
SECTION 1: THE VISION & VALUE STRATEGY

1. The Value Proposition (The Hook)

Don't just buy an ad. Own the moment of hydration. Traditional billboards are ignored. Digital ads are skipped. **FreeWater Jamaica** puts your brand directly into the hands of your target audience. We provide a **100% "Open Rate"** because everyone is thirsty. In a world of digital noise, we provide a physical connection.

2. Why Advertise With Us? (The Power of the Vehicle)

- **100% Engagement:** Unlike a TV ad that plays to an empty room, a bottle is held, looked at, and carried for **30–60 minutes**.
- **Mobile Billboards:** Your brand doesn't stay on a pole by the roadside. It travels from the street into offices, gyms, boardroom meetings, and homes.
- **The "Humanitarian Halo":** Brands that give are brands that are loved. By providing free water, your company gains instant **"Goodwill" points** and emotional resonance with the Jamaican public.
- **QR Code Integration:** We bridge the gap between physical and digital. One scan turns a thirsty consumer into a digital lead on your website, menu, or app.

3. Strategic Distribution: Targeted Demographics

We don't just "give away water"; we focus on where the eyes are to ensure your ROI:

- **Corporate Kingston:** High-disposable-income professionals and decision-makers in New Kingston, Barbican, Mona, Half Way Tree, Portmore and Spanish Town, Liguanea.
 - **The Public Sector Powerhouse Target:** Civil Servants & Government Professionals. **The Value:** Reach a high-density demographic of career professionals with guaranteed job security and consistent discretionary spending power. These are the individuals who keep Jamaica running and represent a "recession-proof" audience for your brand.
 - **Target:** BPO Professionals & Call Center Operators (Gen Z & Millennials). **The Value:** Tap into Jamaica's most active "disposable income" workforce. These young professionals are high-frequency consumers who spend on food, fashion, fintech, and transportation. **The Advantage:** Because your brand sits on their desk for an entire shift, you achieve **maximum brand saturation** during their peak earning hours.
 - **High-Traffic Events:** Busy Intersections, Transport Hubs, Direct brand activations at the island's biggest concerts, sports meets, and festivals.
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SECTION 2: YOUR BRAND'S REAL ESTATE

The Ad-Spot Map: Maximum Visibility

We divide our premium bottles into **4 Strategic Vertical Zones**. This ensures that no matter how the bottle is held, your brand is front and center.

- **Zone 1: The Foundation (Reserved)**
 - **Occupant:** FreeWater Jamaica.
 - **Content:** Mandatory regulatory bottling data and source info.
- **Zone 2: The Front Face (Commercial)**
 - **Impact:** 100% Visibility.
 - **Best For:** Your Logo & Primary Bold Headline.
- **Zone 3: The Side Panels (Commercial)**
 - **Impact:** Direct Conversion.
 - **Best For:** QR Codes, Social Media handles, and Promo Codes.
- **Zone 4: The "Story" Panel (Commercial)**
 - **Impact:** Brand Loyalty.
 - **Best For:** A short blurb about your company's mission or a second marketing message.

Advertising Technical Specifications

To ensure your brand dominates the visual space, we adhere to high-impact design standards:

- **Max Text Scaling:** We prioritize **large-scale typography** that fills the vertical space of the bottle. We design for readability from a distance.
- **Logo Requirements:** All logos must be provided in **high-resolution PNG or Vector format** with a **transparent background** for seamless integration.
- **Color Precision:** We offer **Full CMYK colour printing** to match your brand's exact palette perfectly.
- **Font Requirements:** We recommend **bold, high-contrast typography** to ensure your message "pops" against our high-clarity **PET bottles**. We utilise maximum surface area so your branding remains sharp and readable even when the bottle is in motion.

"We don't just place a logo; we design a mobile billboard."

SECTION 3: CAMPAIGN PRICING & ACTIVATION

The "Shared vs. Exclusive" Strategy

Every FreeWaterJA bottle features **3 available commercial spots**. You can choose to share the bottle with other non-competing brands or own the entire vehicle for total brand dominance.

Investment Packages

1. THE ENTRY CAMPAIGN (Single Spot)

- **Volume:** 1,000 Units
- **Placement:** 1 Commercial Spot (Shared)
- **Price:** Contact Sales
- **Best For:** Small businesses or specific event call-to-actions.

2. THE BRAND LEADER (Double Spot)

- **Volume:** 5,000 Units
- **Placement:** 2 Commercial Spots (Only 1 other brand on bottle)
- **Price:** Contact Sales
- **Best For:** Product launches requiring more "storytelling" space.

3. THE BOTTLE TAKEOVER (Exclusive)

- **Volume:** 10,000+ Units
- **Placement:** All 3 Commercial Spots (Exclusive Ownership)
- **Price:** Contact Sales
- **Best For:** Major brands requiring total immersion and maximum impact.

READY TO PUT YOUR BRAND IN THEIR HANDS?

Next Steps:

1. **Select Your Package:** Choose the volume and "Spot" coverage that fits your campaign.
2. **Submit Your Creative:** Send your transparent logo and bold headline to our design team.
3. **Launch Your Vehicle:** Your brand hits the streets of Jamaica.

Contact Us Today

- **Email:** info@freewaterja.org
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- **Web:** www.freewaterja.org

"Don't wait for them to look at a billboard. Put your brand in their hand."

"Your brand, refreshed. Let's start your campaign."