

**Welcome to Safeway**  
**“We Make it Happen”**

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<i>VIDEO</i>	<i>AUDIO</i>
<p>FADE UP:</p> <p>1-1. Cut to the beat montage of customers using and enjoying Safeway products:</p> <p>1-2. Show a celebration dinner with wine being poured and flowers in the background,</p> <p>1-3. Show someone cutting an orange as a garnish,</p> <p>1-4. a mother tending to her infant</p> <p>1-5. cut to product designers then to the Moms to Moms on the shelf, a vineyard, then to our wine department, oranges growing in the field, and a produce clerk stocking the orange section.</p>	<p><u>FADE UP: lighter, “thoughtful” music theme, establish, under for VO</u></p> <p><u>(1-1) VO NARRATOR:</u> For all the moments of our lives,</p> <p><u>(1-2) the special, . . .</u></p> <p><u>(1-3) the unique . . . .</u></p> <p><u>(1-4) and the everyday . . .</u></p> <p><u>(1-5) Safeway is there, providing people with products and services they want, with quality they can rely on, at prices they can afford.</u></p> <p>And who makes this possible? . . .</p> <p><b>We Do.</b></p> <p><u>Abrupt cut to fast paced music theme</u></p>

<p>2. Montage: Safeway workers.</p> <p>Include these scenes:</p> <p>Consumer Brands / Insights (tbd)</p> <p>Architect</p> <p>Manufacturing Plant</p> <p>Advertising – Ad War Room</p> <p>Deli Clerk</p> <p>Safeway.com and Safeway trucks</p> <p>Unloading palettes @ store</p> <p>Stocking produce</p> <p>Store Mgr/Asst.Mgr/Dept Mgr</p> <p>Steve Burd delivering Town Hall Meeting</p> <p>Pharmacist helping a person in wheelchair.</p>	<p>(2) The people who:</p> <p>plan the future,</p> <p>design the stores,</p> <p>make the products,</p> <p>run the ads,</p> <p>greet the customers,</p> <p>drive the trucks,</p> <p>unload the palettes,</p> <p>stock the shelves</p> <p>manage the store,</p> <p>lead the charge,</p> <p>. . . and lend a helping hand.</p>
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<p>3. Composited view of a lot of Safeway people in different jobs. Show a Safeway “huddle.”</p>	<p>(3) At Safeway, it’s all about the people. . . <b>our people.</b> We’re part of one of America’s most important industries – part of a team that feeds our nation and provides what people need at prices they can afford.</p>
<p>4. Montage: Show clerk putting groceries in a customers car in the rain and other scenes.</p>	<p>(4) Our work can be challenging and demanding at times, but also satisfying and rewarding. As one of North America’s largest and most innovative food and drug retailers, we can provide you with tremendous career opportunities:</p>
<p>5. Motion graphics with images and <del>text blocks</del> for various jobs and career paths.  Show Career path slide via build.</p>	<p>(5) . . . from part time clerk to store manager, from accountant to marketing manager, from fork life driver to pharmacist, and hundreds of other positions.  The choices are up to you, and now we’re glad that you’ve joined us.</p>

<p>6. Skaggs first store, add images of Safeways through the years. Modern Lifestyle store. Show images and logos of other grocery chains in the Safeway family.</p>	<p>(6) From our humble beginnings in 1915, we've continuously reinvented ourselves.</p> <p>With over 200,000 employees, Safeway has grown to become a leader in the industry. Today we're the flagship for a family of grocers throughout the U.S. and Canada.</p>
<p>7. Graphic: Four Pillars: Grow ID Sales, Establish Legendary Service, Reduce Costs, Spend Capital Wisely.</p>	<p>(7) We're proud of our company's <b>core values</b> and the things that make us unique.</p>
<p>8. Employees at work in the store and backstage, training classroom</p>	<p>(8) <b>For our employees</b>, we offer award winning training programs, and career advancement opportunities,</p>

<p>9. Montage: Safeway employees helping each other, talking with the store manager, other teamwork examples from various divisions. Show in background – posters about the pro-employee philosophy and open door policy.</p>	<p>(9) We actively <b>promote teamwork</b> because we believe that everyone’s job is essential, and that everyone should have a voice.</p>
<p>10. Montage: Minority workers, physical and intellectually challenged Safeway workers.</p>	<p>(10) We value and honor <b>workforce diversity</b> and inclusion, and we’re a dedicated employer of people with physical and intellectual challenges.</p>
<p>11. Montage: Safeway people helping customers. Show footage of clerk and customer interaction with major brand items in the background (Moms to Moms, Bright Green, etc.)</p>	<p>(11) We <b>care about our customers</b>, providing them with outstanding selection, service, and quality products.</p> <p>We know that they’re the reason we’re here.</p>

<p>12. Montage: Safeway Foundation Logo, cut to activities: meal lines, teachers at work, disabled person in rehab, medical research.</p> <p>Montage: volunteers, fund raising events, community activities.</p>	<p>(12) We <b>serve the communities</b> who serve us. Each year, the <b>Safeway Foundation</b> raises millions of dollars to relieve hunger, support education, help the disabled, and fund cutting-edge medical research to fight disease and promote health.</p> <p>As part of our culture of caring, the Foundation encourages and welcomes everyone’s involvement in these and other vital causes.</p>
<p>13. Montage: Eco-friendly Safeway. Show Bright Green products, recycling shipping boxes, reusable grocery bags</p> <p>wind and solar power at Safeway stores,</p> <p>Show happy cows in pastures.</p>	<p>(13) We’re <b>responsible to our environment.</b> Our next-generation, eco-friendly stores and products set the industry standard for “green grocers.”</p> <p>Safeway is also one of the largest retail purchasers of <b>renewable energy</b> in the U.S., and we work with vendors to ensure that animals in the food production system are <b>humanely treated.</b></p>

<p>14. Montage: store floor, loading dock management office, In a manufacturing plant on the farm, Composite shots of Safeway workers.</p>	<p>(14) On the floor . . . Or receiving dock . . . . In the office . . . In the plant . . . Or in the field</p> <p><b>we're proud of who we are and what we do.</b></p>
<p>15. Aerial: many employees people holding up a giant Safeway logo (stock shot?)</p>	<p>(15) Welcome to the Safeway team. Our future's an <b>exciting one!</b> We're glad that you're part of it!</p>
<p>16. Safeway logo graphic.</p> <p>FADE OUT- END</p>	<p>(16) <u>Music up and fade out with video</u></p>