

# TMX CONTENT ONBOARDING 2018

Updated – 1/23/2018

# BRAND

# Our Brand Belief

THE SINGLE CLARIFYING BELIEF THAT GUIDES EVERYTHING WE DO

## WE BELIEVE HOME IS YOUR SAFE PLACE

- Home is your sanctuary, where you feel happy and protected from the world around you.
- At Terminix, we know how much is at stake, which is why we make it our mission to relentlessly defend your home from termites and pests with a
- GUARANTEE and the most powerful team in the business.

# Brand House

OUR BRAND HOUSE IS THE SUM TOTAL OF OUR IDENTITY



# Voice & Personality

## WHEN TERMINIX TALKS, WE SOUND:

	RELENTLESS	RUGGED	APPROACHABLE
IS	Utterly committed, vigilant. Whatever-it-takes attitude.	Strong, fearless and resilient. Not afraid to get our hands dirty.	Real, straightforward, respectful and human.
ISN'T	Aggressive. Robotic or unfeeling.	Harsh or difficult. Militaristic.	Overly familiar or disrespectful of boundaries.
EXAMPLE COPY	<p>Pests never stop trying to get in. We never stop working to keep them out. Guaranteed.</p> <p>Keeping your home protected at all times? That's what we do best. Period.</p> <p>We do whatever it takes to stop pests in their tracks.</p>	<p>Exploring that dark, wet crawl space on my hands and knees? That's just another day at the office.</p> <p>Termites may be tough. We're tougher.</p>	<p>Our U.S.-based customer service agents are standing by 24 hours a day.</p> <p>Trained inspectors, quality materials and professional installation all work together to make your home comfortable all year long.</p>

# Our People

## **associate**

This is the preferred term for all references to employees of ServiceMaster (e.g., “All associates are invited to join the conference call.”). Note: When writing executive communications, use “Dear associate,” as the salutation if a salutation is required. Use lowercase.

## **exterminator**

Never refer to a Terminix associate who administers a treatment or service as an exterminator. Instead, use *technician*, *professional* or *specialist* (e.g., “Your trained technician will treat your home for pests.”). The only exception is for organic search when ranking for consumer key words.

## **Outside Sales Professional (OSP)**

Internal term used for the Terminix associate who performs an initial inspection and is responsible for selling Terminix products and services to customers. Do not hyphenate.

## **representative**

A Terminix associate who is employed at the contact center and answers customer calls.

## **service technician**

A frontline Terminix associate who administers treatments or services. It is also acceptable to use the service type as a descriptor (e.g., pest technician, termite technician). Terms may be used with or without Terminix.

## **specialist**

A frontline Terminix associate who conducts the initial inspection and is responsible for selling Terminix products and services to customers (OSP). It is also acceptable to use the service type as a descriptor (e.g., termite specialist, bed bug specialist). Terms may be used with or without Terminix. Only applicable to our services that include inspections.

## **technical specialist**

An internal term used for a Terminix associate who is a technical expert, but not the person who conducts the actual service.

# Treatments

## **agents/control agent**

Treatment materials used in bait and liquid termite treatments. Use instead of the term *chemicals*.

## **Attractive Targeted Sugar Bait (ATSB®)**

Use as a proper noun, capitalizing the first letter of each word. Also see the entries for “natural” and “non-toxic.”

## **chemical**

Avoid using the term *chemical* when talking about specific product applications. Instead, use *agent* or *control agent* (e.g., “The treatment agent eliminates subterranean termites.”).

## **Estimate**

Capitalize “Estimate” when used with descriptors (e.g., FREE Estimate, Pest Estimate). Lowercase when using on its own (e.g., “Call for your Free pest estimate”).

## **Evaluation**

Capitalize “Evaluation” when used with descriptors (e.g., FREE Evaluation). Lowercase when using on its own (e.g., “Your evaluation is scheduled for...”). Evaluations are not used for termite or pest treatment.

## **Inspection**

Capitalize “Inspection” when used with descriptors (e.g., FREE Inspection, Termite Inspection). Lowercase when using on its own (e.g., “Your inspection is scheduled for...”).

# Treatments cont'd.

## **natural**

Avoid using the term *natural* when describing Terminix products or services, with the exception of ATSB. ATSB can be described as having a “natural active ingredient” or “natural garlic oil.” ATSB is not “all natural” or “100% natural.”

## **non-toxic**

Avoid using the term *non-toxic* when describing Terminix products or services, with the exception of ATSB.

## **re-inspection**

Used to describe yearly inspections as part of ongoing plans. “REI” is appropriate on second reference but never on customer-facing materials. In customer-facing communications, use annual inspection or re-inspection.

## **safe**

Avoid using the term *safe* when describing Terminix products or services.

## **Termidor®**

Always initial capitalize and use the ® on first mention. Do not abbreviate or change the name in any way.

## **treatment**

The application of a specific Terminix product within a service (e.g., “Your Terminix technician performed an interior pest control treatment.” or “Your termite treatment is scheduled for 8 a.m. tomorrow.”).



# Pests

## **animals**

“Animals” is not allowed. Instead, use “rodents,” “wildlife” or actual pest name like “raccoons.”

## **bed bug**

Does not need to be hyphenated when used as an adjective (e.g., bed bug treatment). Always two words.

## **bugs**

“Bugs” is not allowed. Instead, use “pest,” “termites” or the actual pest name like “cockroaches.”

## **cockroaches**

Always lowercase unless at the beginning of a sentence. Never use the word *roaches*.

## **dampwood termites**

Always lowercase unless at the beginning of a sentence. Always lowercase “termites.”

## **drywood termites**

Always lowercase unless at the beginning of a sentence. Always lowercase “termites.”

## **Formosan termites**

Always capitalize “Formosan” and lowercase “termites.”  
Formosan termites are a type of subterranean termite.

## **“house” crickets**

Always lowercase unless at the beginning of a sentence.  
The word *house* should always be in quotations.

## **mosquitoes**

Always use this spelling to indicate plural. Never spell it as “mosquitos.”

## **powderpost beetle**

Always lowercase unless at the beginning of a sentence.

## **sowbug**

Always lowercase unless at the beginning of a sentence.

## **subterranean termite**

A Formosan termite is a type of subterranean termite.

## **wood-decaying fungi**

Always lowercase unless at the beginning of a sentence. Always hyphenate. Always lowercase “fungi.”

## **wood-destroying**

Always lowercase unless at the beginning of a sentence. Always hyphenate.

# Other

## **and**

Spell out the word *and*. In general, avoid the use of the ampersand symbol (&) except in the case of “Terminix Refer & Save.”

## **crawl space**

Always two words.

## **exclamation points (!)**

Strongly discouraged.

## **ironclad**

Always one word. No hyphen or space.

## **kids**

In Terminix communications, “kids” is preferred over “children.”

## **ZIP code**

Use all caps for “ZIP” and always lowercase the word *code*.

# CONTENT COMPLIANCE

# THE DOS

# Appropriately qualify statements

## No absolute statements

**Incorrect:** Contact Terminix today to get rid of rodents.

**Correct:** Contact Terminix today to help get rid of rodents.

**Incorrect:** Cockroaches trigger allergens in people.

**Correct:** Cockroaches can trigger allergens in some people.

**Incorrect:** Here are some tips to avoid mosquitoes.

**Correct:** Here are some tips to help you avoid mosquitoes.

# Qualify all medical advice

- Terminix is not in the business of giving medical advice, so whenever we discuss medical treatment advice, the statement must be qualified, sourced and copied verbatim from the source.
  - **Incorrect:** Call 911 or another emergency service if you're having a serious reaction to a bee sting that suggests anaphylaxis.
  - **Correct:** The Mayo Clinic recommends to call 911 or another emergency service if you're having a serious reaction to a bee sting that suggests anaphylaxis.

# Qualify all sanitation advice

- When instructing readers how to clean and sanitize areas that may be contaminated, the instructions must be qualified from a credible source.
  - **Incorrect:** (for rodent infestation) Urine, feces and nesting materials should be sprayed with a disinfectant solution and allowed to soak for a period of time.
  - **Correct:** The CDC recommends to spray rodent urine, feces and nesting materials with a disinfectant solution and allow it to soak for a period of time before removing.

# Use credible sources

- When citing figures or interesting facts, always be sure to link to a credible source
- If a reader would think “wow, that’s interesting” when reading a statement, we need to link to a credible source

## **Use:**

- Centers for Disease Control, EPA, Mayo Clinic and similar institutions
- University affiliated websites
- Research journals
- Terminix

## **Probably Fine:**

- National Geographic and similar science websites
- Articles with first party data and research
- Articles written by experience professionals

## **Don't use:**

- Wikipedia/Wikihow/Yahoo Answers, etc
- Humane Society
- PETA
- Articles that mention competitors
- LifeHacks, HGTV, etc
- News publications and networks



# Other sourcing info to keep in mind

- Make sure the source does NOT:
  - Speak negative about pest control, pesticides
  - Speak negatively about Terminix
  - Mention, or is written, by a competitor
- Check the source date and make sure the information is not out-dated.

## Qualify laundry advice

When discussing tips for washing clothes/bedding as related to pests, always be sure to qualify with “as manufacturer instructions allow” or something similar. We don’t want to be responsible for ruined/damaged clothing or bedding if a reader feels instructed by our content.

# Qualify Research

When citing studies and research in content, qualify statements with things like:

“According to studies...”

“According to research...”

“It is believed....”

And be sure to link to the source of the study/research

# THE DON'TS

# Don't use CTAs for non-covered pests

As part of our content strategy, we want to be a source for all information on pests and the insect kingdom, which means producing content about pests that we don't cover. However, when producing and publishing those articles, we should make no Terminix claims or CTAs

# Don't give DIY tips that could put the reader in danger

- Pesticide use
- Fumigation
- Uses of ladders
- Inspecting roof or other heights
- Trapping wild animals
- Covering vents
- And more

Instead, recommend that they contact a professional (like Terminix)

# Don't use branded CTAs around disease mentions

- If a section in an article briefly mentions disease, a Terminix CTA should not immediately follow that section.
- If the topic of an article is about disease, or the article goes into detail about disease, then there should be no Terminix CTA in that article. It should be strictly informational.

# Don't provide misinformation about animals and disease

- **Incorrect:** Rodents can carry disease
- **Correct:** Rodents can carry pathogens that cause disease



# Don't give DIY bed bug treatment advice

While it is okay to give DIY bed bug prevention advice (mattress encasements, checking for bed bugs when traveling, etc) it's best to stay away from DIY bed bug treatment advice. Bed bugs are not only very difficult to remove, but DIY treatment could very likely disrupt identification and treatment measures that a pest control professional would need to take for removal.

## Other Don'ts

- Do NOT talk about Terminix pest control in the garden
- Do NOT recommend that readers apply any product, material or object to their skin
- Do NOT use the term “pest-free” unless talking specifically about Terminix services/products

**NO QUESTIONS,  
RIGHT?**