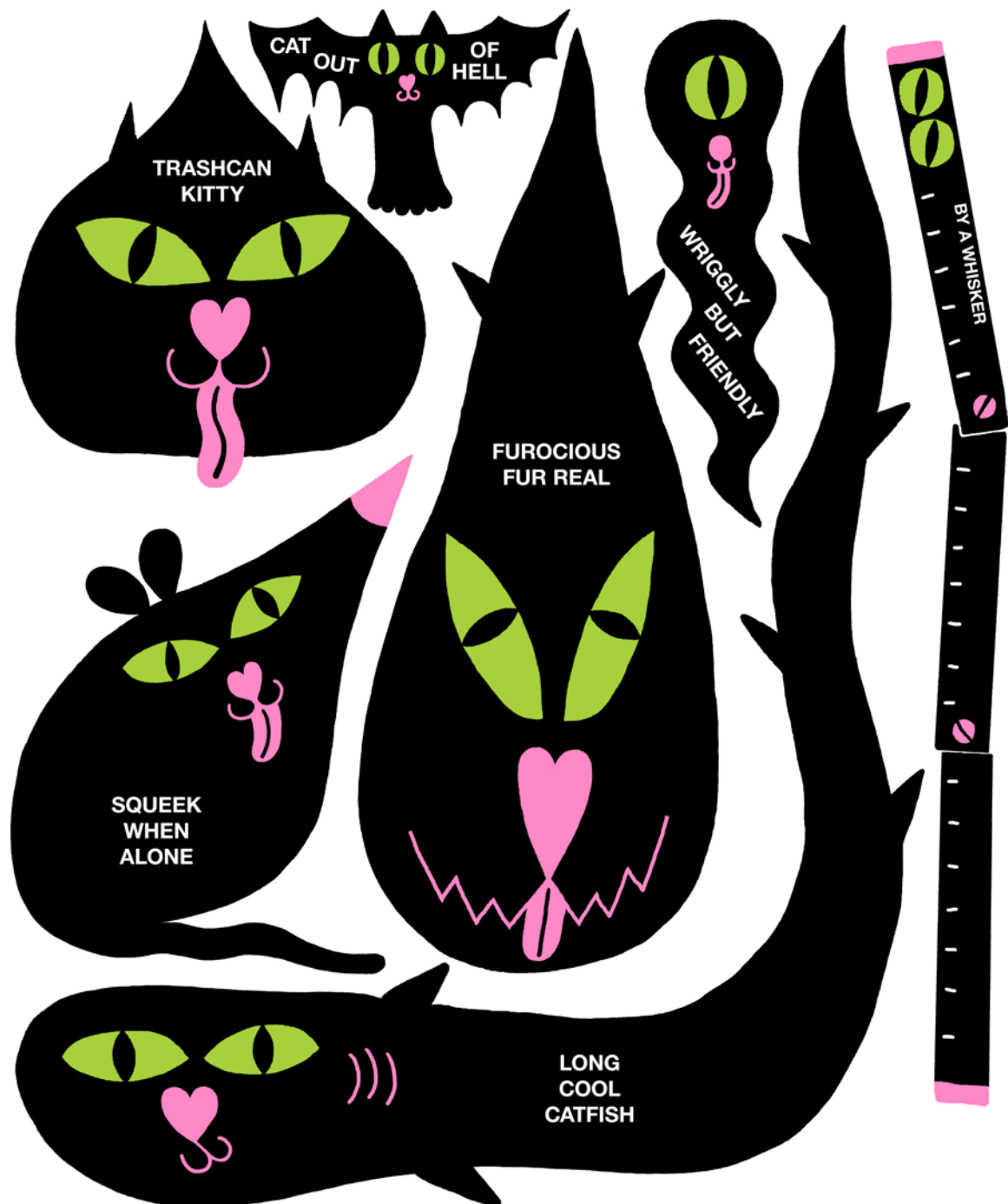
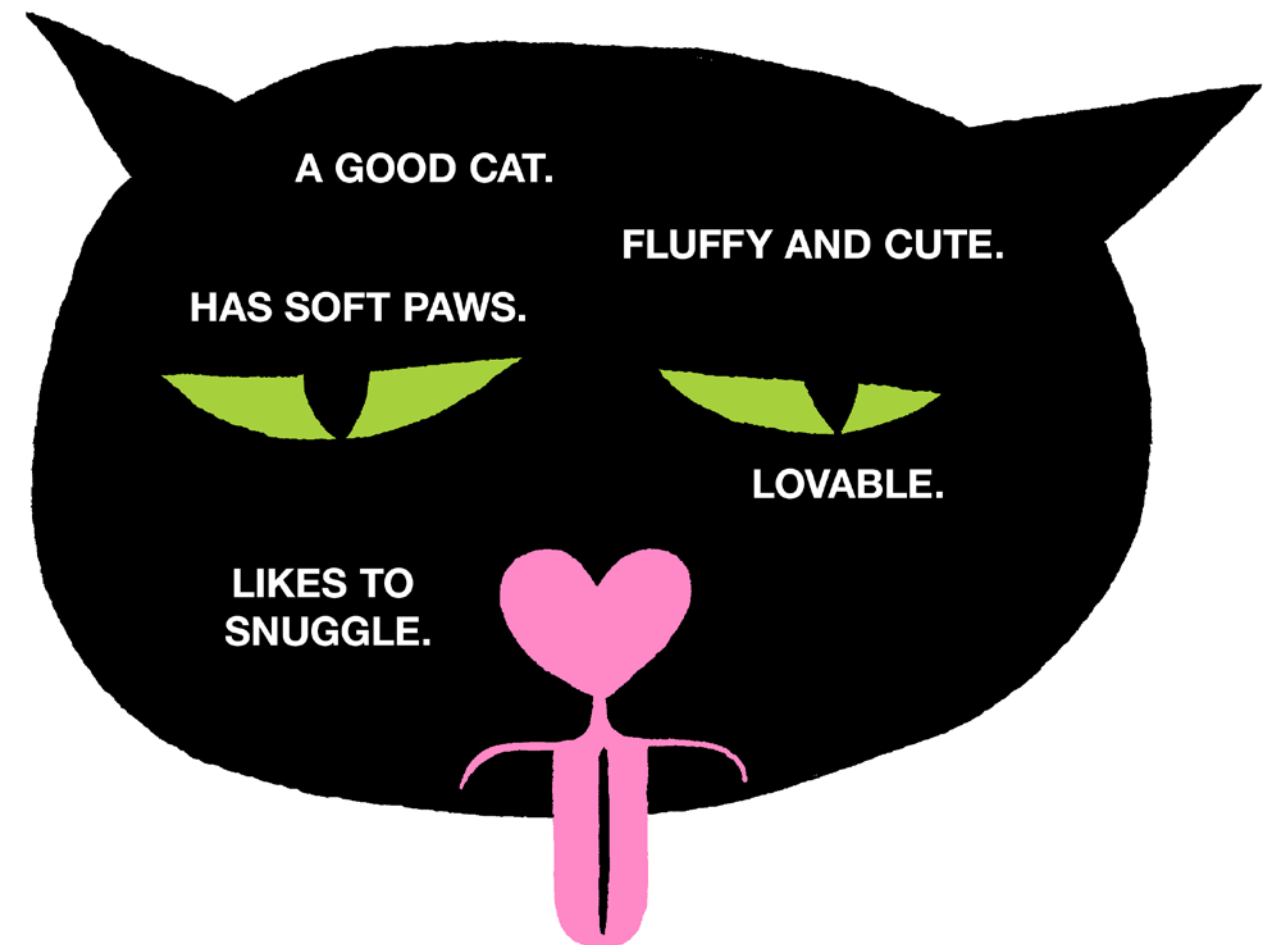

METAMEW BRAND MANUAL

LICENSING INFO & CREATIVE GUIDANCE FOR THE
WORLD'S MOST INFLUENTIAL CAT-BASED BRAND



METAMEW...



METAMEW IS ALSO A
SHAPE-SHIFTING
MONEY MACHINE.



NIKATE
MEW



MEUCCI

M EW BALANCE



WAIT!

**YOU NEED TO SIGN
THE N.D.A. TO SEE
THE N.D.A. THAT
YOU NEED TO SIGN**

**(OR MEET OUR
LEGAL
DEPARTMENT)**





**COLLABORATION
WITH METAMEW
IS PROVEN TO
CLEANSE
TOXIC BRANDS**



WE MAKE PREDICTIONS...

DON'T SLEEP ON THIS CAMPING TREND



SPORK ITEM



CAMPING IS GOING TO BE BIG



BARGAIN WITH NATURE



UNSPECIFIED BUG BREED



WHY NOT BOTH?

CUTE OR... KAFKAESQUE?

EASTER EGG



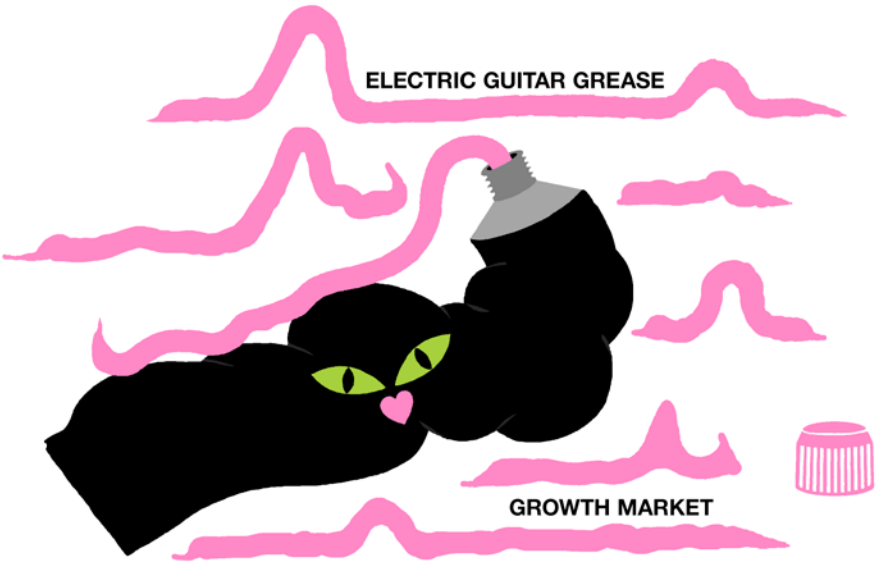
FUNNY BUNNY

DAD MARKET SEGMENT NEGLECT
OUT-OF-SHAPE FANTASY MUSICIAN
& DJ DADS ARE A BIG GROWTH AREA

LINE OF AFRICAN STYLE CONGAS

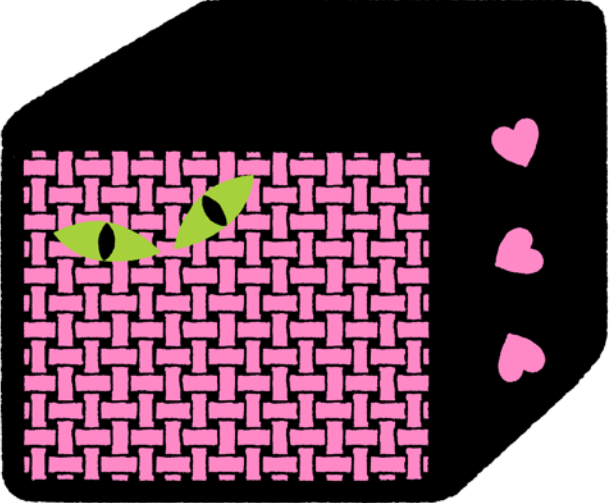


ELECTRIC GUITAR GREASE



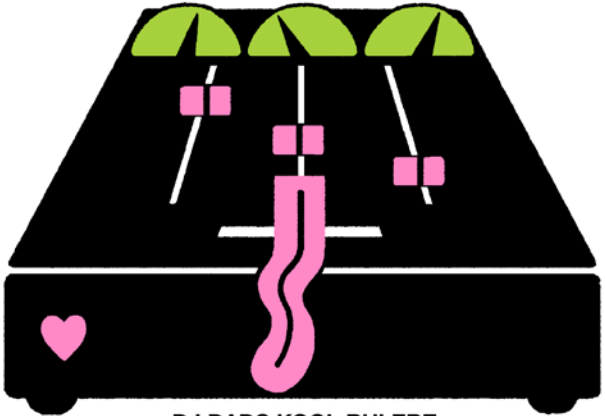
ALERT YOU TO OPPORTUNITIES:

CAT PARTY BOX



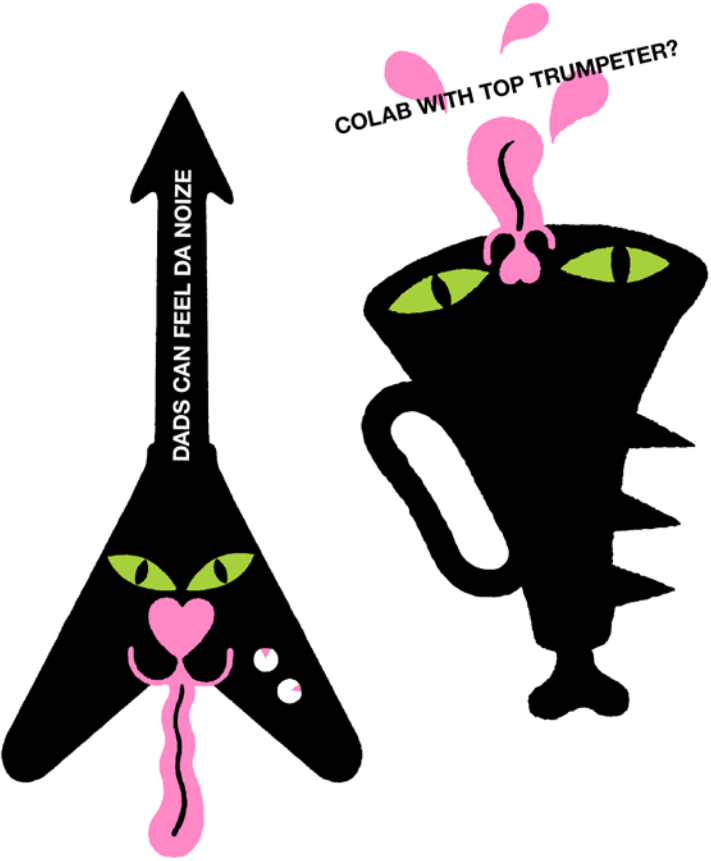
MORE ME-WOW!

THE DADS
ARE BACK
IN SCHOOL



DJ DADS KOOL RULERZ

COLAB WITH TOP TRUMPETER?



GIVE DETAILED INFORMATION
ON THE LAW, SO YOU'RE
ALWAYS ONE STEP AHEAD.

9LIVES IS A CAT THEMED
MILKY ENERGY DRINK
FOR CHILDREN THAT
CONTAINS NO MORE
THAN THE REGULATED
AMOUNTS OF CAFFEINE,
TAURINE, EPHEDRINE
& GLUCURONOLACTONE.

1 SERVING OF 9LIVES (1 ML.)
CONTAINS THE SAME
AMOUNT OF CAFFEINE
AS 26 DOUBLE SHOTS
OF COFFEE SOAKED
INTO THE MIND OF A
JUVENILE OCTOPUS.

PROFIT

CHEAT



EACH CAN INFLECTS
A LEGALLY AGREED
AMOUNT OF BRAIN
DAMAGE WHICH
IS EXACTLY EQUAL
TO ONE HOUR OF
SCREENTIME.

2-AMINOETHANESULFONIC ACID
IS NOT YET ILLEGAL IN THE E.U.

CAUSES NO MORE
THAN THE SAFE
LEVEL OF LIVER
DAMAGE, RESPIRATORY
DISORDERS,
PSYCHOTIC CONDITIONS,
IRREGULAR HEARTBEAT
AND HIGH BLOOD
PRESSURE.

EVEN LET YOU LEARN FROM OUR MISTAKES:

PRODUCT AND LICENSING MIS-STEPS

INCLUDING SOME 'BRAND UNIVERSE' EXPANSION ERRORS

ASSOCIATED I.P.
'SEXY META-MARMOSET':
VICTIM OF INTERNET PILE-ON



'FURRYCATTAILSERPENT PET'
GENETICALLY ENGINEERED
CAT SERPENT CROSSBREED:
MYRIAD LEGAL AND
VENOM RELATED ISSUES



METAMEW CAT COLLAR:
INADVERTENT APPEAL TO
HUMAN COLLAR WEARERS



ASSOCIATED I.P.
'MUDDYMAMMAL':
JUST TOTALLY IGNORED

CAUTIONARY TAIL

DESPITE A
COLABORATION WITH
A FASHIONABLE DESIGNER
VACUUM CLEANER BRAND,
THE HYGIENE PROBLEMS AT
THE CATCAFE CHAIN
'MEWCATCAFE' WERE
HARD TO SOLVE.

...AND THERE ARE PLENTY TO LEARN FROM



A FEAST - UNPALATABLE

THE METAMEW SAVOURY DONUT PALACE WAS NOT A SUCCESS.

STRAWBERRY AND SMOKY SAUSAGE FLAVOUR



YUM
\$17.99

MUSTARD AND CHERRY MUTTON FLAVOUR



YUM
\$17.99

BEEF GRAVY AND BANANA FLAVOUR



YUM
\$17.99

\$185 MILLION DOLLAR LOSSES IN 3 MONTHS.

**SOMETIMES A MISTAKE CAN BE TURNED
TO YOUR ADVANTAGE THOUGH...**

MAYBE YOU HAVE HEARD OF 'FOREVER CHEMICALS'?

**SUBSTANCES LIKE PTFE, THAT DON'T READILY BREAK DOWN
IN THE ENVIRONMENT AND CAN ACCUMULATE IN
THE HUMAN BODY MAY CAUSE A LARGE NUMBER
OF DANGEROUS AND POORLY UNDERSTOOD EFFECTS.
THESE CHEMICALS ARE OFTEN USED IN COATINGS
ON OUTDOOR CLOTHING FOR EXAMPLE.**



**AFTER A SUCCESSFUL INTRODUCTORY PERIOD
IT WAS FOUND THAT THE BRANDED DRINK
METAMEWBLACKWHISKERY WAS LADEN
WITH PTFE BECAUSE OF THE WATER SUPPLY
AT THE FACTORY. IT WAS INITIALLY
WITHDRAWN FROM SALE, BUT THEN WAS
REINTRODUCED AS 'THE DRINK THAT MAKES
YOU WATERPROOF' TO HUGE SUCCESS.**

SOMETIMES NOT...

CATBURGER™

MARKET RESPONSE TO THE
FRANCHISE RESTAURANT
OFFERING NOT POSITIVE.

- CATBURGER NOT APPEALING.
- NO CUSTOMER INTEREST
IN DRINKING FROM
A SAUCER LIKE A CAT.
- PEOPLE WANT TABLES NOT
BASKETS IN THE RESTAURANT.
- LITTER TRAYS NOT A POPULAR
HUMAN TOILET OFFERING.



LITTER TRAYS
ONLY FOR
CUSTOMERS



WE MAY BE ABLE
TO KEEP YOU
OUT OF JAIL



REMEMBER THAT ANY
GAMBLING SERVICES YOU
OFFER ON THE INTERNET
MAY BE ILLEGAL SOMEWHERE.

IT'S BEST TO GET YOUR LAWYERS
TO CHECK IF YOU ARE WANTED
IN SOME FOREIGN JURISTITION
AND ONLY FLY IN YOUR OWN
PRIVATE JET, AVOIDING THE
AIRSPACE OF HOSTILE
GOVERNMENTS UNLESS YOU
WANT TO SPEND HUNDREDS
OF MILLIONS OF DOLLARS
AND MAKE A PLEA DEAL
TO REDUCE CUSTODY.

IT'S A GAMBLE

IT'S A GAMBLE

IF YOU CAN NAVIGATE THIS
INTERNATIONAL LEGAL SPACE
WITH A MIX OF EXTREMELY
AGGRESSIVE LEGAL REPRESENTATION
AND SUPRA-NATIONAL
INFLUENCE AND POWER THEN
LICENSING THE METAMEW
BRAND FOR YOUR GAMBLING
EMPIRE COULD BE A GOOD
AND PROFITABLE ADDITION
TO YOUR BRAND PORTFOLIO.



AND SHOW YOU HOW TO USE METAMEW
BRANDING TO BUILD A MONEY MACHINE
ON OTHERS LABOUR:

ACCESSORIES LICENSING

DARK LENSES HIDE
DUBIOUS INTENTIONS



REMEMBER
TO ASSOCIATE
YOUR SUNGLASSES
BRAND (MADE WITH CHEAP,
UNREGULATED LABOUR
SOMEWHERE) WITH SOME SORT
OF NEBULOUS MORAL
HIGH GROUND AND
MAKE COLABORATIONS
WITH OTHER VAGUELY
WORTHY ORGANISATIONS.

SUNGLASSES
HAVE LOW MINIMUMS,
ARE EASY TO STORE
AND SHIP
AND ARE SUBJECT
TO QUITE LAX
REGULATIONS,
SO THEY
ARE A HIGHLY
PROFITABLE
BUSINESS IDEA.

AND IF IT ALL GOES WRONG
AND PEOPLE REALISE YOU'RE
JUST A CAPITALIST WHO
WANTS TO TURN A PROFIT
BY EXPLOITING CHEAP LABOUR
YOU CAN ALWAYS POP ON SOME
SUNGLASSES BEFORE YOU GO
OUT SO YOU WON'T BE
RECOGNISED SO EASILY.

WARN OF LEGAL AND POLITICAL PITFALLS:

METAMEW, BEING A CAT BASED BRAND COULD BE IDEAL FOR A RANGE OF RODENT CONTROL PRODUCTS WERE IT NOT FOR PROFOUND WEAKNESSES IN THE IDEA OF THE CAT AS A INSTINCTIVE ACTOR IN THE PEST CONTROL FIELD...

...WE SEE NOW THAT THE CAT IS AS MUCH AN EMPLOYEE, (AND AN EXPLOITED AND PRECARIOUS ONE) AS ANY HUMAN WORKER WHO CANNOT ORGANISE AGAINST THE FORCES OF CAPITALISM.

MARXIST THEORY
OF ANIMAL
LABOUR.

PICKET LINE - DO NOT CROSS

IS THE MOUSETRAP
DEVALUING CAT LABOUR
OR CREATING MORE CAT
LEISURE?

DON'T ATTEMPT TO COMBINE
FRUIT-BASED HUMOUR AND
FETISHWEAR AESTHETICS
IN A CAMPAIGN FOR
A GERMAN SUPERMARKET
LOGISTICS COMPANY:



(WE ALSO PERMANENTLY LOST
SOME GOOD STAFF AFTER
AN ALL EXPENSES PAID
'RESEARCH' TRIP TO THE
FLESHPOTS OF BERLIN.)

YOU'LL FIND
OUR PRICES
VERY ... APPEALING.

SHOW YOU WHAT NOT TO
DO WHEN THINGS LOOK
GLOOMY:



OUR DRIVERS ARE
APPALLED AT YOUR
NAUGHTINESS



WE WILL
LOVE YOU
A BUNCH

ROTTEN

WE'LL ALSO OFFER YOU PREMIUM SOLUTIONS:

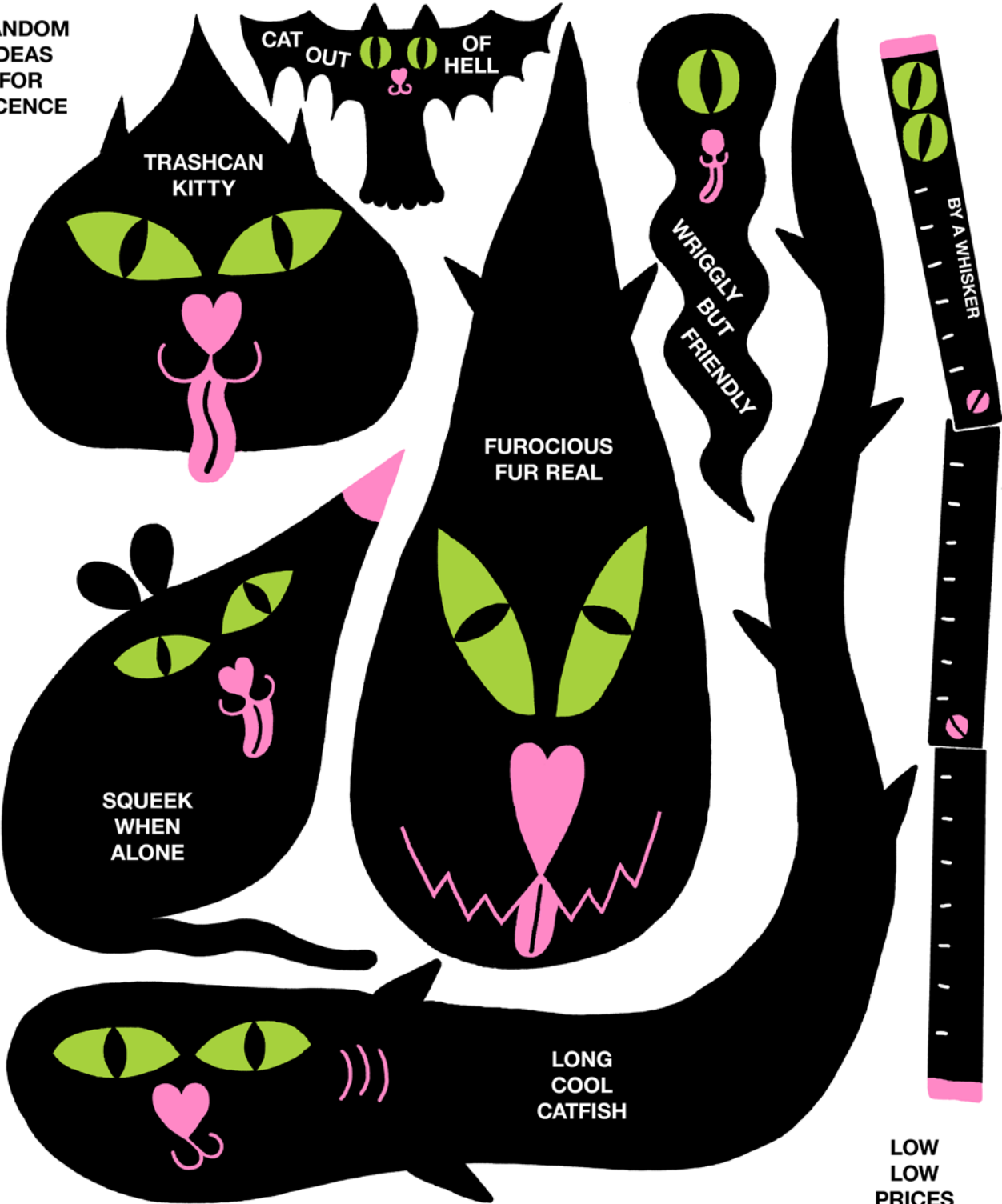
'BOWLER CAT' IS ONE OF THE HIGHEST QUALITY
JOKES IN THE METAMEW BRAND UNIVERSE. IT
THEREFORE ATTRACTS A PREMIUM PRICE. WE
FEEL THAT IT HAS A TIMELESS APPEAL.

DESPITE BEING ATTACHED TO OVER TWO
HUNDRED YEARS OF EXPLOITATION, SLAVERY,
CULTURAL DESTRUCTION AND TORTURE,
THE IMAGE OF BRITISHNESS INEXPLICABLY
CONTINUES TO AMUSE SOMEWHAT.



BARGAINS:

RANDOM
IDEAS
FOR
LICENCE



LOW
LOW
PRICES
ON THESE

SHOW YOU HOW TO BRAINWASH AND
MANIPULATE YOUNG MINDS:

STEALTH INITIATION OF CHILDREN INTO CAPITALISM VIA FREE ITEMS
SUCH AS BRANDED STICKERS WHICH WILL BE APPLIED IN BEDROOMS ETC.



LIGHTNING,
BOLT.



JUST AS LIFELESS MATTER WAS TURNED
INTO A LIVING CREATURE IN MARY SHELLEY'S
FRANKENSTEIN; SO CAN INANIMATE RESOURCES
BE MADE INTO THE LIVING AND BREATHING BODY OF
CAPITALISM THROUGH LICENSING AND MARKETING.

SOMETHING MUST DIE, SO THAT
SOMETHING ELSE CAN LIVE.

IT SHALL WALK, AND IT SHALL BREATHE.
EVEN IF THE HEAD IS HELD ON TO THE
BODY WITH A BOLT THROUGH THE NECK.

**FUTURE TREND
ANALYSIS:**

THINGS WILL GET WORSE

**AND MUCH MORE
COMPLICATED.**

**SO COMPLICATED THAT
NO-ONE UNDERSTANDS
ANYTHING AT ALL
ANY MORE.**

**EVERYONE WILL BE
EVERYONE'S ENEMY.**

**NO-ONE WILL BE
ANYONE'S FRIEND.**

**BRANDS WILL
FLOURISH.**

DEATH

