR review

5. **Targeted MLR Submission Date**
   Requestor's preferred date for initial MLR submission (CLH will confirm timing prior to project initiation)

6. **Targeted MLR Review Date**
   Requestor's preferred date for MLR review in Veeva PromoMats (CLH will confirm timing prior to project initiation)

7. **Targeted MLR Approval Date**
   Requestor's preferred date for MLR approval (CLH will confirm timing prior to project initiation)

8. **Time allocated in MLR**
   Time allocation for a live MLR meeting, if required

9. **PromoMats Submission?**
   Indicate whether the material will need to be submitted in Sanofi Veeva, Regeneron Veeva (Dupixent only) or both (Dupixent only)

Medical Legal Regulatory (MLR) Review

MLR review required?
- [x] Yes
- [ ] No

1 — Master Asset's 4M-PromoMats Existing Number | Please add the Master 4M PromoMats number of the original a

2 — Make a Copy of the original asset in Promomats and provide number | Please include new Asset 4M-PromoMats

3 — MLR metadata sheets | Choose File | No file chosen

4 — CLH to submit MLR activities on your behalf | No - MLR not

5 — Targeted MLR Submission Date

6 — Targeted MLR Review Date

7 — Targeted MLR Approval Date

8 — Time allocated in MLR | Time allocation for a live MLR meeting, if required.

9 — PromoMats Submission?
- [ ] Sanofi
- [ ] Regeneron

Key

■ – Global Fields

Production Brief: Banner

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This document is intended to be an informational guide as it pertains to the information required for the fields in the form. If you need further clarification, please reach out to your assigned Brand Liason Manager. Fields 1–22 are the same across all briefs

1. **Banner Type**
   Please indicate whether the banner type needed is static or animated

2. **Existing Static ID Number**
   If a static backup exists of an animated banner, please share the Promomats ID

3. **Static Backup**
   Indicate whether the static backup is to be created new or to repurpose existing

4. **Maximum K-Weight**
   The maximum file weight which is accepted for a particular digital ad based on Ad Serve platform.

5. **Annotated PDFs provided?**
   Are annotated PDF instructions with the required edits provided?

6. **Master animation provided?**
   Is a master animated banner being supplied to match animation for localized versions

7. **Click-Through URLs**
   Provide destination URL for the banner if clicked.

8. **Site or Ad served?**
   Determine destination for the display of requested assets

9. **Working files with layers provided?**
   Have working creative assets been provided to begin work?

10. **Border required?**
    Is a pixel border required for the deployment of this banner? (Typically indicated by media agency specs)

11. **Where/How should files be delivered?**
    Prefered method of final file delivery. Provide as much detail as possible

12. **If NO working files, provide reason**
    Please explain.

13. **List Banner Sizes**
    List all final banner sizes to be delivered.

Key

■ – Brief-Specific Fields

Production Brief: Email

This document is intended to be an informational guide as it pertains to the information required for the fields in the form. If you need further clarification, please reach out to your assigned Brand Liason Manager. **Fields 1–22 are the same across all briefs**

Asset Information

The email brief includes an additional dropdown menu in the Asset Information section for Type of Email and a free form field for the Disease/Indication

1. **Type of Email**
   Determines the type of deliverable output:
   • RTE – Rep Triggered Email
   • RTE – Email Fragment
   • RTE – Email Template
   • HQ/Mass email (SFMC or Adobe Campaign)*
   • HQ/Mass email – Template and component based (SFMC only)*
     *Please see the page 8 for SFMC-specific content

2. **Disease/Indication**
   Branding and ISI classification

3. **From Name**
   The sender profile - Name - usually it's a generic name (Sanofi or Sanofi Newsletter). The team in charge of deploying the email should confirm

4. **Product**
   The product that the team will need access to in order to access Rep Triggered Email

5. **From Address**
   The sender profile - Email Address - usually it's a generic email (info@ sanofi.com), though it can also come from a specific account. The team in charge of deploying the email should confirm

6. **Privacy Link**
   Link to Privacy Policy

7. **Email Subject Line**
   Line of text that end users see in the inbox before opening the email.

8. **Legal Link**
   Terms of Use/Legal link

9. **Purpose**
   Marketing direction as to why is this email being sent

10. **Distribution**
    Email distribution list (if applicable). ESPs usually store distribution lists of subscribers to send emails out en masse

Key

■ – Brief-Specific Fields

Metadata Fields: SFMC Specifications

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This document is intended to be an informational guide as it pertains to the information required for the fields in the Language Specifications section. If you need further clarification, please reach out to your assigned Brand Liason Manager. Fields 1–22 are the same across all briefs

SFMC Specifications

1. **Local Campaign Specialist Contact Name**
   Please enter the first and last name of your Local Campaign Specialist Contact that Tag will work with for deployment in SFMC.

2. **Email of Local Campaign Specialist**
   Please enter the email of your Local Campaign Specialist Contact that Tag will work with for deployment in SFMC.

3. **Do you have a previous email that needs updates?**
   If you have a previous email that needs updates, please select Yes and provide previous email job code.

4. **Provide previous email job code**
   Provide the job code of the previous email that Tag should pick up for updates

5. **Do you need Tag input on templates/components to best fit your content?**
   If you need Tag recommendations, please select Yes and a CLH Project Manager willr each out to schedule a meeting.

6. **SFMC Components**
   The downloadable Excel includes the templates and components that are available in SMFC. Drag and drop the templates and components that you'd like to use within your email, provide the copy, images, URLs, and links to assets and upload it here.

7. **Do you need full HTML development of your HTML toolkit?**
   Indicate Yes if you have your SFMC toolkit created in XD and need full HTML development and upload to SFMC

SFMC Specifications

1 — Name of Local Campaign Specialist — Please enter first and last name of Local Campaign Specialist Contact

2 — Email of Local Campaign Specialist — Please enter email of Local Campaign Specialist Contact

3 — Do you have a previous email that needs updates?
☐ Yes

4 — Provide previous email job code

5 — Do you need Tag input on templates/components to best fit your content?
☐ Yes
☐ No

6 — SFMC Components — [Choose File] No file chosen

7 — Do you need full HTML development of your HTML toolkit?
☐ Yes

Key
■ – Global Fields

Production Brief: E-Detail/ICVA

This document is intended to be an informational guide as it pertains to the information required for the fields in the form. If you need further clarification, please reach out to your assigned Brand Liason Manager. Fields 1–22 are the same across all briefs

1. **Distribution**
   Targeted user group to whom the eDetail/IVA to be pushed in the production environment and data required for the regulatory team.

2. **Presentation Name(s)**
   Presentation Name refers to the overall IVA. Please specify the Presentation Name (this name and ID should match the information declared/created in the Veeva environment)

3. **Presentation ID(s)**
   This ID should match to the information declared/created in the Veeva environment

4. **Presentation Type**
   If known, please select appropriate presentation type. This will help determine which development environment will be required to deliver E-Detail/ICVA.

Key
■ – Brief-Specific Fields

Production Brief: Video

This document is intended to be an informational guide as it pertains to the information required for the fields in the form. If you need further clarification, please reach out to your assigned Brand Liason Manager. Fields 1–22 are the same across all briefs

1. **Video Requirements**
   Select the requirements of your video request. Select all that apply.

2. **Complex Video Requirements**
   Select additional requirements of your video request. Select all that apply.

3. **Where will all the video live?**
   Select the platform which will host this asset once completed.

4. **VO Required?**
   Are adjustments or new recording of voice over audio required?

5. **Length/Duration**
   How long will the final video deliverable be (Minutes and Seconds)

6. **Delivery Method**
   How and where would you like the final file delivered?

Key
■ – Brief-Specific Fields

Production Brief: Website

This document is intended to be an informational guide as it pertains to the information required for the fields in the form. If you need further clarification, please reach out to your assigned Brand Liason Manager. Fields 1–22 are the same across all briefs

1. **Existing Site Platform**
   Select which platform supports your website project (Static AWS or Magnolia (coming soon))

2. **Website Deliverable**
   Website deliverable type, select which most closely applies

3. **Development Required**
   Are web development resources required to complete this project?

4. **ISI Required**
   Is ISI required to be appear on the website?

5. **ISI ID Number**
   Provide the ID for the ISI associated with this specific website

6. **Black box warning required?**
   Does this website require a black box warning?

7. **WCAG compliance required?**
   Web Content Accessibility Guidelines (WCAG) 2.0 defines how to make Web content more accessible to people with disabilities. Accessibility addresses a wide range of disabilities, including visual, auditory, physical, speech, cognitive, language, learning, and neurological disabilities

8. **ADA compliance required?**
   ADA compliance refers to the Americans with Disabilities Act Standards for Accessible Design, which states that all electronic and information technology (such as websites) must be accessible to people with disabilities

Key

■ – Brief-Specific Fields

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Glossary

GLOSSARY

A

ADA compliance
ADA compliance refers to the Americans with Disabilities Act Standards for Accessible Design, which states that all electronic and information technology (like websites) must be accessible to people with disabilities.

B

Binding type
How pags of a printed piece are to be assembled. (Ex: Saddle, Spiral Bound)

Bleed
Bleed is the extra area outside a finished document that studio operators and designers must allow if they want images to go right to the edge of a page. As printed documents are guillotined in large batches, it is impossible for the printer to guarantee that every sheet will be cropped exactly to the crop-marks. Printers therefore generally ask that graphics must extend beyond the edge of the document by at least 3mm.

C

Click-through URLs
Link within digital tactic that the viewer is redirected to when they click on a certain part of the design.

Colors
Final color format for intended deliverable (CMYK / RGB)

D

Development needed
Are web development resources required to complete this project.

E

Existing static ID#
Any system reference ID which may be of value to the production team.

F

Finished size
This term refers to the dimensions of a printed document in its final form. It is equal to the Flat Size or Trim Size of an unfolded document and the Folded Size of a folded document.

L

Legal link
An outbound web link directed to required legal information relating to the tactic.

Live Height (OOH/POS)
The live area is an area within a page that is designated a safe area for all content. Imagery and content meant to bleed will extend beyond both the live area and the trim.

Live Width (OOH/POS)
The live area is an area within a page that is designated a safe area for all content. Imagery and content meant to bleed will extend beyond both the live area and the trim.

M

Maximum K-weight
The maximum file weight which is accepted for a particular digital ad based on Ad Serve platform.

O

Output size % (OOH/POS)
OOH or Out of Home media are typically delivered at a scaled percentage of the final deliverable. Example: 25% means the job is built at 1/4 of final size.

P

Privacy link
An outbound web link to A Privacy Policy which is a legal requirement for all websites and apps that collect or use personal information from users.

S

Site or Ad served
An ad server is a piece of advertising technology (AdTech) that is used by publishers, advertisers, ad agencies, and ad networks to manage and run online advertising campaigns. Ad servers are responsible for making instantaneous decisions about what ads to show on a website, then serving them.

Static backup
Static banner which will be served in place of an animated banner if there are issues serving the appropriate animated banner.

V

VO
Voice Over

W

WCAG compliance
Web Content Accessibility Guidelines (WCAG) 2.0 defines how to make Web content more accessible to people with disabilities. Accessibility involves a wide range of disabilities, including visual, auditory, physical, speech, cognitive, language, learning, and neurological disabilities.