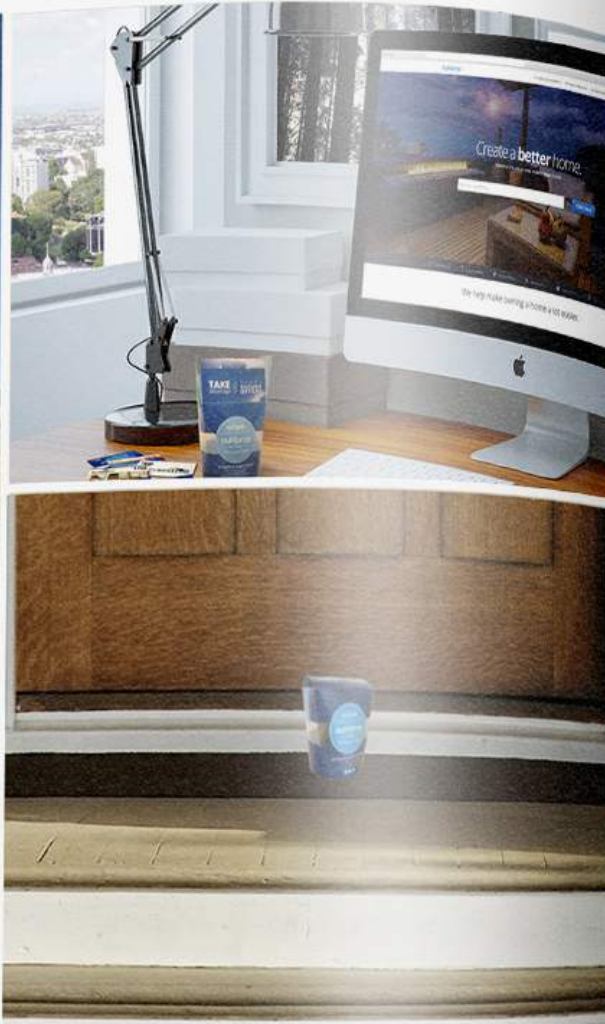


nuHome™

Create a **better** home.

The Consumer Experience and Brand Story



Changing the Homeowner Game.

WORDS BY ANDREW FORBES

TAKE AN INDULGENT, LUXURY GOURMET & SPA BREAK THIS SEASON AND NOT ONLY EAT WELL AND GET PAMPERED, BUT BE INSPIRED TOO, WITH LUXURIOUS, DECADENT AND WARM AUTUMNAL STYLE.

98 | NOVEMBER & DECEMBER 2012

A grand five metre marble table dominates the breakfast room of Vila Joya; its antique patina reflected a long history.

It was this unique piece of furniture that inspired Dr. Jung to view this stunning villa overlooking a secluded Algarve cove, whilst on holiday in Portugal. His curiosity and love of art and fine things encouraged him to see the table described by a friend. Yet in the end it was the property that was to capture his heart.

30 YEARS OF HOSPITALITY

Dr. Jung so loved the setting he purchased the villa in the 70s, that housed this striking table. Although a private holiday home for his family for over a decade, in 1982 Vila Joya was transformed into a world-class boutique resort, centred on fine cuisine.

Portugal's magical Algarve, with its expansive unspoilt beaches and authentic villages is a perennial favourite for discerning travellers.

During autumn, when the crowds have left, this southern coast of Portugal comes into its

own. The landscape bursts into seasonal autumn colour and the skies are clear and the air fresh.

LUXURIOUS YET WELCOMING

At Vila Joya, recognised as one of the country's finest boutique resorts, guests enter a privileged environment where hospitality is a refined art.

Guest suites combine the radiant light and freshness of this Atlantic coast, with welcoming and indulgent tones. Snuggle up in the deep, embracing sofas, flicking through the choice of coffee table books left in each suite.

Fall asleep listening to the waves breaking onto the golden beach below, and awake to sunlight filling your private terrace. Bathrooms are huge, some with double rainforest showers; and all feature Molton Brown toiletries.

The property interior is relaxed and welcoming; one feels instantly relaxed and at ease. The public spaces and large suites are furnished with on-trend theatrical dark tones.



...d by fresh orchids and fascinating details from distant travels. Dark, luxurious velvets are matched with rich hardwoods, together with European and Asian art.

The entrance lobby is defined by its grand sweeping staircase, whilst the bar and dining room both have an unusual warm coloured brick vaulted ceiling. The overall feeling is one of relaxed and homely.

The latest edition to the 'Joy Jung' spa - the perfect place to be pampered, its unique design, featuring a stunning integrated water feature and orange carved doors, is focused on helping guests to help balance the senses. The therapists, all trained in Asia, are specialists in holistic and traditional Indian and Ayurvedic treatments.

WINE LOVERS

...one of the major elements of the success of Vila Joya since the early 1990s, world famous chef, Chef Goncalves has been

Building awareness and a credible brand

The homeowner, whether they just closed on a new home or have a desire to make their current home feel new, will view nuHome as a central partner in this path. We will take a proactive approach to building awareness and credibility in their minds. Positive press and being highly visible will be major tenants in our outbound brand and press strategy. We want to position positively before they become a user of our solutions.



Vila Joya Hotel, Restaurant & Spa
Praia da Galé, Albufeira, Portugal
+351 289 591 795 info@vilajoya.com
www.vilajoya.com

nuHome™

Invitations to engage our brand experience

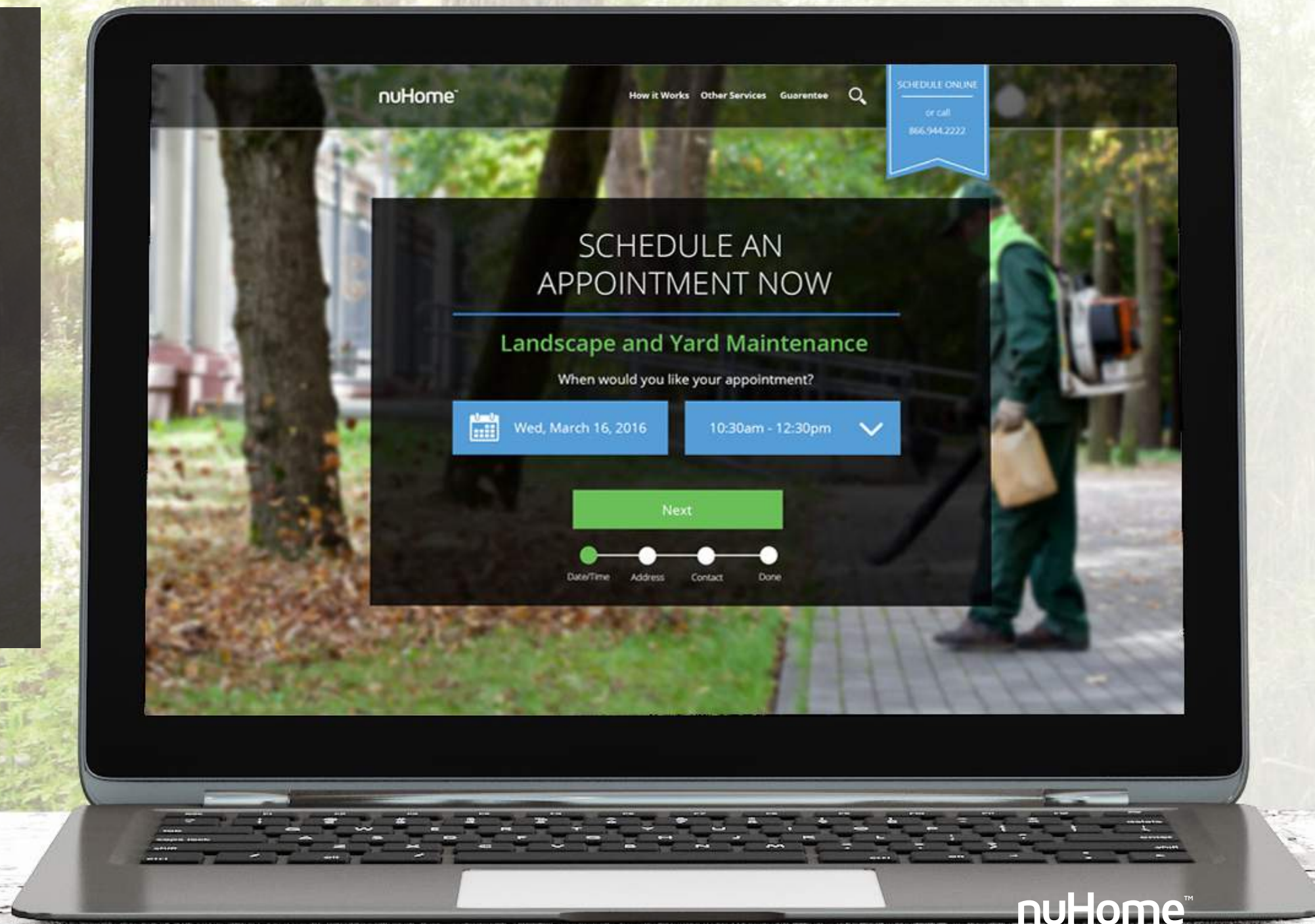
Building awareness of nuHome and our solutions is paramount in establishing lasting brand equity with the consumer. We will create multiple campaigns across a wide array of mediums to connect with the homeowner and deliver a distinct call-to-action. This will be their initial invitation through advertising to engage with us and our consumer journey; offering them a variety of solutions to make owning a home a lot easier.



nuHome™

Focus on the user and their needs

The homeowner will be greeted with a seamless and easy-to-use user experience. It will feel sophisticated and modern yet usable and friendly. We help speed up their tasks and deliver them the information and tools they need to create a better home and life. We slowly build their trust in nuHome so we can continue the journey together.



nuHome™

Friendly and professional delivery service

The homeowner can rest easy knowing that courteous and credible delivery professionals at Metro Delivery are responsible for ensuring their nuHome gift boxes and bonus nuCards arrive at their home. The Metro Delivery driver is donned in branded professional wear and service vehicle badging to denote safety, professionalism, credibility and trustworthiness.



nuHome™



The new homeowner welcome gift

The welcome gift card box from nuHome comes via Metro Delivery, our nationwide delivery partner. It will arrive in a custom identified box complete with delivery tag letting the homeowner know that their gift has arrived. Since the nuHome card can only be registered and activated by the recipient, we discourage loss and potential theft. If the gift is stolen, the number on the tag would route to nuHome where we can make sure the account holder is activated and send them a new card through direct mail.



nuHome™

An exciting and exclusive membership

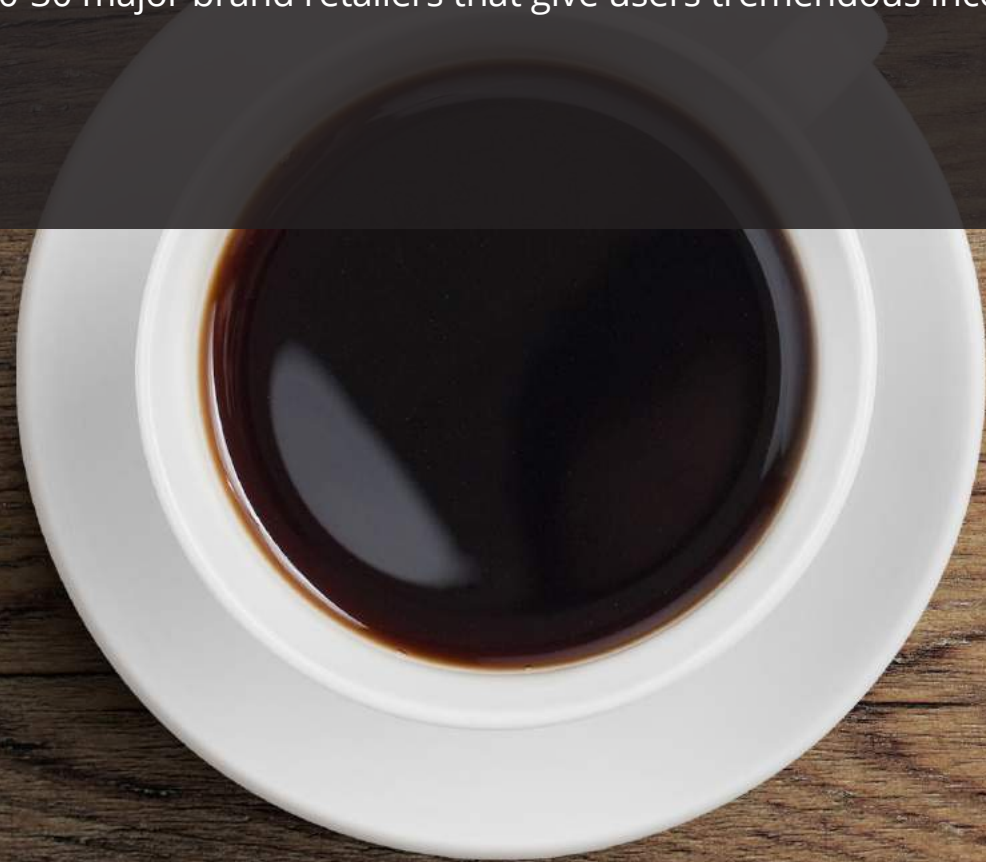
The new homeowner will be introduced to nuHome and our partnerships through distinct packaging. The packaging will be crisp and defined, with a direct call-to-action and make sure to communicate the value proposition of the product. Logos of our retail partners will lend credibility and the presentation will let the homeowner know that this is an exclusive program just for them.



nuHome™

A rewarding gift card like none other

The nuHome card acts like a debit card upon user activation. It is not a credit card, but a free gift to the new homeowner and carries point-of-sale discounts at major retailers in our partner network. These can range from \$20 OFF at Best Buy or \$15 off at Target. The nuHome card may carry thousands in immediate savings and the homeowner can use the cash value for that retailer until it is depleted. The goal is to have 20-30 major brand retailers that give users tremendous incentive to sign up.



nuHome™



The nation's only rewards are new homeowner gift card program.

Always free. No catch. Just for you.
Open and look inside!



ACTIVATE now.
It's more than a gift card. To protect your Card's balance and get some awesome deals, register it at nuhome.com
PLEASE REMOVE THIS STICKER BEFORE USE.

Create a **better home.**
www.nuhome.com

1234 5678 9123 4567

nuHome

ACTIVATE AND START SAVING
Check out these great deals in your new neighbor hood.
Visit us at nuhome.com to learn more



Create a **better home.**
www.nuhome.com

Product alternate



Our *gift* to you.

Enter your **16 digit** card number below to get started.

ENTER

Rather do this over the phone?

- 1
- 2
- 3
- ✓

Easy sign up by phone or online

We make it very easy to take advantage of all nuHome has to offer. The first step upon receiving our welcome gifts is to activate the cards for use. We offer the convenience of online activation that will activate their nuCards but also establish a user account that will allow them access to all the features and functions of nuhome.com and the nuHome mobile app.

Use rewards cash right in the store on purchases

It will be important to remind the consumer, through website and other communications, that this is not a credit card. It is completely free to them and is made possible through a network of partnerships that want to reward the homeowner and deliver incentives to shop. The card can also be used on exclusive discounts from local service professionals outside of the traditional retail channel. A list of all discounts will be available online to the user once their account is setup and activate. This will also encourage them to check their balances on the go with our mobile app download.



nuHome™

The mobile app to help tie it together

The nuHome user will have the option to download the exclusive mobile app that allows extended functionality and brings their account right to their finger tips. Their desktop, search, quote requesting, offer browsing and viewing balances on their retail card will all be available on the go to compliment their fast paced and hectic lives.



nuHome™

Trust and credibility that is earned

Consumers can trust our partner businesses through our exclusive nuHome Preferred Professional Guarantee. Each partner will be vetted through our extensive background process that aims to ensure that the most qualified, bonded, certified and highest rated businesses are working with our consumers. Ongoing satisfaction surveys and review monitoring will ensure only the best business partners are retained in our network.



nuHome™



Simplify their lives with valuable services

New homeowners have a lot to do. We help make it easy for them to find a great deal, a certified business and get it scheduled. They can trust us to do the work for them and simplify their life; all for free and just being part of our network.

nuHome™



A true time saving concierge service

Once the new homeowner has let us know a little bit about them and what they are looking to do in their new home, our nuHome Connect Team is there to assist them. From there, the homeowners will work with our Connect team to schedule and set up their appointments with qualified vendors in our network. Our agents are courteous and trustworthy, ready to help and never forceful or rude. It is a true value-add of being a part of the nuHome network.

nuHome

Quality home products and services

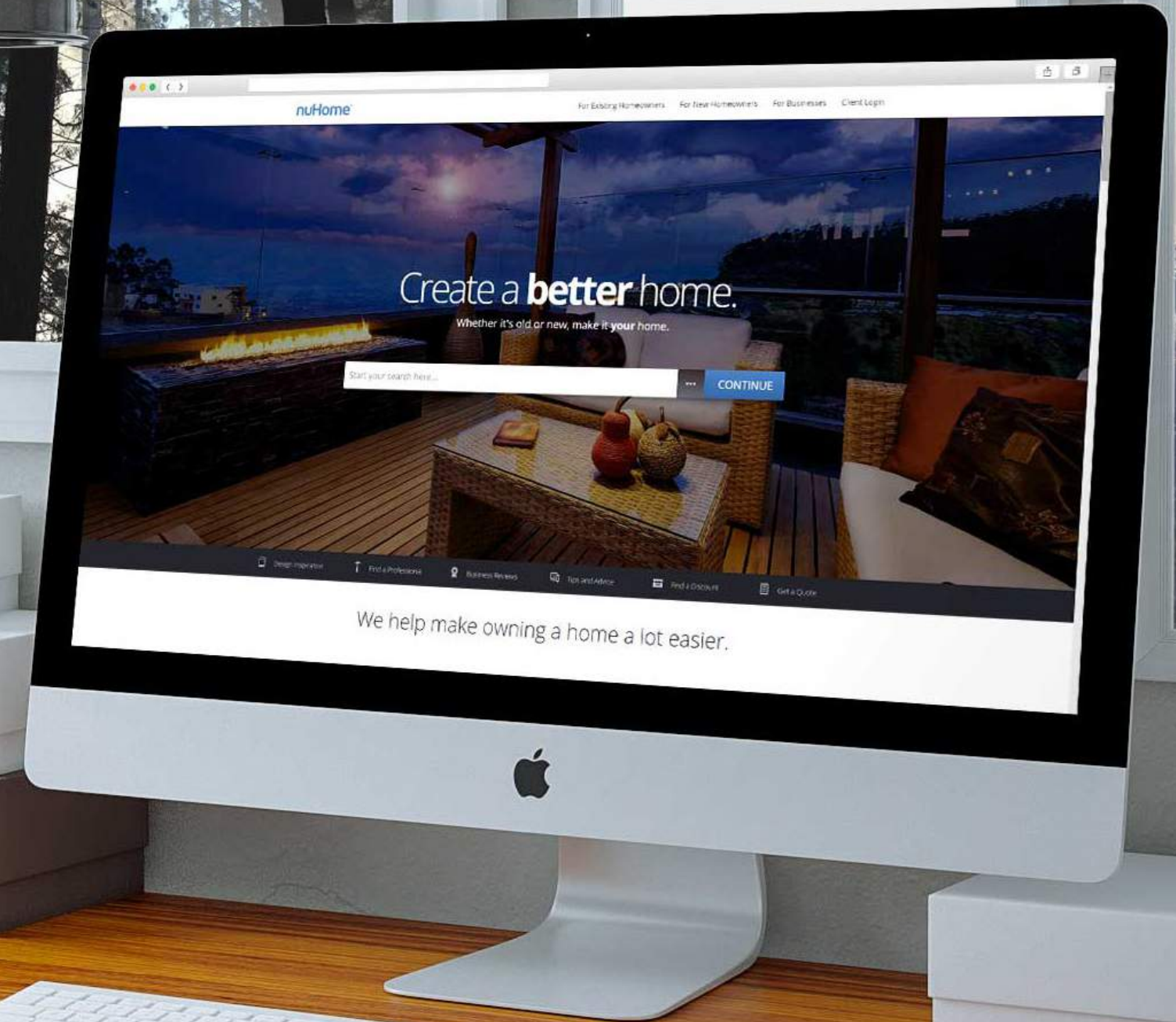
We help the consumer save time and money by getting quality work done and a great price. Our preferred network and partners work with us to deliver tremendous value to the homeowner that builds lasting relationships. They become life-long customers and continue to trust nuHome to be a trusted advisor for their home needs.



nuHome™

The perfect online user experience

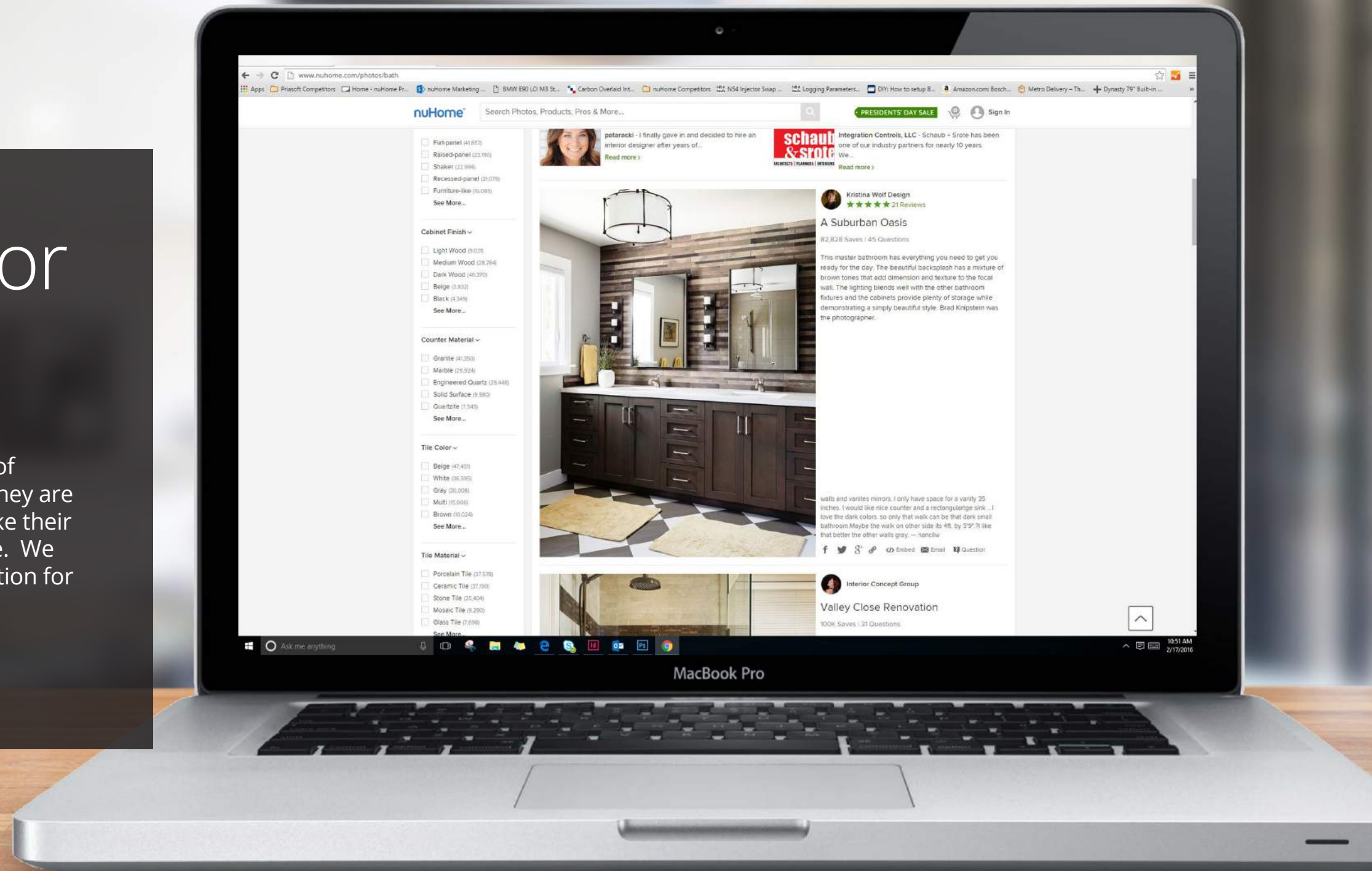
Once welcomed to our community and network, the nuHome online experience offers a wealth of useful features to help the homeowner. From here, they will be offered multiple relevant and personalized experiences around ecommerce shopping, tips, advice, design and renovation ideas, projects and scheduling service from our network of preferred businesses.



nuHome™

Find inspiration for every project

Our website allows the consumer to browse millions of images sent to us by our partner network. Whether they are contemplating a new garage door style or how to make their home feel new again, there is something for everyone. We want to make nuHome.com the premier user destination for getting things done around their home.



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nuHome Marketing ... BMW E90 LCI M3 St... Carbon Overlaid Int... nuHome Competitors ... N54 Injector Swap ... Logging Parameters... DIY: How to setup B... Amazon.com: Bosch...


Free Shipping Over \$49*

nuHome™ Find anything for your home... Search My Boards Ideas Account Cart

Furniture Décor Lighting Kitchen Bed & Bath Storage Outdoor Home Improvement Baby & Kids Seasonal Gifts Sales

UP TO 70% OFF SEMI-ANNUAL LIGHTING SALE: Table Lamps » Chandeliers » Floor Lamps »

Furniture > Kitchen & Dining Furniture > Kitchen and Dining Tables > A-America > SKU: AAM1604



Mesa Rustica Extendable Dining Table by A-America
★★★★★ 6 Reviews
\$1,396.00 ~~\$1,745.00~~ 20% Off
Free Shipping

Select items below





Choose From:

Mesa Rustica Dining Table Top
Ships by Tue (2/23)
1 Included
[View More Details »](#)

Total Price:
\$1,396.00
Total number of items: 1
[Add to Cart](#)
[Save to Idea Board](#)

Included Items

America Mesa Rustica Side Chair
Ships by Mon (2/22)

 Potts Arm Chair ★★★★★ \$126.99	 Lambert Club Chair ★★★★★ \$199.99	 Microfiber Barrel Chair ★★★★★ \$126.99	 Lilian Club Chair ★★★★★ \$142.99
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Information Specifications Manufacturer Insights Shipping & Returns Reviews Q&A

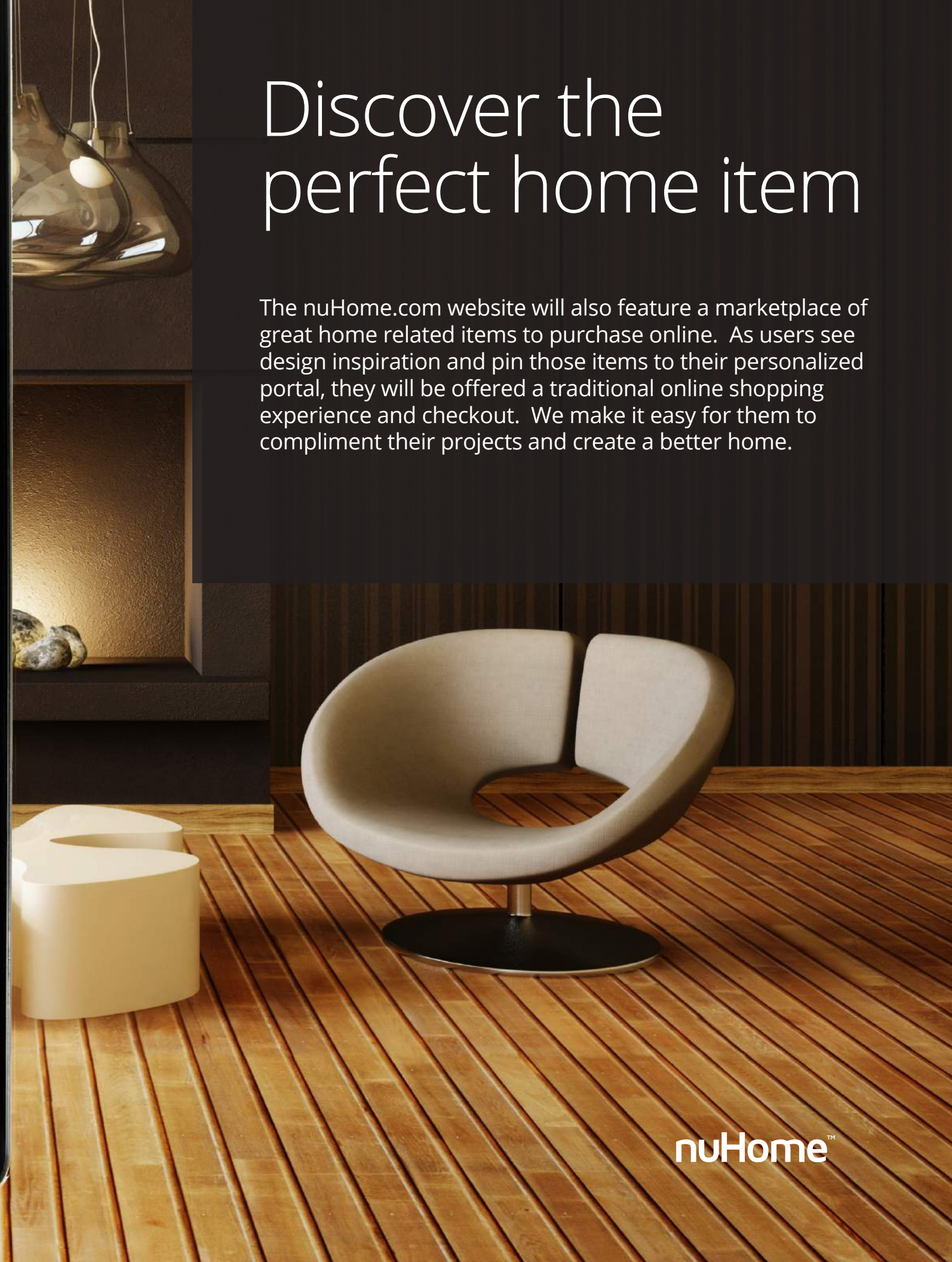
Information
Classic style elements with a contemporary twist make this a great addition to almost any room. The chair is made with quality, comfort and modern style in mind. Embellish your room with the clean lines and contemporary materials.

Features
• Padded seat for extra comfort

Gartner
Gartner for Marketing Leaders
2016 WATCH LIST:
Key Digital Moves
Tackle next year's

Discover the perfect home item

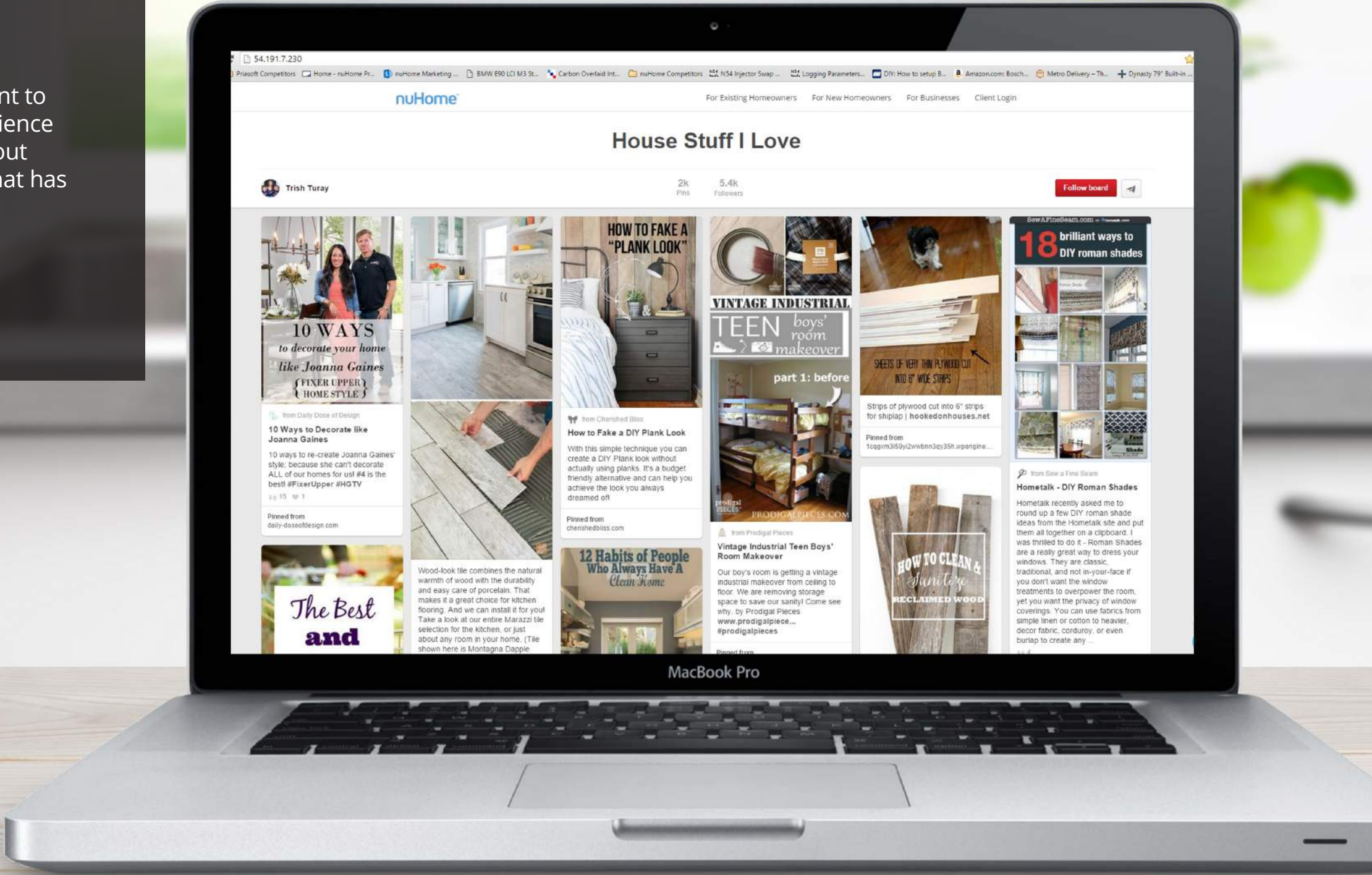
The nuHome.com website will also feature a marketplace of great home related items to purchase online. As users see design inspiration and pin those items to their personalized portal, they will be offered a traditional online shopping experience and checkout. We make it easy for them to compliment their projects and create a better home.



nuHome™

Relevant and personalized

We let the user engage the content in the way they want to see it. Giving them the ability to personalize the experience and offers to their needs allows us to bring value without being overbearing. We can deliver relevant material that has a higher likelihood of converting.



The latest news and offers

An email and communication strategy that keeps homeowners informed of various offers, news and relevant information that allows them to make decisions better. Our email strategy will keep them inspired and engage them take action and utilize our solutions or products.

