

Creative Brief

TransUnion DMS Suite Creative Brief

WHAT IS...

Quality data and patented new processes from TransUnion allow the truest version of a consumer's financial story to be told.

WHAT IF...

We serve up credit behavior and new tools from TransUnion as the secret fuel that will supercharge your business.

WHY ARE WE CREATING THESE MATERIALS?

To present the power of quality data accurately and elegantly.

WHAT IS THE PURPOSE/ROLE OF THESE MATERIALS

To launch a revolutionary new product that TransUnion can hang their hat on.

WHO ARE WE TALKING TO?

- SALES TARGETS

Insurance, Financial Services Marketing, Auto. Focus on this group will be the clear value of the DMS Suite.

TURNKEY PRODUCT

- DIGITAL MEDIA DIRECTORS

Focus on this group will be to persuade the adventurous digital media director to try a new product in new client media plan.

BESPOKE SOLUTIONS

DATA PILOTS/ ANALYTICS SPECIALISTS/ QUANTS / DATA SCIENTISTS

that reside within the advertising holding companies. These media specialists analyze products and recommend broad usage within those agencies(Annalect at Omnicom for example). They will see detailed language as a badge of authenticity.

BESPOKE SOLUTIONS

TransUnion DMS Suite Creative Brief

HOW DO WE DO THIS?

Concise targeted language. Graphics that track the viewer through the process to outstanding results. Refine crowded power point pages; and find a standout way to translate concepts to video that will get passed along.

REASONS TO BELIEVE...

Matching & Audience Selection using proprietary algorithms across a 5 step process to acquire or reject consumers based on the most relevant and accurate data.

Accurate Digital Audience Segments draw an analyzed and complete picture of consumer financial behavior using trustworthy TransUnion data to its best advantage for credit, loans, insurance and small business.

Targeted Campaigns optimize in-flight by measuring online behavior and can extend tracking accuracy across all channels to capture qualified consumers with fewer dollars and more refined offers.

Campaign measurement via consumer segments and actions taken can be viewed across all channels (web, mail, branch, call center) as well as a control to produce superlative performance

TransUnion DMS Suite Creative Brief

TONE OF VOICE

We need to speak to our targets in a way that will make them want to invest in the premium TransUnion DMS Suite of products.

TransUnion Sales: Helpful & streamlined.

Digital Media Directors: Modern & Persuasive

Data Pilots: Revolutionary & Evolving.

MANDATORIES

Premium product pricing requires language & look to match. Consider integration of new brand ID elements from TransUnion when completed.

Work as a team to find a way to address & evolve communication regarding mobile/cross screen world to potential sales targets.

Keywords that resonated

Clear results
Precise Multi-Channel Measurement

Relevant Accurate

Powered by TransUnion Fueled by TransUnion

Revolutionary

Hip/Cutting Edge

Go to the Source

Nimble
Top Player
Trusted
Forward Thinking

Focused

Better targeting & response Powerful

Positive Results Valuable Best in Class

Patent Pending Algorithm Conversion Proprietary Data

Financial Intelligence
Financial Capability
Unique
Innovative
Easy

Ideal PR Headline

Financial Services Marketing for the Digital Age

TU revolutionizes online targeted acquisition (For What? For Who?)

We make digital work. (This is owned by someone as a tagline-LOVE this idea—but it belongs to someone else)

TU is the premier provider of accurate, actionable data insights that inform targeted digital marketing.

The TransUnion DMS brings real time (or trending) best in class consumer financial intelligence reporting & measurement to your digital campaigns.

TU Digital Marketing Solution Suite

DELIVERABLES

- 1. Message Platform that positions our offerings and ladders products and solutions up to the overall TransUnion value proposition.
- 25, 50 and 100-word solution description copy blocks, Tagline, Pain point, key message per audience/ person and buying cycle phase (assume 2 main audiences)
- Look/feel and Tone (including imagery & sample icons) presented in the form of a mood board/ad lob
- 3. PowerPoint Presentations
- Design PowerPoint presentation template
- 1 Core PowerPoint Presentation approximately twenty (20) slides
- Three presentation Versions (approximately 5 new slides per version)
- 4. Video
- 6-minute Overview video for use before webinars and in sales presentations
- 3 2-minute versions for use online
- **5. Platform user guide** (5-10 pages)
- 6. Digital Strategy Recommendations

NEW

7. Naming DMS

KEY TEAM AGENDAS FOR MTGS.

4.29.14

TIMELINE REVIEW/BG + AMW

REVIEW OF TRANSUNION BRANDING/CLIENT

LEGAL TEAM MTG SET UP/BG + BB +AMW

3 KEY TARGET REVIEW/DESCRIPTION/DISCUSSION (DATA PILOTS/QUANTS VS SALES) (-digital media director/ financial mktg / data pilots...) BG+AMW

CREATIVE BRIEF DISCUSSION/BG+AMW

COLOR/DESIGN DISCUSSION /AMW

MSA & FINANCE FINALIZATION/AMW

BETA GROUP-CONFIRM KEY PARTICIPANT REPRESENTATION: LARGE MEDIA AGENCY, INSURANCE, FINANCIAL MARKETING, SMALL MEDIA AGENCY Beta group interview calls set up – BB/AMW/Tammy (need Tammy's or Krista's input here)

ICON REVISIONS/IMAGERY REVISIONS AMW

5.6.14

TARGET REVISIONS/DISCUSSION/BG

CREATIVE BRIEF REVIEW & AGREEMENT/BG+AMW

1ST PASS TAGLINE REVIEW/ BG + BB

1ST PASS ROUGH COPY REVIEW/BG + BB

1ST PASS DESIGN MOOD BOARDS/AMW

6.17.14

COPY REVIEW FOR 3 TARGETS/SHORTEST LENGTH/ BG + BB TAGLINE REVIEW WITH ENTIRE TEAM/ BG + BB

7.7.14

COPY REVIEW OF MEDIUM & LONGFORM -PPT FORMAT/ BG + BB

1ST PASS ICON REVIEW/AMW

IMAGERY REVIEW/AMW

PPT DEVELOPMENT DISCUSSION AMW

NAMING CREATIVE DEVELOPMENT BEGINS (based on change order approval)
SHORT VIDEO CREATIVE/PRODUCTION TREATMENT DISCUSSION/BG + AMW

7.16.14 - Team Meet in Chicago (DMS - Digital, Corp Marketing, PixInk)

LEVEL SET - SHARE WORK TO DATE WITH KRISHNA AND TEAM (45 MINS)

TAGLINE AND NAME DISCUSSION (30-40MINS)

PLATFORM MESSAGING & VISUAL LANGUAGE TO DATE (45 MINS)

NEXT STEPS

7.22.14

NAMING 2nd round

1ST PASS PPT CREATIVE/CHARTS + GRAPHICS/AMW

PPT COPY FOR 3 TARGETS-AMW

ICON REVISIONS/IMAGERY REVISIONS AMW

7.29.14

1ST PASS VIDEO CREATIVE PRESENTATION/ BG + AMW
PPT GRAPHICS REVISIONS + COPY AMW
PRODUCT NAME REVIEW BG & AMW

8.05.14

PRE-PRO DISCUSSION (ANOTHER KEY MTG MAY BE NEEDED THIS WEEK)
BEGIN SHOOT/ANIMATION BG + AMW

8.12.14

1ST PASS ROUGH CUT OR ANIMATION REVIEW FOR VIDEO/ AMW
VO RECORDING BG/BB
FINAL PPT/CHARTS/GRAPHICS/IMAGERY REVIEW/AMW

8.19.14

1ST PASS PLATFORM USER GUIDE/COPY/ AMW NEXT ROUND VIDEO REVIEW/ BG + AMW

8.26.14

FINAL STORY/DESIGN AND FINISHING VIDEO AMW

NEXT ROUND USER PLATFORM GUIDE/COPY & DESIGN AMW

9.02.14

LAST REVISIONS TO ALL MATERIALS/ BG + AMW FINAL PROOFING FOR ALL MATERIALS

9.09.14

DIGITAL STRATEGY RECOMMENDATIONS / BG+AMW (Digital advertising, event and PR recommendations)

The Landscape

VISUAL SNAPSHOTS OF THE DIGITAL MARKETING LANDSCAPE

Display Video Mobile Marketers Publishers

CONTACT US »



Rocket Fuel Performance **Outweighs Other** Partners'

Rocket Fuel gives Liz Vance great solutions. Fast. Watch the video > »

Brands We Work With

read our success stories »











Featured Success Stories

We're Hiring! VIEW JOBS »

Latest From the News Room

Quantify Thyself, Know Thyself »

A Response to the Financial Times »

RADIUS° PRODUCT CUSTOMERS PRICING RESOURCES SIGN IN

Demand Better Prospects

Forget buying lists. Use Radius to empower your B2B lead generation efforts.

REQUEST A DEMO





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DATA ACTIVATION SYSTEM solutions for:

Marketers | Publishers | Agencies | Data Providers



Data Activation:

Real Results of DMP Impact

Learn how BlueKai clients are doubling sales, improving campaign performance & conversion, & powering their marketing.



Data Management Platform

Organize 1st party data assets and activate them across over 160 media partners.

Organize and Activate Data

Mobile DMP

Activate 1st and 3rd party data across mobile.

Organize and Activate Data

Audience Data Marketplace

Build new scalable audiences with 3rd party data from online and offline sources and target them anywhere.

> **Reach New Audiences**

Audience Analytics Suite

Achieve scale in all of your marketing efforts across multiple channels.

> Scale Efficiently

MARKETERS

PUBLISHERS

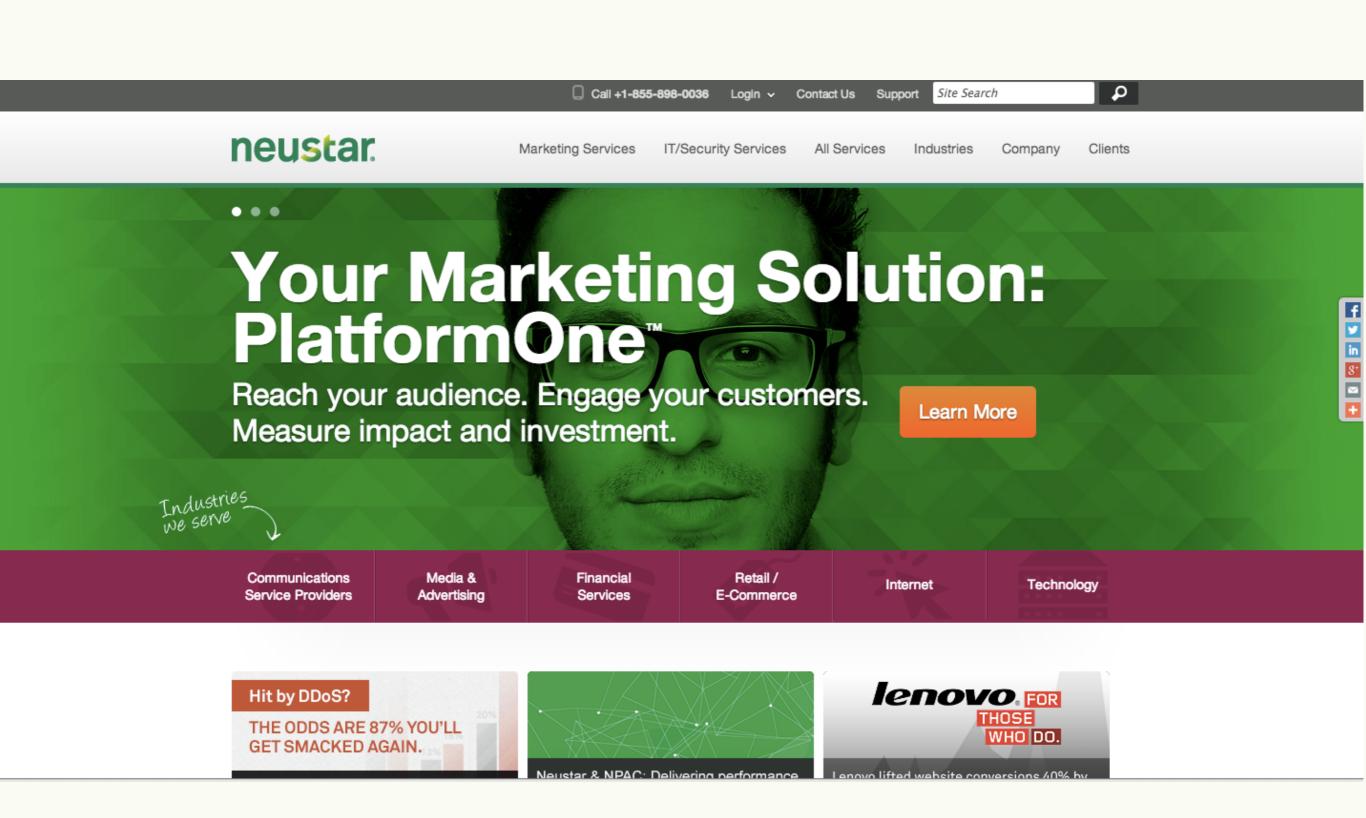
AGENCIES

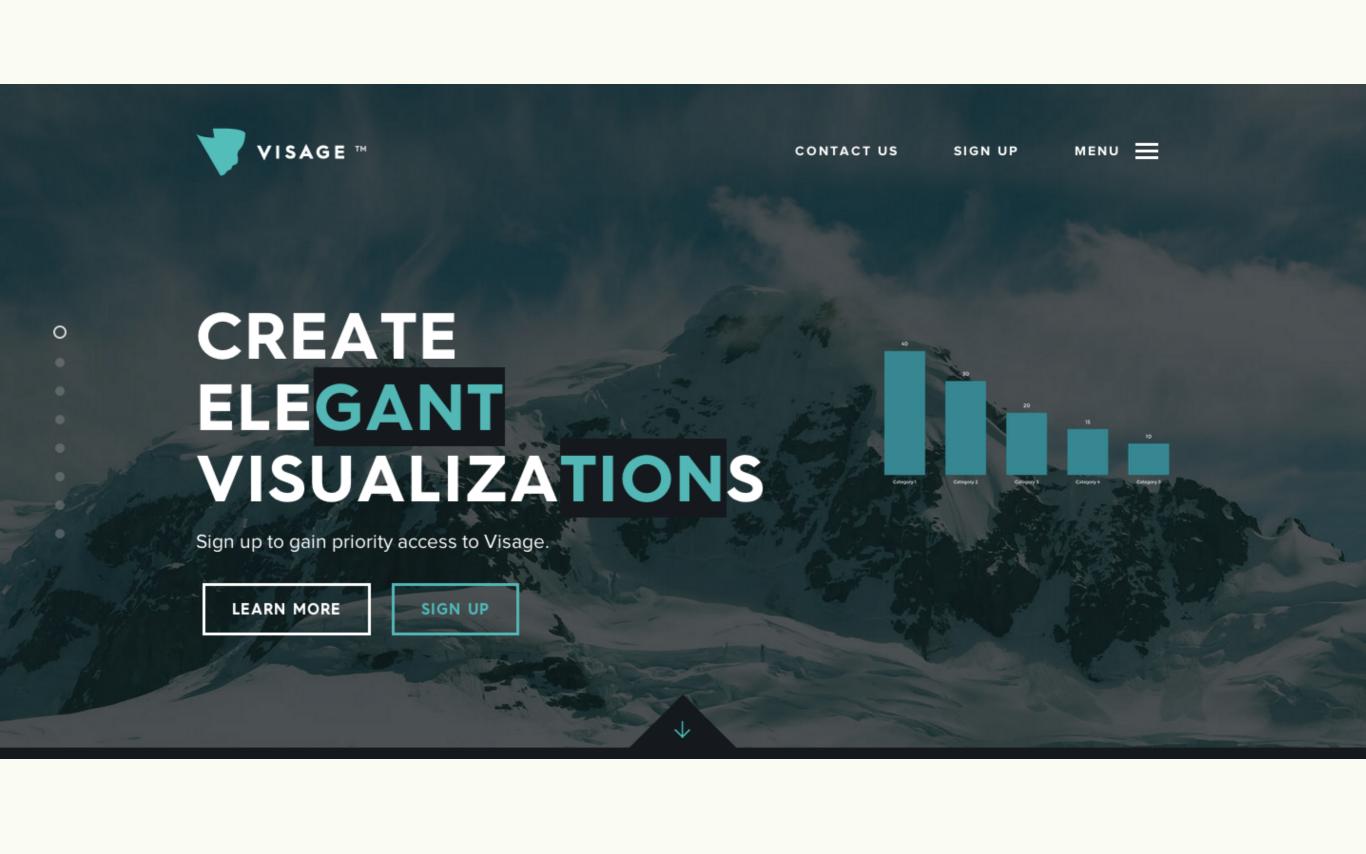
DATA PROVIDERS

CONSUMERS

NEWS & RESOURCES

ABOUT BLUEKAI







HOW IT WORKS

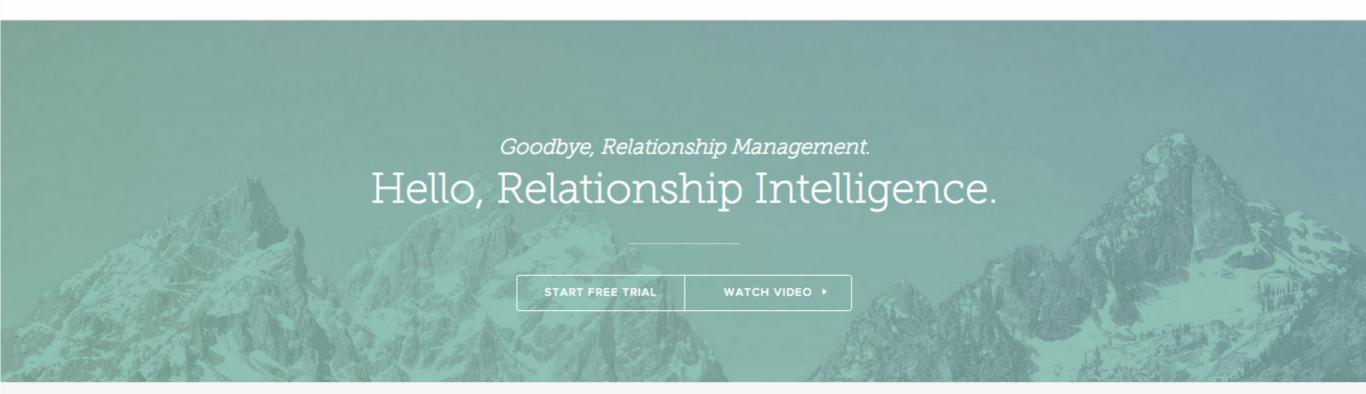
COMPANY

CUSTOMERS

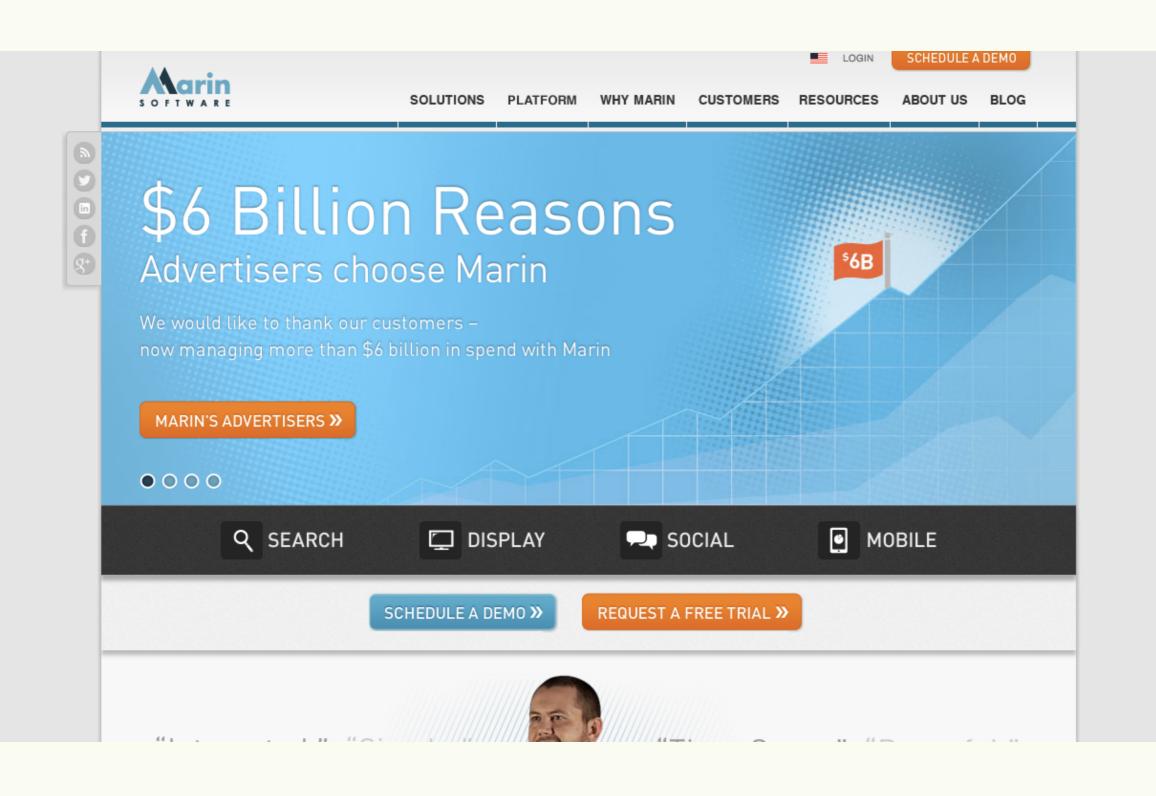
MORE

LOG IN

START FREE TRIAL



What Is RelateIQ?



Products

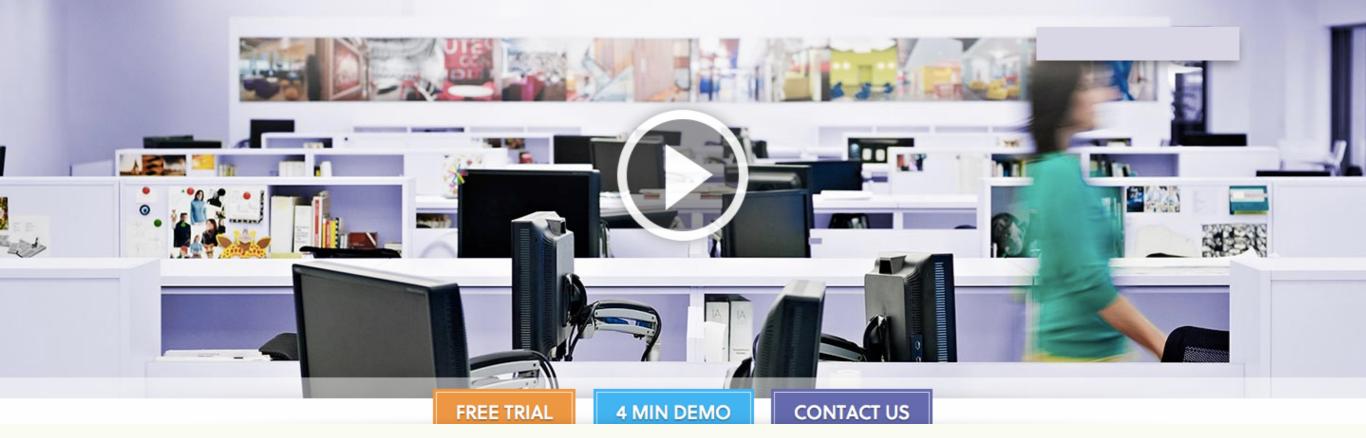
Customer Success

Resources

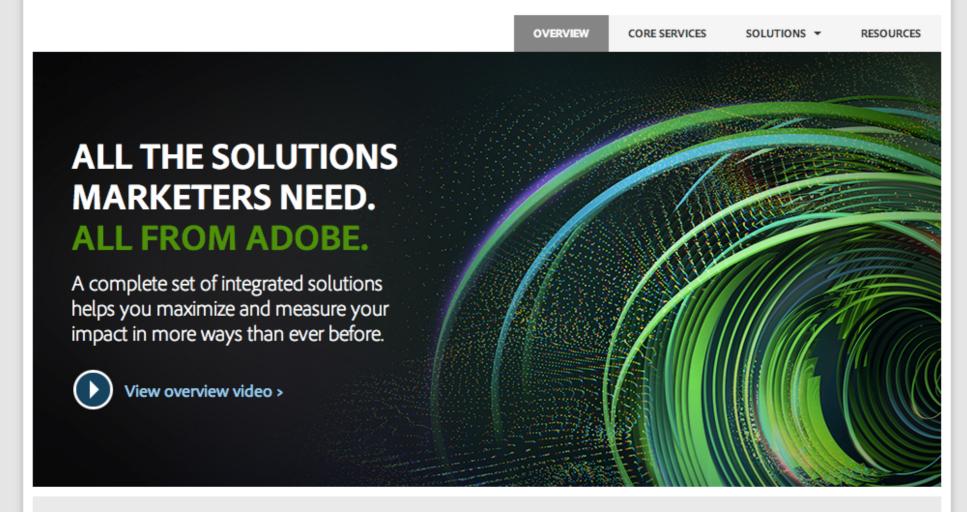
About

Software creating better marketing

Marketers creating better software



Adobe Marketing Cloud



Close -

Do you know what your marketing is doing?







Click, Baby, Click!

Social strategy.

Get some real help.



Adobe is a leader in web analytics.

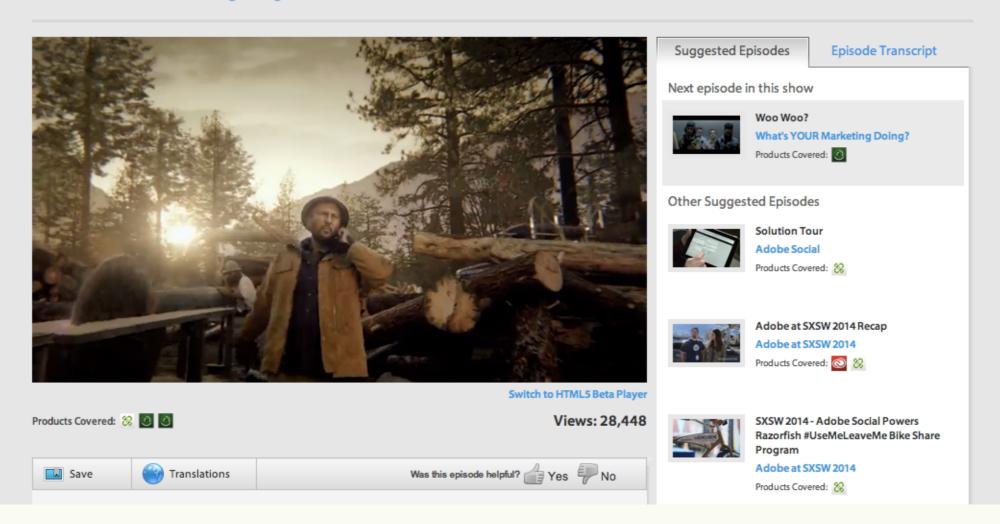
Top scores in customer satisfaction and product strategy help Adobe become a leader in the Forrester Wave ": Web Analytics, Q2 2014.

Learn more >



Click, Baby, Click!

Show: What's YOUR Marketing Doing?



http://tv.adobe.com/watch/whats-your-marketing-doing/click-baby-click/





BASEBALL +

SOCCER -

MMA -

FOOTBALL

COLLEGE FOOTBALL

BASKETBALL -

8-Bit Sports: Seattle

March 27, 2014 at 11:05 pm

VIDEO: Richard Sherman stars in this commercial for Adobe Marketing Cloud.



Seattle Seahawks' (and member of the famed Legion of Boom), **Richard Sherman**, guest stars in this commercial for Adobe Marketing Cloud alongside Modern Family's **Eric Stonestreet**.

DONATE

Don't forget, you can donate to 8BitSports to help me keep costs down to maintain the website. I'm the only one running the site at the moment and while I love doing this, delivering GIFS, VIDS, etc take up a lot of server space. Any amount would be appreciated.



Top Posts



DeAndre Yedlin flashes his speed vs. Eden Hazard.



VIDEO: Percy Harvin Kickoff Return for a TD (Super Mario Bros Remix).



Donald Cerrone def. Adriano Martins via KO (head kick):



VIDEO: Travis Browne def. Josh Barnett via KO (R1 -1:00)

http://www.8bitsports.net/video-richard-sherman-stars-commercial-adobe-marketing-cloud/

WE'RE JUT, A DATA ANALYTICS PLATFORM BUILT FOR ENTERPRISE AND BACKED BY THE CREATIVE MUSCLE OF THE OPEN SOURCE COMMUNITY.



INTERESTED? We'll keep you posted.

email

Sign Up

chiefmartec.com Marketing Technology Landscape



Taglines + Naming

NEW NAME AND TAGLINE FOR DIGITAL MARKETING SUITE

Tag Line Assignment

Create a tag line that taps the core benefit of the TransUnion trustworthy data while expressing the benefit of buying into the TransUnion Digital Marketing Suite.

Criteria for Success

- -Short & simple
- -Memorable. It needs to get in your head right away.
- -Expresses brand/product benefit succinctly
- -Powerful but approachable

Transunion DMS Suite

Platform Messaging

TAGLINES v2

Transunion DMS Suite **Platform Messaging**

TAGLINES SHORTLIST



TransUnion® DIGITAL MARKETING SUITE Big Data Just Got Smart.



TransUnion DIGITAL MARKETING SUITE We Know People Better Than They Do.



TransUnion® DIGITAL MARKETING SUITE Richer Data. Clearer Future.



TransUnion® DIGITAL MARKETING SUITE Richer Data. Clearer Future.



TransUnion® DIGITAL MARKETING SUITE Your Future is in Our Numbers.



TransUnion® DIGITAL MARKETING SUITE Thinking Data.



TransUnion® DIGITAL MARKETING SUITE Superior Data.



TransUnion® DIGITAL MARKETING SUITE We know.

Transunion DMS Suite **Platform Messaging**

TAGLINE TEAM PICK



TransUnion® DIGITAL MARKETING SUITE We know.

This tag line expresses confidence in a simple statement of truth.

In the most succinct manner possible it expresses the core benefits of TransUnion Digital Marketing Suite: proprietary, premium data tied to the top digital analytic suite of tools that produce the answers to your questions. It positions TU DMS as the expert and will deliver advertising executions that are understandable and memorable across all 3 key targets.



TransUnion has the richest, most comprehensive consumer data imaginable.

We know their online and offline buying habits. We know if they missed a payment in 1983 or struck it rich in 2012. We know where they live. How they live. Their good habits. Their guilty pleasures.

With our data, we know people better than they know themselves. If you want to really understand everything there is to know about your customer, come to us.





TransUnion® DIGITAL MARKETING SUITE Thinking Data.

This tag line expresses confidence in a simple statement of process.

Thinking Data tells our target our data is smartalmost humanlike in its nuance, depth and focus. And, on another level, it says Data is always on our mind.

Thinking Data.



Naming Brief/ Assignment

TransUnion has a history of "Call it what it is" naming. Now it finds itself in the world of Ad Tech where the landscape is populated by companies named Blue Kai, Oracle and Google. Names that are more broadly conceptual.

The closest name that TU owns in this space is Credit Vision.

The team likes the tagline: We Know. They are looking for a name that will use nontraditional words productively, will help it stand out in market

These are some of the comments we heard:

- -More symbolic
- -Open to made up words for Name
- -Conceptual
- -Snazzier
- -Zing

form.

-Can live in the "Ad Tech world"

Name should have an available URL either in full or short

Transunion DMS Suite Naming

Transunion DMS Suite **Platform Messaging**

NAME CONCEPTS SHORTLIST



We know.

As a tagline, We Know tells our target not only we are a great resource to their data questions, it also implies that we really know everything there is to know about their consumer. There is a detective or soothsayer quality to it.

And names for this tagline can hint at that those attributes:





TransUnion / Prescient

WE KNOW



















Thinking Data.

Thinking Data tells our target our data is smartalmost humanlike in its nuance, depth and focus. And, on another level, it says Data is always on our mind.

Names to accompany this tagline can be a bit more broad. And it opens us up to more words we create ourselves (think: Accenture)





TransUnion./Deepfocus

THINKING DATA













TransUnion。/ConsumerOptic

THINKING DATA



Messaging

ELEVATOR PITCH 25 AND 50 WORD DESCRIPTORS

Transunion DMS Suite **Platform Messaging**

ELEVATOR PITCH V2

TRANSUNION SALES: HELPFUL & STREAMLINED

Over 70% of marketers can't find their target audiences online.*

Enter TransUnion Digital Marketing Suite. For marketers it transforms trustworthy data of 500 million consumers and businesses into real understanding of consumer financial behaviors that can be tracked and analyzed on and offline.



DIGITAL MEDIA DIRECTORS: MODERN & PERSUASIVE

TransUnion Digital Marketing Suite and data solve the perennial question... which half of your media budget is working?

By capturing the right audience and understanding all aspects of consumer financial behaviors we make your media investment soar.



DATA PILOTS: REVOLUTIONARY & EVOLVING

Where are the highest value consumer targets for (your category here) ?

TransUnion houses trustworthy data of every instance of a consumer that ever existed. New TransUnion Digital Marketing Tools mine those financial behaviors and identify the most valuable customers individually or in aggregate. The newest toolbox of proprietary algorithms analyzes across all channels from one true data set.

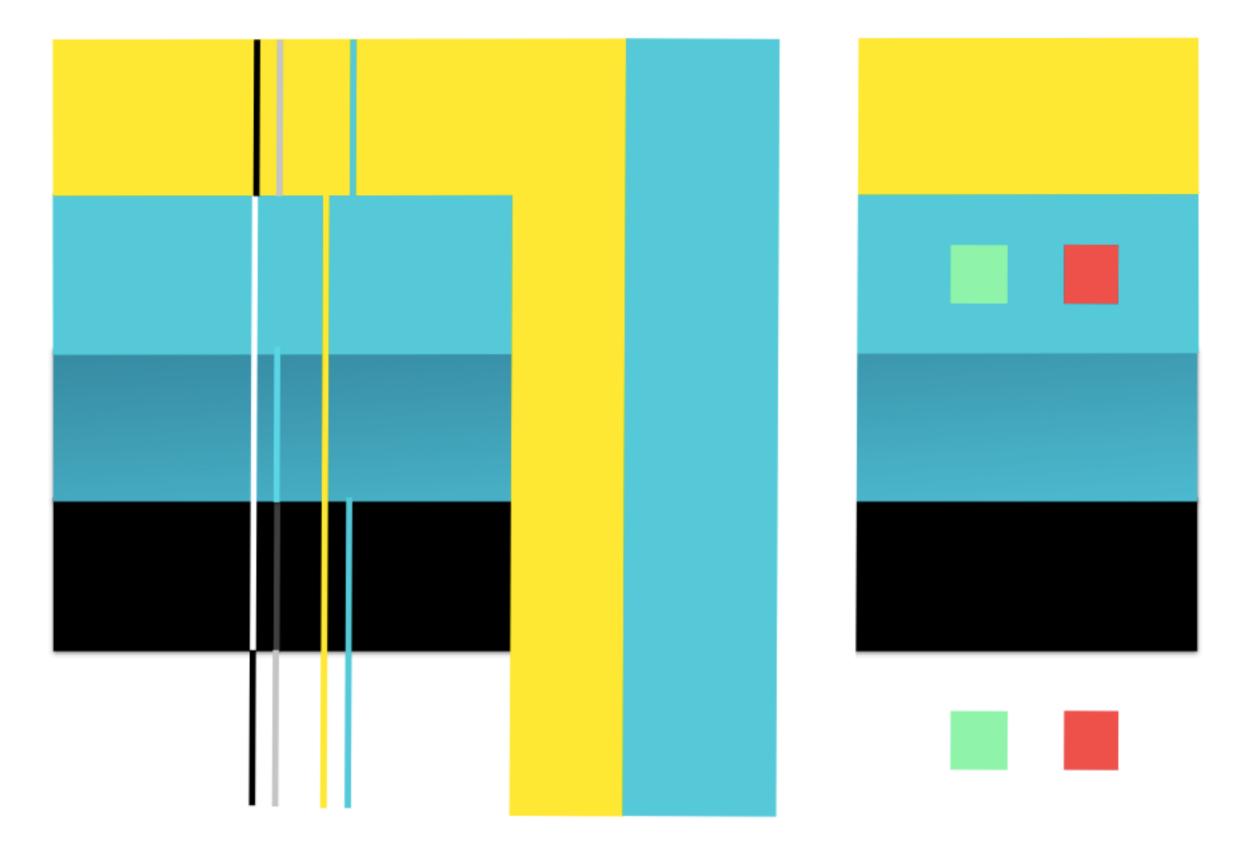


Visual Language

COLOR PALETTE, TYPOGRAPHY, ICONS

Transunion DMS Suite **Platform Messaging**

COLOR PALETTE



Palette for DMS - refreshing, energizing yet stable suite of colors

Transunion DMS Suite **Platform Messaging**

TYPOGRAPHY

CABIN REGULAR

transunion

QUICKSAND

DMS SUITE

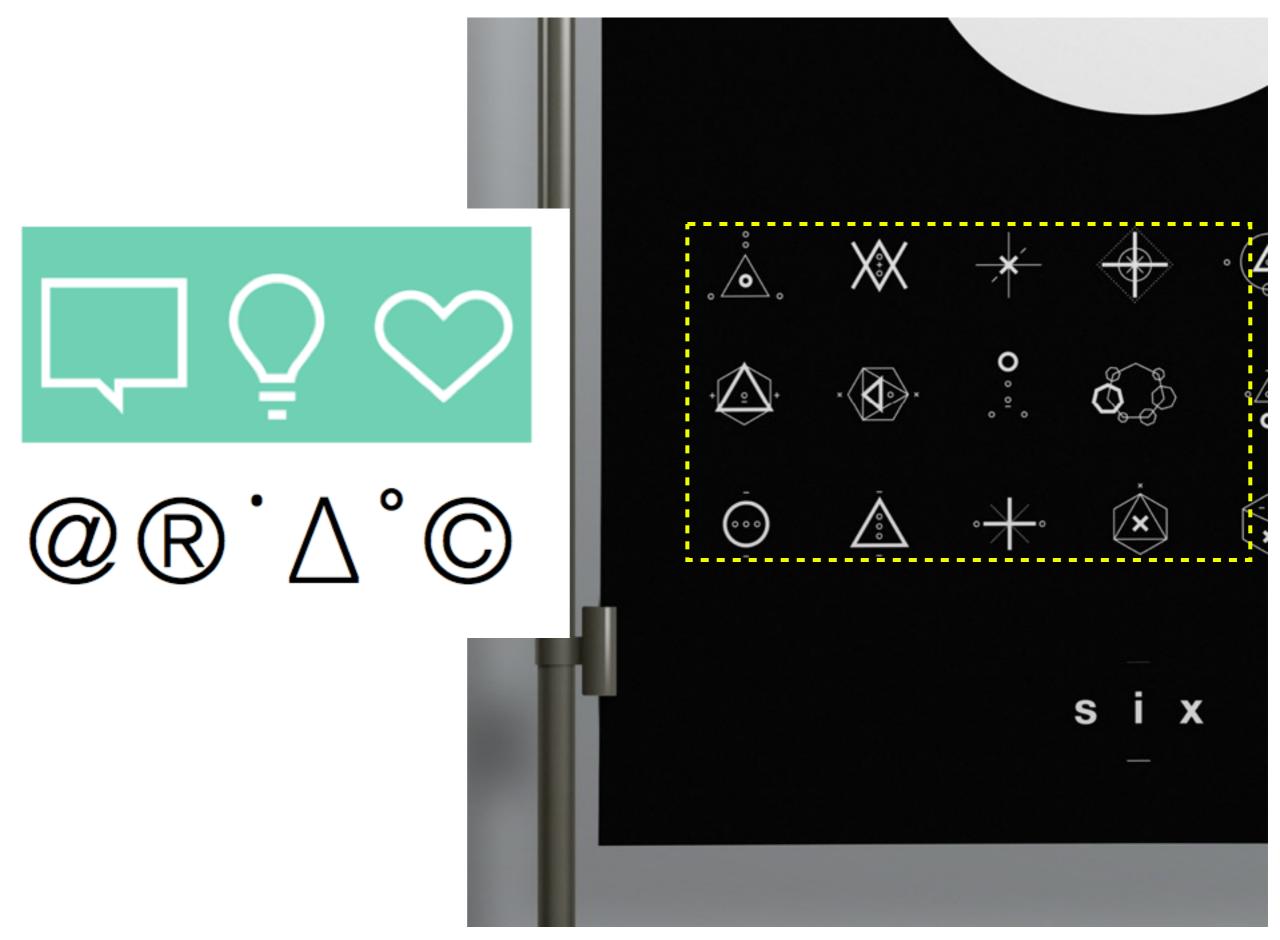
GOTHAM BOOK

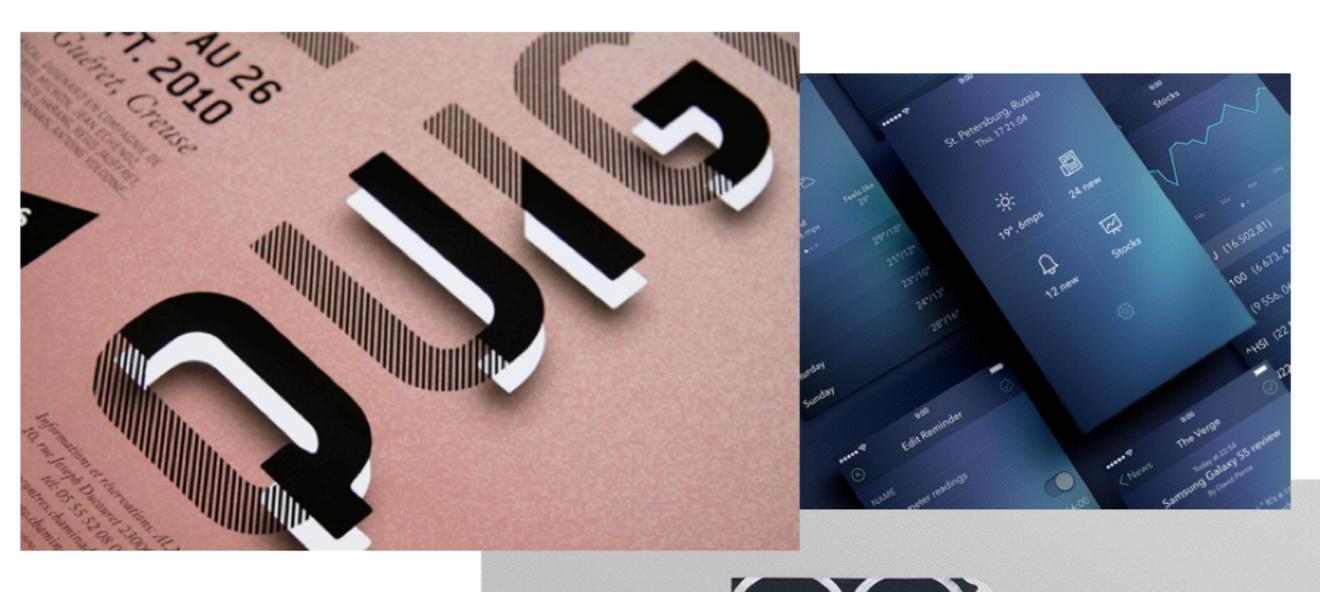
Quality data and patented new processes

from TransUnion allow the truest version of a consumer's financial story to be told.

Transunion DMS Suite **Platform Messaging**

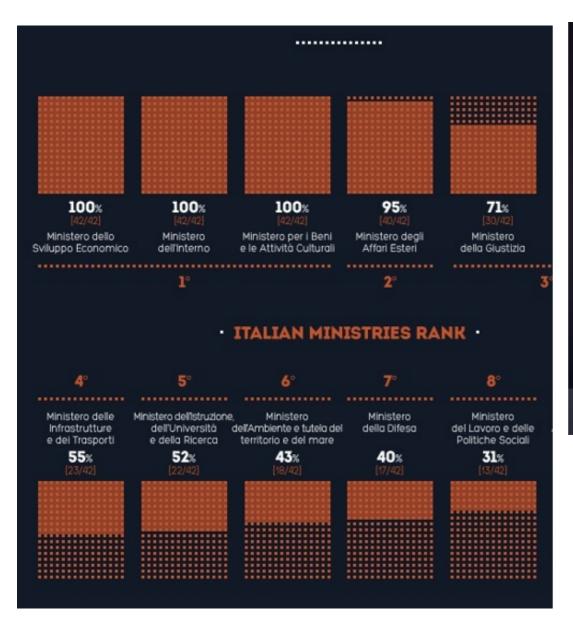
GRAPHIC ELEMENTS







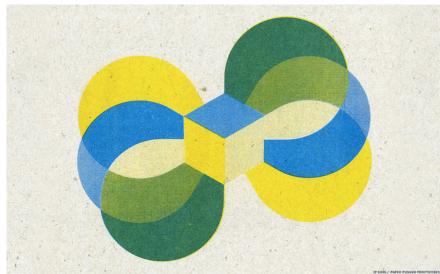
graphic inspiration - communicate ideas of layers, depth, pattern matching and intersection of data











graphic inspiration - communicate ideas of layers, depth, pattern matching and intersection of data

Transunion DMS Suite **Platform Messaging**

ICON COLLECTION FOR DMS

PERSON / INDIVIDUAL / IDENTITY

HOUSEHOLD

DATABASE

PATENT-PENDING

BANK / FINANCIAL INSTITUTION OFFER
VERIFICATION /
SCREENING/
PRESCREEN

<u>ප</u>











GENERAL CREDIT HISTORY

CREDIT CARD

RETAIL ACCOUNT

MORTGAGE

AUTO

CAMPAIGN
MEASUREMENT
(INFLIGHT OR
POST
CAMPAIGN)













INSURANCE (AUTO & PROPERTY)

WALLET / PAYMENT

TITLE / PROFESSION

COMPANY ATTRIBUTES INDUSTRY VERTICALS

MATCHING & AUDIENCE SELECTION / NEED MATCH / LINKED DATA











MOBILE DEVICE / PHONE TARGETED (ONLINE ADS, AUDIENCE SEGMENTS, ...)

TARGETED CAMPAIGNS

APPROVED / COMPLETED / SUCCEEDED DENIED /
DECLINED /
REJECTED / FAIL

OPTIMIZATION / ADJUSTMENT













Naming is Fun!

EXPLORATIONS AND ARCHITECTURE



WHIMSICAL loosely related

RATIONAL strongly related

CONCRETE real words

Hotel Pearl Palace

Hotel Taj Resorts

Mahendra Prakash

Cherai Beach Resorts

Hilton Hotels

Bundi Villas

Four Seasons

Westin Resorts

Stardust

Marriott

Raintree Lodge

Cosmopolitan

Seventh Heaven

Venetian

WHIMSICAL loosely related

Encore Caesar's

RATIONAL strongly related

The Dylan

Shanti Home

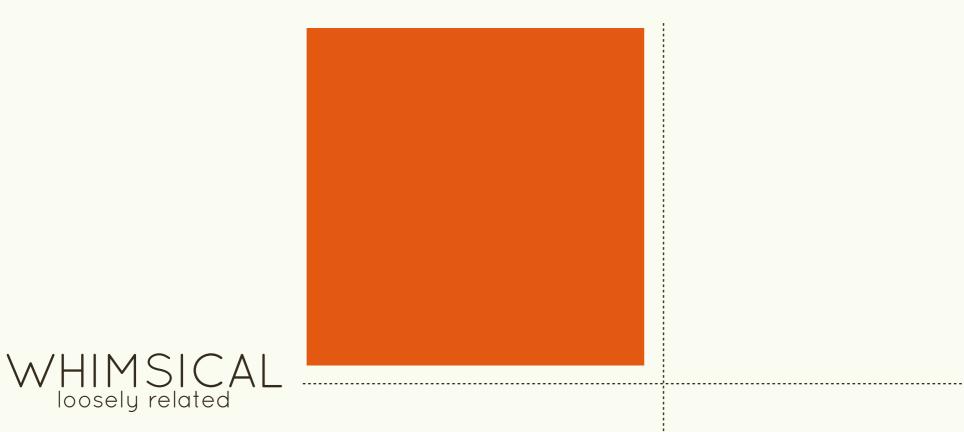
60 Thomson

Wynn

Sofitel

W

CONCRETE real words

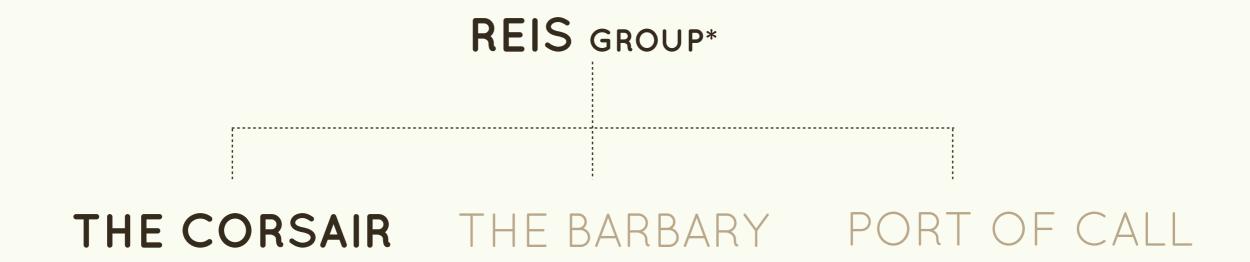


RATIONAL strongly related

THE CORSAIR

The Corsairs were French and Barbary pirates and privateers, living lives of adventure and romance. Their sailing and shipbuilding prowess garnered them fame and fortune.

BRAND ARCHITECTURE



^{*}Named for Heyreddin Barbarossa and his "brother" Oruc Reis, who took control of the Barbary Corsairs in the early 16th century.

THE ROYAL DUTCH

A reference to earlier times. Elegance, refinement, prestige, wealth. A place away from the confines of home and the duty of work.

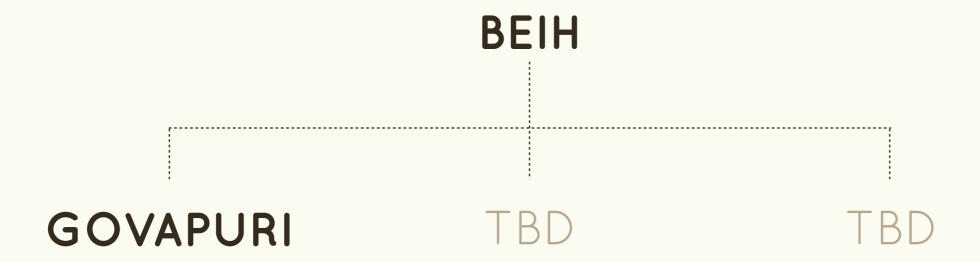
BRAND ARCHITECTURE



GOVAPURI

Suta Samhita Govapuri or Goa is associated with a spiritually cleansing touch: "The very sight of Govapuri destroys any sin committed in former existence just as sunrise dispels darkness...Certainly there is no other kshetra equal to Govapuri."

BRAND ARCHITECTURE

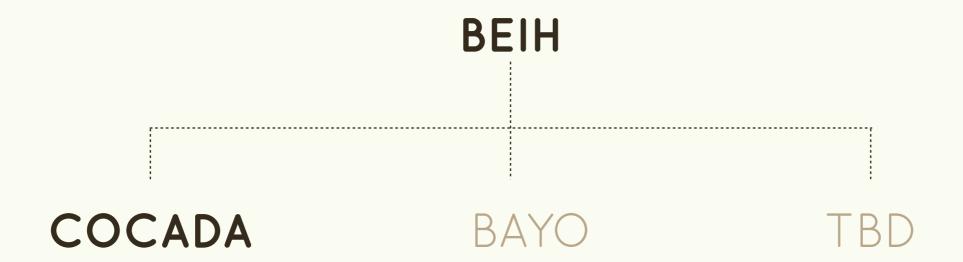




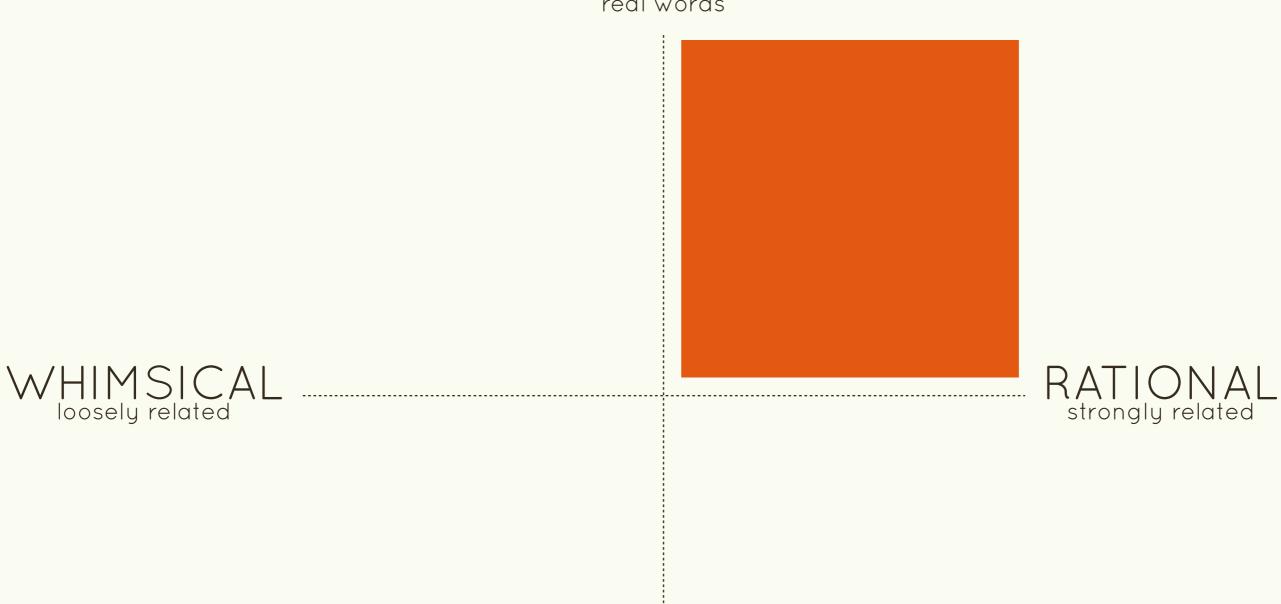
Your entire experience with us should be as delicate and as ephemeral as the sweet on your pillow...



BRAND ARCHITECTURE







THEREDOUBT

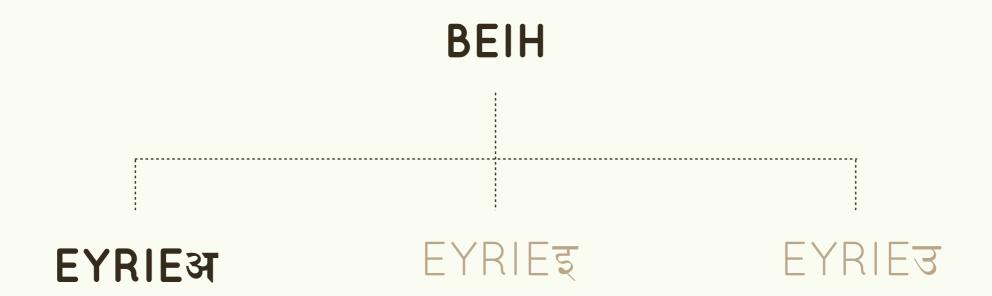
A watchtower, a retreat, a castle on the hill. A moment to escape, a moment to reflect, a moment to ponder that which is next...

BRAND ARCHITECTURE



The eagle's nest, a place that offers an uncompromising vantage, a place where the air, land and water are clear, a place from which to survey the world...

BRAND ARCHITECTURE





WHIMSICAL loosely related

ABSTRACT invented words

RATIONAL strongly related

REVELIE

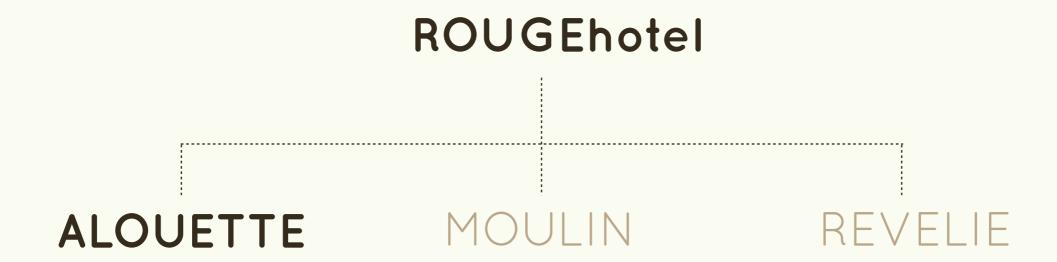
A phonetic reconstruction of Reveille, the song of retreat from the obligations of the day. The spelling is intended to simplify pronunciation while hinting also at new revelations...

ALOUETTE

Ethnomusicologist Conrad LaForte points out that, in song, the lark (l'alouette) is the bird of the morning, and that it is the first bird to sing in the morning, hence waking up lovers and causing them to part, and waking up others as well, something which is not always appreciated.

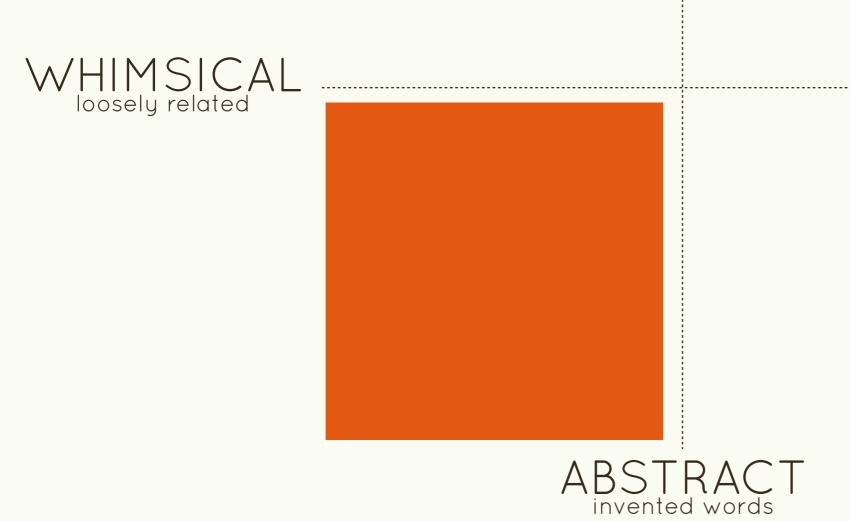
MOULIN

In French, the Moulin is the mill. The Moulin Rouge, or Red Mill, is the spiritual birthplace of the can-can, and led to the popularization of cabarets across Europe. At the Moulin, we hope you discover rhythms and dances all your own...



Interestingly, these names, besides being a system of hotels on their own, could become a sub-brand for hotel cafes and restaurants. For instance, one might stay at The Corsair and dine at Alouette.

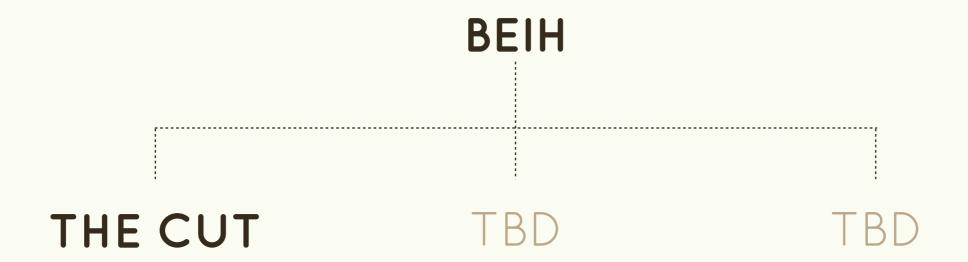




RATIONAL strongly related

THE CUT

American slang, particular to Los Angeles. The Cut is your pad, your crib, your crash: the place you go when you want to cut from the man and turn your own party out.





A singular name for a singular experience. Less a destination than a philosophy. There's no where else quite like it, no other sound as round, as soft, as evocative or mysterious.



Naming v2

EXPLORATIONS AND ARCHITECTURE

THINGS WE'VE LEARNED

THE CORSAIR is generally liked, but may have too much French/Euro connection.

An historical link to Goa is worth exploring, though names like GOVAPURI, COCODA and BAYO are either confusing or not luxurious enough.

The ideas of revelry and celebration in REVELIE are good; more exploration is warranted.

Avoid 1-2-3 or A-B-C architectures.

LA slang could be interesting.

Everything else is right out.



16 North by 74 East are the coordinates of Goa--the adventure/seafaring theme flows from there. Properties are named after people and places along the journey. Corsairs were privateers; the Barbary Coast was their primary base, offering many ports of call; The Zamorin was the Hindu ruler of Calicut, with whom Portuguese traders had to deal. Restaurants continue the Portuguese theme, taking their names from wines. Misc. names include interesting side discoveries such as Joseph Vaz, patron of the Goan Catholic diocese, Sagar, meaning "sea," and Kharadar (salt gate) and Mithadar (sweet gate) of an Arabian sea port.



Da Gama didn't discover Goa, he just brought it to the West. The Gama Group does the same. Properties follow a first name-last initial construction derived from Goan history. Restaurants always use a four-letter construction and refer to local flora, fauna and features. Misc. names pull from the library of historical names for the region. (Alternately, Misc. names could be used as property names).



What the kids are saying, taken to the next level. It's all slang and wordplay. Homeslice refers to one's homeboys, or trusted friends; you're always welcome at their crib. Properties elevate this concept with standard construction: The precedes Cut (the getaway), Strand (LA's boardwalk), Deal (here's the deal), and Out (the exit). Restaurants are all faux-french, like what LA hipster chefs might title their new dive or pop-up. Misc. names draw from the LA slang compendium; use as garnish.

Naming v3

EXPLORATIONS AND ARCHITECTURE

Refer Word Doc

Portuguese synonyms for Troca

noun

viagem trip, travel, journey, voyage, flight, trek

jornada journey, trip, run, eyre

<u>viagem por terra</u> journey

mudança change, shift, move, turn, transition, variance

deslocação movement, displacement, shift, dislocation, motion, slip

troca exchange, swap, shift, interchange, permutation, reciprocation

substituição replacement, substitution, lieu, relief, displacement, shift

salto jump, leap, heel, hop, bound, shift

expediente expedient, device, means, shift, business hours, makeshift

ardil ruse, trick, trap, snare, wiles, shift

habilidade ability, skill, craftsmanship, knack, dexterity, shift recurso resource, appeal, recourse, resort, remedy, shift

passagem passage, pass, passing, transition, way, passageway

corredor corridor, hall, runner, aisle, passage, racer

trânsito transit, traffic, passage, passing, thoroughfare

transição transition, passage, switch-over

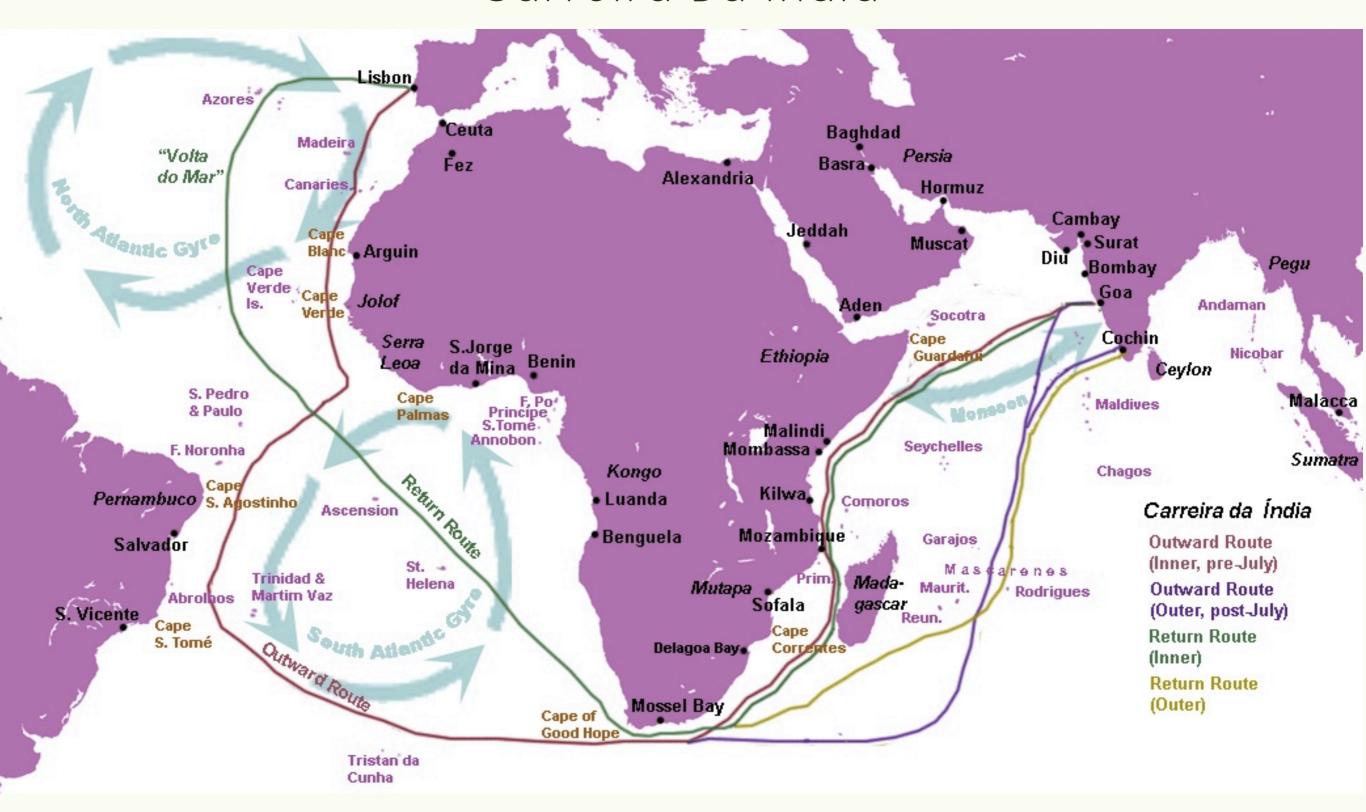
caminho path, way, road, route, track, passage

trajeto path, way, route, ride, track, passage

Naming v4

ARCHITECTURE + NAME OPTIONS FOR THE SOL

Carreira Da India



HOLDING CO

BEIH

SUN ESTATES

UMBRELLA BRAND

Troca Hotels

Names derived from points, people + artifacts along the Carreira Da India

PROPERTIES

The Corsair Salé / Salei La Sōfala The Zamorin Vasco D

Reis El-Rei Fôlego Aragem Kitalé Võlta Tomé Kariba Estância Branca Caia Ouro Zellige

Shortlist for the Sol; (no coordinates)

Astrolábio (not recommended, but we couldn't resist)

Reference Notes

Kariba - river, mozambique

Volta Domar - from Volta Do Mar - return from the sea

Tomé - from San Tomé

El-Rei - carriera da India flagship, the King

Fôlego - breath, wind, breather

Aragem - breeze, wind, air, waft, zephyr, gad-fly

Namulii - (mt. Namuli, mozambique)

El Ouro - (ouro - gold in portugese)

Maringué (in Sofala)

Caia (caia - in Mozambique)

Villa de Cena (Vila de Sena - in Mozambique)

Estância Branca or Estância Blanc (branco, branc - white)

The Marcelino (Salvador)

Martim Vaz (Trinidade and Martim Vaz)

Cape Blaize (mossel Bay)

15.74



15 | 74

15 74

HOLDING CO

BEIH

SUN ESTATES

UMBRELLA BRAND

Troca Hotels

Names derived from points, people + artifacts along the Carreira Da India

PROPERTIES

Corsair 15.74 Salé 15.74 Sōfala 16.81 Zamorin 15.74 Vasco D 17.54

Reis 15.74 El-Rei 16.81 Fôlego 17.54 Aragem 23.11 Kariba 26.31 Kitalé 16.81 Võlta 23.11 Tomé 23.11

Estância Branca

16.81

Caia 23.11

Ouro 35.16

Zellige 15.74

Shortlist for the Sol; (with coordinates)

RESTUARANTS + BARS (SHORTLIST)

derived from portugese fish, grape varietals

Azevia Arinto

Capelo Azal

Cavala Padeiro

Corvina Tinta

Enxova Verdelho

Espada Tália

Estrela Tejo

Lírio Moreto

Le Leque Tamarez

Safio Vermelho

Ovas



Bug Beater HOME CLEANER

All Natural
Residue Free
Biodegradable And Non-Toxic

Removes lice, bed bugs, stink bugs, fleas, ticks and other pests on household items

24 FL OZ

Honeycombers Bug Beater Home Cleaner uses high-performance surfactant technology, which naturally cleans water-safe surfaces and eradicates insects on contact. Use to safely mop floors, clean surfaces, and treat bedding and furniture.

DIRECTIONS: Apply a light mist to any water-safe surface and let sit 10-30 seconds. Thoroughly wipe surface clean.

For optimum results: Apply directly to visible insects and infested areas. Increase contact time to enhance penetration. Apply multiple times for heavy cleaning. Rinse with clean, warm water as needed. Repeat as needed.

Ingredients: Water and Natural Enzyme Cleaners including Protease, Lipase Cellulase and Amylase

WARNING: For external use only. Avoid getting into eyes. If there is accidental eye contact, flush eye thoroughly with plenty of cool water. If irritation persists, seek medical attention. Do not drink product.

Store this product out of direct sunlight in a cool, dry area.

KEEP OUT OF REACH OF CHILDREN





Bug Off HOME SPRAY

All-Natural Pest Prevention Scent Free And Stain Free Ready To Use

Eliminates lice eggs (nits), lice, bed bugs, ticks, fleas and most crawling insects on bedding, beds, carpets and most furniture

24 FL OZ

Scientifically researched and proven
effective, Honeycombers Bug Off Home Spray
uses natural ingredients to eliminate lice and other
pests while keeping your home free of toxic pesticides.
Be sure to test a small section of upholstered furniture
before use to ensure colorfastness.

DIRECTIONS: Spray a light mist on linens, mattresses, box springs, pillows, headboards, furniture, toys, carpet and all cracks and crevices where bugs may hide. Use regularly to help prevent bed bugs, fleas and other pests at home, at school, at daycare or at camp.

Active Ingredients: 3% Sodium Lauryl Sulfate, 1% Sodium Chloride, 0.2% Citric Acid

Inert Ingredients: Water, Yeast, Urea, Sodium Benzoate, Potassium Sorbate INGREDIENTS TOTAL 100%

This product has not been registered by the United States Environmental Protection Agency. This product qualifies for exemption from registration under the Federal Insecticide, Fungicide and Rodenticide Act.

WARNING: Avoid eye contact. Should eye contact occur, flush with plenty of water. If irritation persists, seek medical attention. Do not drink product.

Store between 60°F & 120°F. KEEP OUT OF REACH OF CHILDREN





Fresh Start SHAMPOO

Made With Essential Oils
Fights Lice And Their Eggs
Pesticide Free
Sulfate Free
Safe For Daily Use

Gently cleanses hair and uses natural enzymes to eliminate lice

8 FL OZ

Honeycombers Fresh Start Shampoo uses the repelling power of essential oils to keep lice at bay. Use daily for best results.

Steps to successful lice removal:

Step 1- Wash hair with Honeycombers Fresh Start Shampoo Step 2- Apply Honeycombers Serious Stuff Treatment Fluff Mousse, massage well onto hair and scalp, and leave in for 10 minutes Step 3- Apply Honeycombers No Knots Now Mint Conditioner Step 4- Comb with Honeycombers Nit Comb

Directions for lice combing:

Part wet hair into small, manageable sections. Comb through each section from root to tip of hair. Wipe off comb with paper towel after each stroke. Repeat until all nits and lice are removed. Rinse thoroughly.

Step 5- Apply Honeycombers Stay Away Spray daily Repeat the above steps every 5 days. For best results, you will need to repeat the above steps at least 3 times, which covers the full life cycle of a louse.

For daily prevention, massage shampoo into hair and rinse well.

Ingredients: Water, Cocamide DEA, Cocamidopropyl, Betaine, Guar Hydroxypropyltrimonium Chloride, Pongamia, Glabra (Karanja) Oil, Fragrance (Island Mango Perfume), Mentha Arvensis (Peppermint) Oil, Phenoxyethanol and Caprylyl Glycol, Citric Acid, Eucalyptus Globulus Oil, Lanolin, Pinus Palustris (Pine Tar Oil)

WARNING: For external use only. Avoid contact with eyes. Should eye contact occur, flush or wash with plenty of water. In case of ingestion, seek medical help.

KEEP OUT OF REACH OF CHILDREN





Keep Control STYLING GEL

Lice-Fighting Oils

Pleasant Peppermint Scent

Maximum Style Control

Pesticide Free

Use Daily For Ongoing Prevention

Combines the repelling power of peppermint oil with a creative styling gel

8 FL OZ

Designed for styling wet looks, textured and high volume finishes, Honeycombers Keep Control Styling Gel delivers maximum style control, incredible body and brilliant shine. Gel dries quickly for a no-flake finish.

DIRECTIONS: Squeeze a small amount of gel into hand and style as desired. For best results, use daily.

Should lice occur, use the following products as instructed:

- Honeycombers Fresh Start Shampoo
- · Honeycombers No Knots Now Conditioner
- Honeycombers Serious Stuff Treatment Fluff Mousse
- Honeycombers Stay Away Spray
- · Honeycombers Nit Comb

Ingredients: Water (Aqua), Vinyl Caprolactum / VP / Dimethylaminoethyl Methacrylate Copolymer, Propylene Glycol Phenoxyethanol, Caprylyl Glycol, Mentha Arvensis (Peppermint) Oil, Hydroxyethylcellulose, Panthenol, Fragrance, EDTA, Sodium Hydroxide, Carbomer

WARNING: For external use only. Avoid contact with eyes. Should this occur, rinse thoroughly with water. In case of accidental ingestion, seek professional medical assistance. Use responsibly as directed.

Store in a cool place out of direct sunlight. Dispose of container responsibly.

KEEP OUT OF REACH OF CHILDREN





No Doubt WASHOUT

Laundry Treatment
All Natural
Environmentally Friendly
Safe And Effective For Daily Prevention
Chlorine Free

Eliminates and prevents lice, bed bugs and dust mites in the wash

32 FL OZ (1 liter)

Use Honeycombers No Doubt Wash Out with or without your regular detergent to eliminate lice eggs (nits), nymphs (immature lice), lice, bed bugs and other pests in the wash cycle.

For best results, use when washing potentially infested clothing, linens, towels, drapes, rugs and furniture covers. Always wash fabrics in compliance with fabric and/or machine manufacturer's instructions. Works for up to 32 loads.

DIRECTIONS: Add 1 oz directly to wash load. Wash with warm or hot water.

Active ingredients: Sodium Lauryl Sulfate 2.22%, Sodium Chloride .75%,

Potassium Sorbate 0.08%

Inert Ingredients: Water, Yeast, Acetic Acid

INGREDIENTS LISTED TOTAL 100%

This product is exempted by the EPA and therefore not registered. This product qualifies for exemption from registration under FIFRA. Total inactive ingredients 96.64%. Ingredients' efficacy reports done by noted entomologists.

Use as directed. Avoid eye contact.

KEEP OUT OF REACH OF CHILDREN





No Knots Now MINT CONDITIONER

Enables Easier Lice Egg (Nit) Removal
Minimizes Tangling
Leaves Hair Soft and Silky
Sulfate Free
Pesticide Free
Safe For Daily Use

Minimizes tangling and allows the comb to glide effortlessly through the hair

8 FL OZ

Honeycombers No Knots Now Mint Conditioner softens, smooths and detangles hair. Perfect for daily use and to allow easy combing during lice treatment.

Steps to successful lice removal:

Step 1- Wash hair with Honeycombers Fresh Start Shampoo Step 2- Apply Honeycombers Serious Stuff Treatment Fluff Mousse, massage well onto hair and scalp, and leave in for 10 minutes Step 3- Apply Honeycombers No Knots Now Mint Conditioner Step 4- Comb with Honeycombers Nit Comb

Directions for lice combing:

Part wet hair into small, manageable sections. Comb through each section from root to tip of hair. Wipe off comb with paper towel after each stroke. Repeat until all nits and lice are removed. Rinse thoroughly.

Step 5- Apply Honeycombers Stay Away Spray daily Repeat the above steps every 5 days. For best results, you will need to repeat the above steps at least 3 times, which covers the full life cycle of a louse.

For daily prevention, massage conditioner into hair and rinse well.

Ingredients: Aqua, Stearalkonium Chloride, Glycerin, Cetyl Alcohol, Caprylic/Capric Triglyceride, Glyceryl Stearate SE, Fragrance (Island Mango Perfume), Mentha Viridis (Spearmint Oil), Phenoxyethanol (and) Caprylyl Glycol, Pongamia Glabra (Karanja) Oil, Azadirachta Indica (Neem) Oil, Lanolin, Menthol Daucus Carota Sativa (Carrot) Root Extract, Disodium EDTA Dihydrate, Citric Acid, Rosmarinus Officinalis (Rosemary) Extract

WARNING: For external use only. Avoid contact with eyes. Should this occur, flush or wash with plenty of water.

KEEP OUT OF REACH OF CHILDREN





Serious Stuff TREATMENT FLUFF

Eliminates Lice
Dissolves And Removes Nit (Lice Egg) Glue
Enzyme-Activated Mousse
Sulfate Free

Pesticide Free Safe For Daily Use

Uses naturally occurring enzymes to control lice and loosen lice eggs (nits) from the hair

₄ FL OZ

Honeycombers Serious Stuff Treatment Fluff uses naturally occurring enzymes that dissolve the glue that holds the nit (lice egg) to the hair shaft.

Steps to successful lice removal:

Step 1- Wash hair with Honeycombers Fresh Start Shampoo Step 2- Apply Honeycombers Serious Stuff Treatment Fluff Mousse, massage well onto hair and scalp, and leave in for 10 minutes Step 3- Apply Honeycombers No Knots Now Mint Conditioner Step 4- Comb with Honeycombers Nit Comb

Directions for lice combing:

Part wet hair into small, manageable sections. Comb through each section from root to tip of hair. Wipe off comb with paper towel after each stroke. Repeat until all nits and lice are removed. Rinse thoroughly.

Step 5- Apply Honeycombers Stay Away Spray daily

Repeat the above steps every 5 days. For best results, you will need to repeat the above steps at least 3 times, which covers the full life cycle of a louse.

Ingredients: Naturally occurring, non-bacterial, readily biodegradable, enzymatic solution derived from safe yeast strains, water, mild non-ionic surfactant blend

WARNING: For external use only. Avoid getting into eyes. If there is accidental eye contact, flush eye thoroughly with cool water. In case of ingestion, seek professional medical assistance.

FDA: Generally Regarded as Safe or Food Grade (GRAS) List Parts 184 and 186

KEEP OUT OF REACH OF CHILDREN





Honeycombers Stay Away Repellent Spray uses naturally occurring oils that are gentle on humans yet tough on lice. Use whenever contact with lice may occur.

Should lice infestation occur, use the following products as instructed:

Honeycombers Fresh Start Shampoo Honeycombers No Knots Now Conditioner Honeycombers Serious Stuff Treatment Fluff Mousse Honeycombers Nit Comb Apply Honeycombers Stay Away Spray to prevent recurrence

Stay Lway REPELLENT SPRAY

DIRECTIONS: Spray on hair, neck and shoulders to deter and to prevent lice.

Repels Lice and Their Eggs (Nits)
Pleasant Peppermint Scent
Pesticide Free
Non-Toxic Formula

Made with naturally occurring oils to prevent lice

Ingredients: Anionic/Non-Ionic Surfactant Blend, Naturally Occurring Peppermint Oil

WARNING: For external use only. Avoid contact with eyes. Should eye contact occur, flush or wash with plenty of water.

KEEP OUT OF REACH OF CHILDREN



8 FL OZ

