

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.

SAMPLE CAMPAIGNS:



- **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:** \$210 JMD
- **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:** \$390 JMD
- **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:** \$560 JMD
- **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.

SECTION 4: ONBOARDING YOUR BRAND

FreeWaterJA® is a new advertising medium with limited inventory

Each bottle carries only three commercial ad spots, making onboarding essential to secure placement. Early adopters gain first-mover advantage in Jamaica's gift economy, locking in exclusivity before competitors.

The Onboarding Process

- 1. Submit Your Campaign Brief** – Provide your creative assets and brand message.
- 2. Define Your Target Sectors** – Choose celebrant groups such as commuters, students, nurses, civil servants, or BPO professionals.
- 3. Distribution Begins** – Bottles are handed directly to your target audience in high-traffic areas and events.
- 4. Reporting & Amplification** – Receive distribution reports and social amplification metrics.

 **Space is limited.** Onboarding ensures your brand is part of the first wave of advertisers in Jamaica's gift economy.

Call to Action: Start Onboarding → (freewaterja.org in Bing)

Contact Us Today

- **Email:** info@freewaterja.org
- **WhatsApp/Phone:** 876..502..8655
- **Web:** www.freewaterja.org

"Don't wait for them to look at a billboard. Put your brand in their hand."502

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