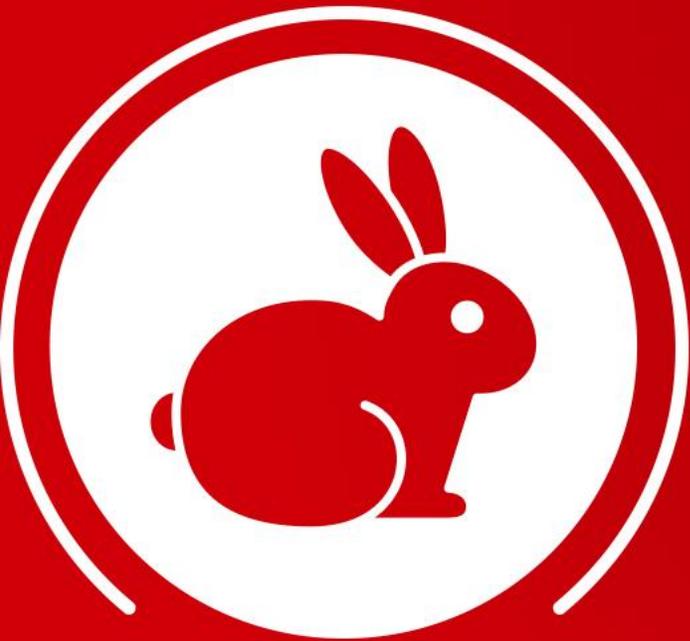


# Edge Illusions

Marketing and Creative Partner Pitch  
By Andre Millwood



# WHAT IS MARKETING?

# WHAT IS MARKETING?

Swipe For More



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Chris Do  
[@theChrisDo](https://twitter.com/theChrisDo)

#TheFuturIsHere  
[academy.TheFutur.com](http://academy.TheFutur.com)

# MARKETING AS EXPLAINED BY ALLAN DIB

Swipe For More



Author of **The 1-Page Marketing Plan**

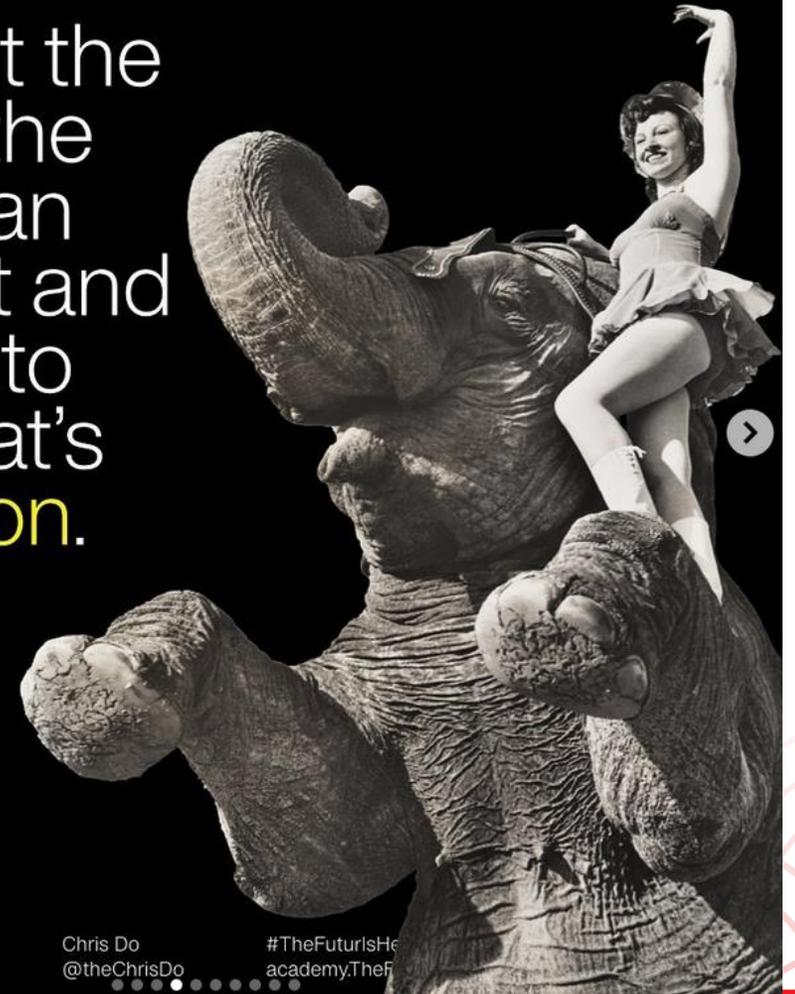
Brought to you by [thefutur.com](http://thefutur.com)  
©2019 The Futur, LLC



If the circus is coming to town and you paint a sign, that's **advertising**.



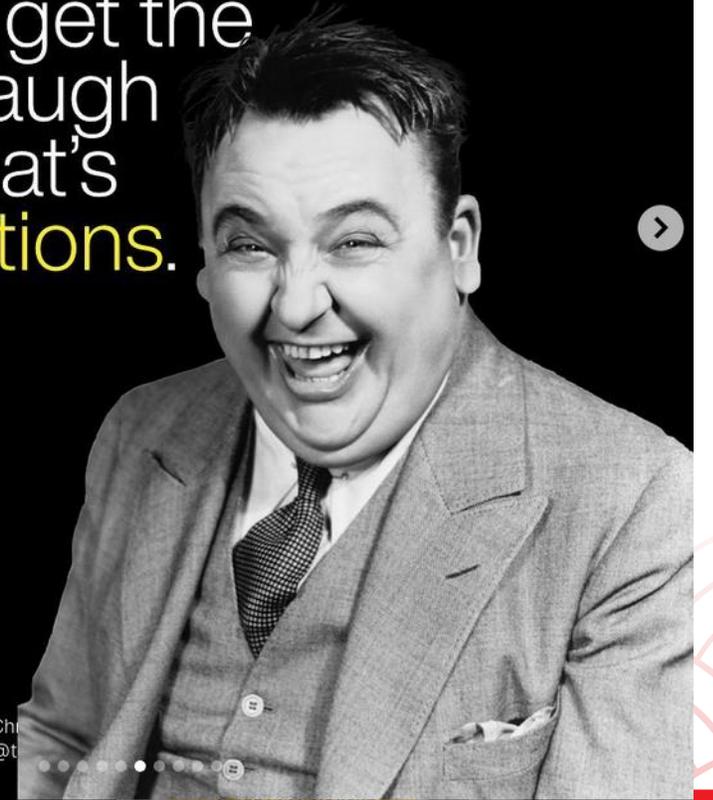
If you put the sign on the back of an elephant and walk it into town, that's **promotion**.



If the elephant  
walks through  
the mayor's  
flower bed and  
the local  
newspaper  
writes a story  
about it,  
that's **publicity.**



And if you get the  
mayor to laugh  
about it, that's  
**public relations.**

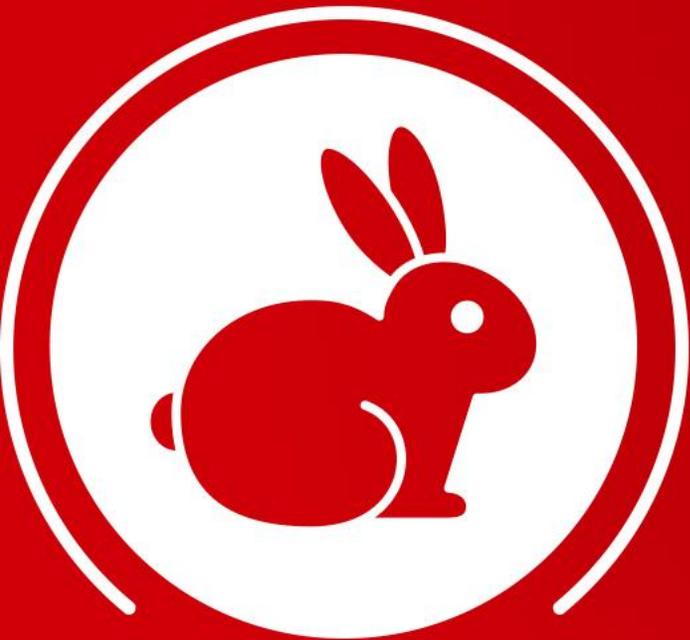


If you show them the many entertainment booths, explain how much fun they'll have, answer questions, that's **sales**.



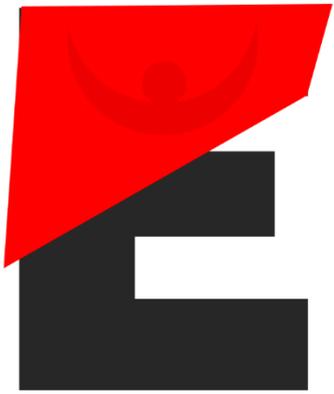
And if you planned the whole thing, that's **marketing**.





# OUR HISTORY





## What is Edge Illusions?

Edge Illusions was conceptualized and registered in the Fall of 2015 by three key individuals as founders, Andre Millwood, Akino Rose and Delroy Murray. These were three friends from the University of Technology, Jamaica who respectively covered all the facets of IT that was provided to them at Utech and VDTI (Heart Trust Institute ). It began as a full service consultancy niche-ing in the realms of IT and Multimedia.





SHOT BY  
DEIMMO

# History

We have worked with several companies and brands towards the success of their unique goals. Whether it was working with Sagicor Investments on conceptualizing and developing their native app for their investment value proposition or if it was to work with Lifespan Spring Water on the creative and execution of their now annual “Dash and Win” Giveaway promotion.





# History

We pride ourselves on providing expertise and value in execution primarily through our methodology of consultancy. Our clients are not just individuals instructing us on what they want, but are our partners in relating their goals and their needs with which we provide ideas for solutions.



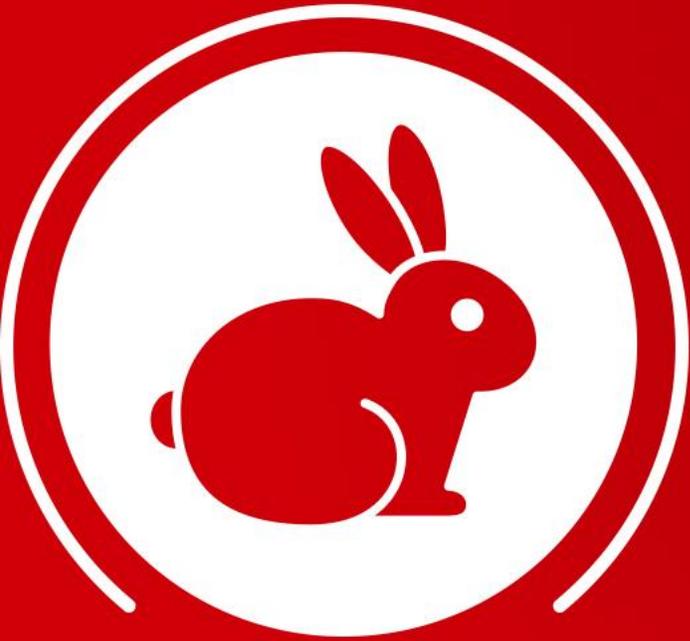
# History

Over the years Edge Illusions has learned from bouts of fund-raising and as well as the years of boot-strapping to finance 100% of its endeavors through client servicing and bringing value to the market. The mandate at 2018 was to return to the original roots of having all value propositions that were valuable to the market (based purely on interest from clients or buyers) under the one parent brand (Edge Illusions ). To briefly state Edge Illusions has multiple Intellectual Properties, Brands, Platforms, Art Designs, Methods of Executions that would apply to several markets, Entertainment, Health and Wellness, Creative Industry, Fashion.



Breast  
awareness





# OUR VALUE PROPOSITION(S)





# What we will do for you.

Edge has a suite of services in the Marketing and Creative Department. The Listed below are ones we have assessed to provide key Value to you as a client and as a partner. See categories as follows:

- Social Media Management and Marketing** ✓
- Digital Marketing** ✓
- Content Marketing and Creation** ✓
- Business Development and Design** ✓
- Brand Design and Strategy** ✓
- PR Strategy and Mgmt** ✓
- Influencer Marketing** ✓
- Augmented Reality** ✓
- Photography and Videography** ✓
- +++ More** ✓



We provide a **Full**  
**Spectrum** of Marketing  
Services

# **BRAND STRATEGY IS OUR PRIMARY**

We help businesses grow, launch products and build enduring relationships with the communities.

# STRATEGY LED DESIGN

As design strategists, we bridge the gap between strategy conceived and strategy executed. We align the goals of your organization to the needs of your customers

# DIGITAL

Navigating the connected world can be complicated. We help mediate the space between users and the information they need by building intuitive, user-centric interfaces that engage, delight, and communicate clearly on all devices.

# **RESPONSIVE WEB DESIGN & DEVELOPMENT**

We carefully craft comprehensive digital experiences that function consistently and seamlessly across all browsers.

# **CONTENT MANAGEMENT SYSTEMS AND NATIVE APP DEV**

Modern companies are dynamic, and so is the information they distribute. We are experts at implementing content management systems like Wordpress, which give businesses complete control over their content

# **PUBLIC RELATIONS and INFLUENCER MARKETING**

# **CONTENT MARKETING AND SOCIAL MEDIA**

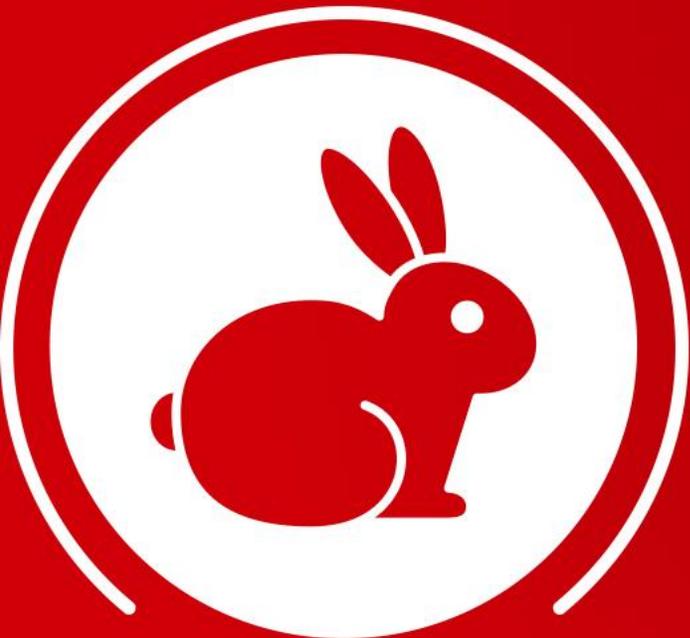
# **PHOTOGRAPHY AND VIDEOGRAPHY**

# **EVENTS MARKETING and PRODUCTION**

## Through our print value propositions we are able to provide:

- CUSTOM INTERIOR & EXTERIOR SIGNAGE
- ROUTED SIGNS & CHANNEL LETTERING
- DIGITAL SIGNAGE
- WAYFINDING SIGNAGE
- VEHICLE GRAPHICS & WRAPS
- WINDOW GRAPHICS
- FEATHER & RETRACTABLE BANNER KITS
- TRADE SHOW BOOTH DESIGNS & EXECUTIONS
- LOCATION BRANDING & BAR BUILD-OUTS
- EVENT BRANDING
- SET & IN-STORE DESIGNS & EXECUTIONS
- AWNINGS & CANOPIES

- MURAL PRINTINGS & WALL WRAPS
- WINDOW TINTING
- TENT & FRAMES
- CONSTRUCTION, ROAD & SAFETY SIGNS
- 3D ROUTING CAPABILITIES



# WHAT WE CAN DO IN PRINT.











# Tala-water



## **BULK WATER PROVIDERS :**

- ◆ DRINKING (MIN. 400 GAL.)
- ◆ RESIDENTIAL & COMMERCIAL USE
- ◆ REVERSE OSMOSIS (RO)



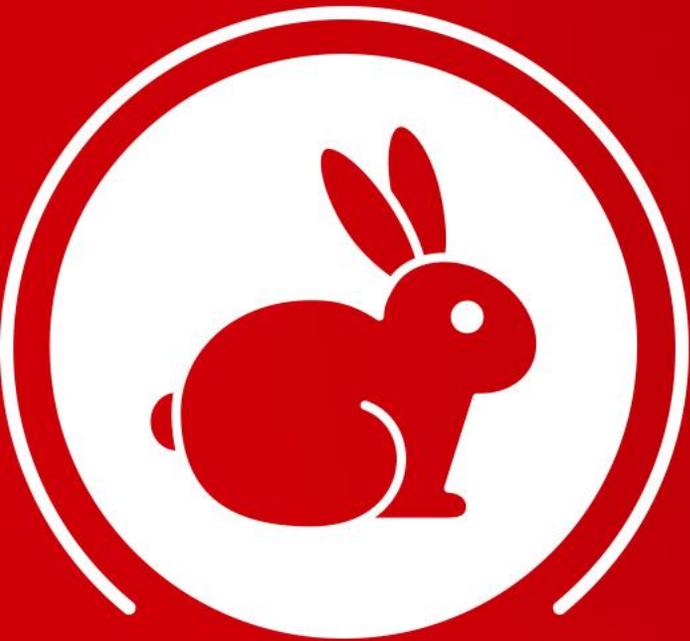
**876-968-1452**



[WWW.TALAWAHINVESTMENTS LTD.COM](http://WWW.TALAWAHINVESTMENTS LTD.COM)



9-13 BALLATER AVE. KINGSTON 10



 edgeillusions

# SPECIALISED THINKING IN BUSINESS

A large graphic of a hand with a blue outline, holding a beach scene. The hand is positioned on the left side of the slide, with the fingers curled around a view of the ocean. The beach scene includes a sandy shore in the foreground, white waves crashing onto the beach, and a vast blue ocean extending to a horizon under a bright blue sky with scattered white clouds. The hand itself is filled with the same beach scene, creating a seamless transition between the hand and the landscape it holds.

# Blue Ocean Strategy

The goal of a Blue Ocean Strategy is for organizations to find and develop “blue oceans” (uncontested, growing markets) and avoid “red oceans” (overdeveloped, saturated markets). A company will have more success, fewer risks, and increased profits in a blue ocean market.

## **It’s more than theoretical.**

Some strategic planning models are based on theories that don’t quite pan out during go-to-market executions. In contrast, Blue Ocean Strategy originated from a study that took place over 10 years and analyzed company successes and failures in more than 30 industries. It’s based on proven data rather than unproven ideas.





# Blue Oceans

**The competition is irrelevant.** Taking a Blue Ocean approach means your goal isn't to outperform the competition or be the best in the industry. Instead, your aim is to redraw industry boundaries and operate within that new space, making the competition immaterial.



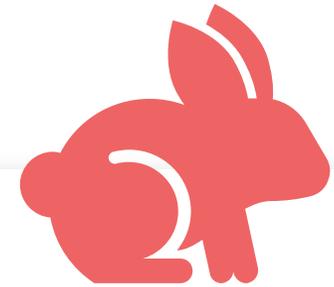
# 3 Examples

**Cirque du Soleil:** This Canadian entertainment company began in the 1980s as a bunch of “crazy people” with a vision of what the modern circus could be. Traditional circus performances were lighthearted affairs targeted toward children, whereas Cirque offered a more sophisticated experience



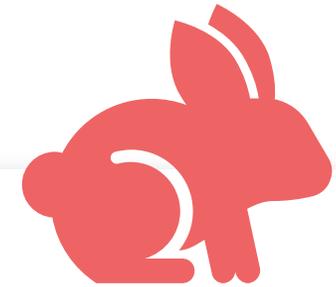
Continued...

with some of the world’s best performers. In fact, many of Cirque’s shows included astonishing acts that couldn’t be seen anywhere else. While kids are still part of the target audience, the much higher ticket price guaranteed the primary customers would be adults. Cirque du Soleil did not attempt to be another circus with clowns and performing animals—its Blue Ocean Strategy completely reinvented the market.



# 3 Examples

**Backroads:** This company turned travel into something more challenging and engaging than the typical relaxing itinerary of an all-inclusive cruise or beach vacation. Backroads expanded the industry to offer something novel: luxury active travel.



Continued...

These meticulously designed, fitness-based trips include guides who take guests hiking, biking, camping, and more. Backroads' Blue Ocean Strategy appealed to a much different audience than vacationers looking to relax, and has played a major role in expanding the industry to include travelers who want to feel fulfilled and accomplished at the conclusion of a trip.

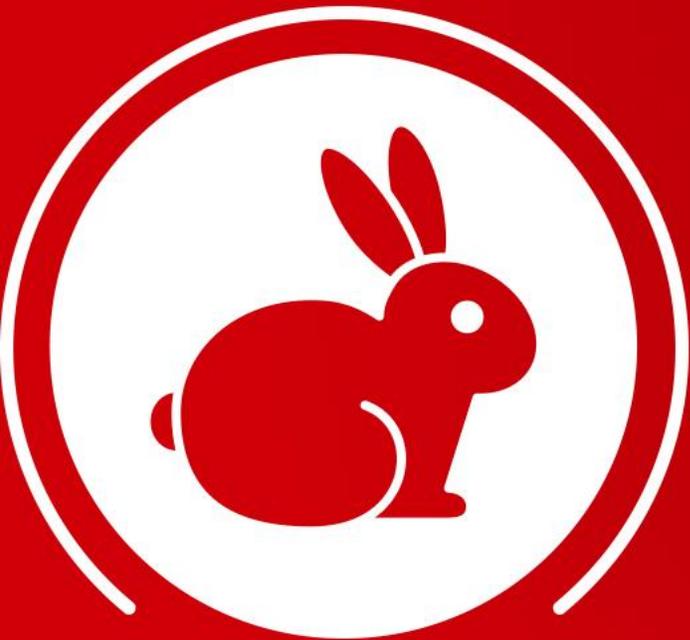


# Why is this Important?

Our own business considerations are built on this concept as well as it is utilized in providing solutions to our clients within the realm of IT and Multimedia.

We would like to help our clients to navigate towards Blue Oceans and less “Red Seas” where the “bounty” is plentiful and where less resources are needed towards success.





# PORTFOLIO INSIGHTS



BUY & ENTER  
FOR A CHANCE TO WIN

250K

TO SPRUCE UP YOUR HOME

2ND  
80K  
APPLIANCE  
VOUCHER

3RD  
50K  
PAINT  
VOUCHER

BUY ANY (2) TWO  
GLADE PRODUCTS

*magic*  
We have a fragrance for that.™



Johnson  
A Family Company

BUY ANY (2) TWO  
GLADE PRODUCTS



BUY & ENTER  
FOR A CHANCE TO WIN

\$250K

TO SPRUCE UP YOUR HOME

2ND  
\$80K  
APPLIANCE  
VOUCHER

3RD  
\$50K  
PAINT  
VOUCHER

@WORLDBRANDSJA  
/WORLDBRANDSERVICES

*magic*  
We have a fragrance for that.™



Write your name and contact number on your receipt and place in dropboxes in store or send to :  
World Brands Services (69 1/2 Harbour Street).  
OR mail: World Brands Services at P.O. Box 460, Spanish Town, St. Catherine.  
Promotion runs from October 1, 2018 - November 24, 2018  
Grand Draw Date December 6, 2018

Visit our website at [www.worldbrandservices.com](http://www.worldbrandservices.com) for additional details.  
Must be 18 years or older to enter.  
**\*VOUCHERS VALID FOR A PERIOD OF UP TO (3) MONTHS.**  
All prizes must be claimed within 5 days of announcement and communication to the winner, otherwise consumer would forfeit their right to claim prizes, and prizes will be obtained by World Brands Services, World Brand Services ownership of the prizes end once it is handed over to the prize winners.

Winners automatically agree to have their likeness appear in any PR communication.  
Employees of Unicef-Kennedy Group, World Brands Services, The AD Agency, Participating Stores and their immediate family members (Parents, Siblings, Half-Siblings, Daughters, Sons, Husbands, Wives, Grandparents) are not eligible to enter.

Prizes are not transferable. To collect prizes winners must present a valid ID: Passport, Driver's License or National Identification Card.

AUTHORIZED UNDER SECTION 58 (3) OF THE BETTING, GAMING & LOTTERIES ACT.



KERACARE



POST A PICTURE OF YOUR EDGES  
LAID USING KERACARE EDGE TAMER.

INCLUDE PRODUCT IN YOUR PICTURE

WE WILL REPOST YOUR PICTURE ON  
@THEBEAUTYCONCEPTJA INSTAGRAM PAGE.

THE PICTURE WITH THE HIGHEST LIKES WINS AT 12 AM  
MARCH 15TH WILL WIN!



1ST

Gift basket  
worth  
10k

2ND

Gift basket  
worth  
5k

3RD

Gift basket  
worth  
2.5k

GET LAYED AND WIN!



KERACARE



KERACARE

GET LAYED AND WIN!





**ECOPurè**  
Distributors

Individually Wrapped

**JUMBO**

Paper Drinking Straws

---

**SUPERIOR  
QUALITY**

Length: 196.8mm (76") | Diameter: 6mm  
Net Contents: 100 Straws

0 100192 861004







# SEATRACK

Shipping & Customs Brokerage Ltd.



## SEATRACK

Shipping & Customs Brokerage Ltd.

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CUSTOMS BROKERAGE | CONSULTANCY | PERSONAL SHIPPING**



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Tel: 13056933818

**876-809-8293**  
**SEATRACK.SHIPPING2019@GMAIL.COM**

**225 1/2 MARCUS  
GARVEY DRIVE,  
KINGSTON 11.**



☰ THE CORE RESULTS

Performance

Updates **14**

< [Menu Icon] >

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Team

**Dane Clarke**

Lorem ipsum

View 1 View 2

**THE CORE RESULTS**  
BETTER COACHING. BETTER RESULTS

Username

Password

Login

☰ THE CORE RESULTS

321

Name

Title

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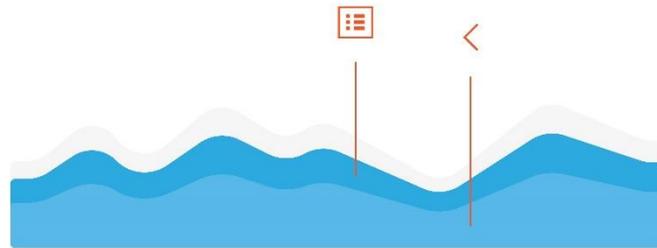
# THE CORE RESULTS

BETTER COACHING. BETTER RESULTS



## THE CORE RESULTS

Tuesday  
FEB 12



Lorem ipsum



Dane Clarke

View 1

View 2



## THE CORE RESULTS

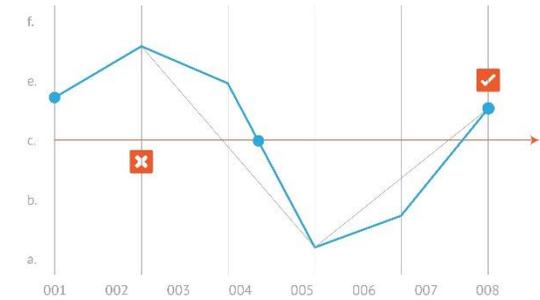


Dane Clarke

VP - Public Relations



Lorem ipsum



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☰

  
LIMO

 Departing

 Arriving

.....

Class B  
SUV



☰

  
LIMO

 Departing

 Arriving

.....

Class C  
Executive Sprinter



☰

  
LIMO

 Departing

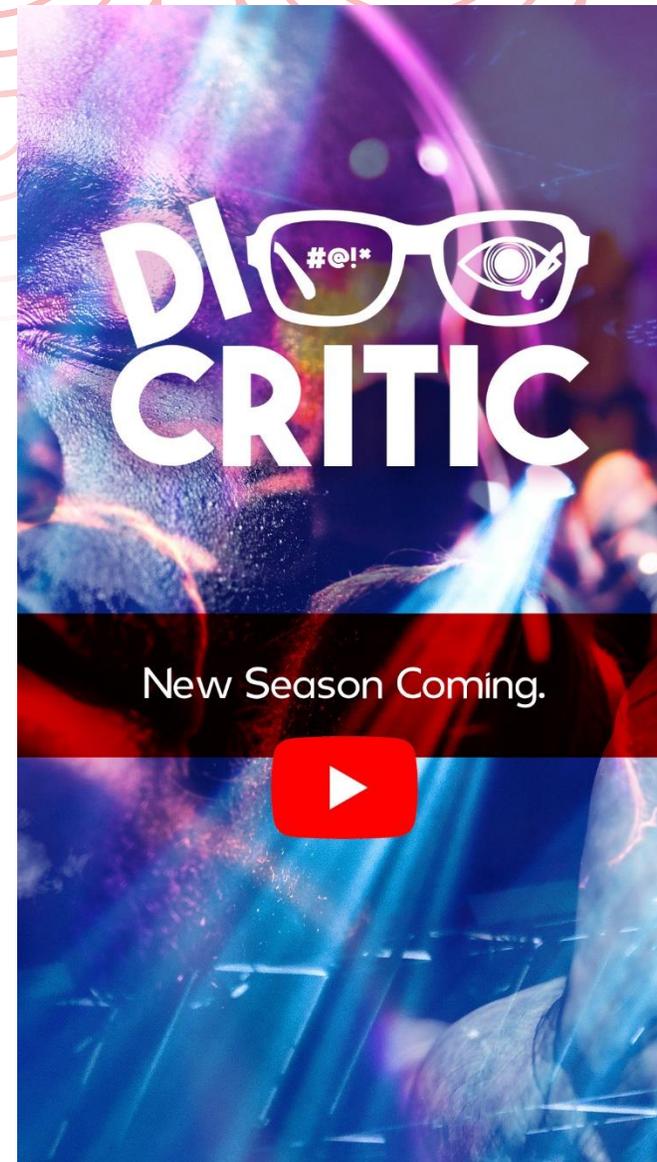
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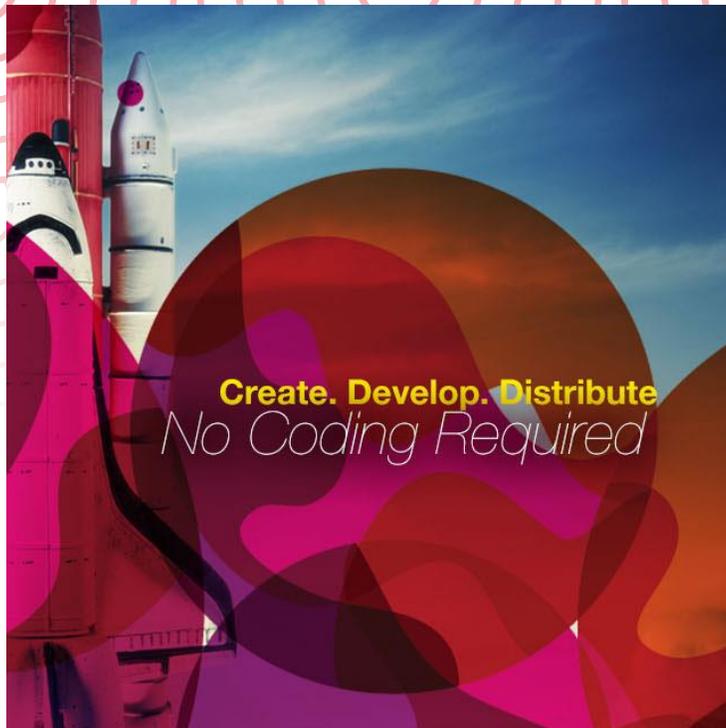
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Class A  
Sedan



# DI CRITIC







**WIM**  
women in music  
**JAMAICA**

*Love Yourself*  
**QUEEN**

**#WIMMING**



DISCUSSING  
**GENDER BASED  
VIOLENCE**

**TODAY**  
**@WOMENINMUSICJAMAICA**  
STARTING BETWEEN 7 AND 8

**JOIN the Conversation**  
**#TALKUP #WIMMING**





**CB** COVENANT  
INSURANCE  
BROKERS



**CB** COVENANT  
INSURANCE  
BROKERS



WHAT ARE YOU  
DOING THIS **LABOR DAY?**

**CB** COVENANT  
INSURANCE  
BROKERS



# RTX

INTERNATIONAL

## SOLD HERE

An RTX brand

# Purple 1

## MULTI-PURPOSE Cleaner & Degreaser

32.FL.OZ.

3.79 L

COMMERCIAL HOUSEHOLD INDUSTRIAL AUTOMOBILE MARINE

MADE IN U.S.A.

Visit [Purple1USA.com](http://Purple1USA.com)

REMOVES BRAKE DUST HEAVY GREASE TOUGH STAINS GRIME & SOAP SCUM







DOWNTOWN	07.08.18
YALLAS	08.08.18
MORANT BAY	08.08.18
BOSTON	09.08.18
HIGHGATE	10.08.18
PORT MARIA	10.08.18
OCHO RIOS	11.08.18
ST. ANN'S BAY	14.08.18
FALMOUTH	15.08.18
NEGRIL	16.08.18
SAVANNA - LA - MAR	16.08.18
BLACK RIVER	17.08.18
SANTA CRUZ	17.08.18
JUNCTION	18.08.18
MANDEVILLE	22.08.18
CHRISTIAMA	22.08.18
MORTEBO BAY	24.08.18
MORTEBO BAY	25.08.18
MAY PEN	28.08.18
LINSTEAD	29.08.18
BOG WALK	29.08.18
OLD HARBOUR	30.08.18
PORT MORE	30.08.18
ANNOTTO BAY	31.08.18
PORT ANTONIO	01.09.18





AVAILABLE ISLANDWIDE **Ph 7.9**

# MAKE MORE MEMORIES

**YOUR BODY'S ULTIMATE DEFENSE**



[www.lifespanspringwater.com](http://www.lifespanspringwater.com)

 /lifespanspringwater  @lifespansw  @lifespanspringwater



**CPJ**

**COMMIT TO FIT**

**COMMIT TO FIT**

**#COMMITTOFITJA PACK INCLUDES:**

- ✓ 3 Cans of Tuna
- ✓ 1 5L of Water

**Lifespan Spring Water**

**Kerrygold**

**Blue Pacific**

**PRIZE**

YOU COULD WIN:

- A SAMSUNG GEAR
- THREE (3) MONTHS MEMBERSHIP AT EXPRESS FITNESS 24/7
- ONE (1) YEAR SUPPLY OF LIFESPAN SPRING WATER,
- SIX (6) MONTHS SUPPLY OF BLUE PACIFIC TUNA.

**HOW TO WIN?**

**ONLINE:** Visit our Commit to Fit website [committofitja.com](http://committofitja.com) and sign up for a chance to win any of these cool prizes!! Winner must be able to present proof of purchase for redemption.

**PARTICIPATING OUTLETS:** Loshusan, Lees Food Fair (Red Hills), Hilo (Manor Park & Liguanea).

**COMPETITION DURATION:** AUGUST 16, 2017 - OCTOBER 16, 2017

Conditions apply.

For any inquiries or concerns, please call (876) 565-6993 during the period August 16, 2017 - September 16, 2017 between the hours of 10am- 4pm. Authorized under section 58(3) of the Betting Gaming & Lotteries Act.

**CPJ**

**COMMIT TO FIT**

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Christmas  
DASH

WIN A  
SUZUKI  
DZIRE  
2018

PEEL  
THIS  
STRIP  
TO  
ENTER

8



5

#### Nutritional Facts

Serving Size 1 Bottle

#### Amount per serving

Calories 0

Total Fat 0g (0%DV)

Sodium 0mg (0%DV)

Protein 0g

\*Percent Daily Values (DV) are based on a 2,000 calorie diet.

#### Mineral Composition

pH 7.9

Calcium 46.8mg/L (ppm)

Magnesium 4.2mg/L (ppm)

Potassium 0.53mg/L (ppm)

Chloride 7.76mg/L (ppm)

Nitrate 2.25mg/L (ppm)

Total Dissolved Solids

188mg/L (ppm)

 PRODUCT OF JAMAICA

Lifespan  
Christmas  
DASH

From Jamaica's Blue Mountains Portland

Lifespan  
Spring Water

Naturally Alkaline

pH  
7.9

Net 340mL (11.5fl.oz)

The Spring Garden Aquifer, the source of Lifespan Spring Water descends from the Blue Mountains and reaches out to the Northern coastal parish of Portland Jamaica. The Aquifer is continuously replenished by the high rainfall over the northern slopes of the Blue Mountains. The water is alkaline with a usual pH of 7.9. It is oxygenated and captured in a bottle to satisfy the thirst of your life...

Bottled at source by: Lifespan Co. Ltd.  
Spring Garden, Buff Bay, Portland  
Jamaica W.I.  
Tel: (876) 996-1834

email: info@lifespanspringwater.com



From Jamaica's Blue Mountains Portland

**Lifespan**  
Spring Water

ph 7.9

*a Portland treasure*

- Filtered by natural limestone rocks.
- No additives or chemicals
- Bottled at the source
- 100% Spring Water
- Naturally alkaline
- Balance for your body

From Jamaica's Blue Mountains Portland

**Lifespan**  
Spring Water

Naturally Alkaline pH 7.9  
Net 500mL (16.911oz)

**#SharetheLife**  
Call us at: 1(876) 633-7540 | Follow us  
f @lifespanspringwater  
www.lifespanspringwater.com

CERTIFIED REFRESHING  
Lifespan  
FROM PORTLAND, JAMAICA

7.9

**2019**

**October**

MON	TUE	WED	THU	FRI	SAT	SUN
	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

National Heroes Day

Oct 5 Oct 13 Oct 21 Oct 27

**November**

MON	TUE	WED	THU	FRI	SAT	SUN
				01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Nov 4 Nov 12 Nov 19 Nov 25

**December**

MON	TUE	WED	THU	FRI	SAT	SUN
						01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Christmas Day | Boxing Day

Dec 4 Dec 12 Dec 18 Dec 25

Lifespan





It's Lifespan a'clock

# IT'S TIME TO Fete!

4 TSHIRTS AND BANDS  
**WIN!**

4 PASSES FOR YOU AND YOUR FRIENDS TO JUMP WITH THE BIGGEST BAND IN THE LAND XODUS CARNIVAL

**HOW**  
PURCHASE 4 SPECIAL EDITION XODUS LIFESPAN SPRING WATER AND ATTACH THE LABELS TO THE ENTRY FORM

**DRAW DATE: MARCH 26TH, 2018**

\*\*\* SPECIAL EDITION XODUS LIFESPAN SPRING WATER

From Jamaica's Blue Mountains Portland  
**Lifespan**  
Spring Water  
Naturally Alkaline pH 7.9  
Net 340mL (11.5fl.oz)



IT'S TIME TO Fete!

It's Lifespan a'clock

**NAME** \_\_\_\_\_

**D.O.B.** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**EMAIL** \_\_\_\_\_

**TEL** \_\_\_\_\_ / \_\_\_\_\_

**STORE LOCATION**  
\_\_\_\_\_

**AGE RANGE** 18-25  26-35   
36 & OVER



PH 7.9

# Welcome to Lifespan Country.

From Jamaica's Blue Mountains Portland  
**Lifespan**  
Spring Water  
Naturally Alkaline pH 7.9  
Net 500mL (16.9fl.oz)



#### Nutritional Facts

Serving Size 1 Bottle

#### Amount per serving

Calories 0  
Total Fat 0g (0% DV)  
Sodium 0mg (0% DV)  
Protein 0g

\*Percent Daily Values (DV) are based on a 2,000 calorie diet.

#### Mineral Composition

pH 7.9  
Calcium 46.6mg/L (ppm)  
Magnesium 4.2mg/L (ppm)  
Potassium 0.53mg/L (ppm)  
Chloride 7.76mg/L (ppm)  
Nitrate 2.25mg/L (ppm)  
Total Dissolved Solids  
188mg/L (ppm)

From Jamaica's Blue Mountains Portland

# Lifespan Spring Water

Naturally Alkaline

pH  
7.9

Net 340mL (11.5fl.oz)

OFFICIAL  
WATER  
OF  
Jamaica

The Spring Garden Aquifer, the source of Lifespan Spring Water descends from the Blue Mountains and reaches out to the Northern coastal parish of Portland Jamaica. The Aquifer is continuously replenished by the high rainfall over the northern slopes of the Blue Mountains. The water is alkaline with a usual pH of 7.9. It is oxygenated and captured in a bottle to satisfy the thirst of your life...

Bottled at source by: Lifespan Co. Ltd.  
Spring Garden, Buff Bay, Portland  
Jamaica W.I.  
Tel: (876) 996-1834

email: [info@lifespanspringwater.com](mailto:info@lifespanspringwater.com)  
[www.lifespanspringwater.com](http://www.lifespanspringwater.com)



**Lifespan** 2018  
Spring Water

Every Occasion... Lifespan  
#YourBodysUltimateDefense

The only naturally alkaline bottled spring water from Jamaica's Blue Mountains, Portland

**pH 7.9**

**JANUARY**

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**FEBRUARY**

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

**MARCH**

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**APRIL**

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

**MAY**

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**JUNE**

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

CALL US AT: 1 876 633-7540  
INFO@LIFESPANSPRINGWATER.COM

FOLLOW US: @LIFESPANSPRINGWATER  
WWW.LIFESPANSPRINGWATER.COM

It's Lifespan o'clock



chill

work

exercise

**JULY**

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**AUGUST**

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**SEPTEMBER**

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

**OCTOBER**

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

**NOVEMBER**

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

**DECEMBER**

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

**pH 7.9**

**YOUR BODY'S ULTIMATE DEFENSE**

- MAKES CANCER CELLS HARD TO DEVELOP
- HELPS WITH WEIGHT MANAGEMENT
- IMPROVES CONCENTRATION
- ASSISTS IN DIGESTION
- REDUCES BLOATING
- & MORE

**Lifespan Spring Water**  
Naturally Alkaline  
Net 500mL (16.9 FL. OZ.)

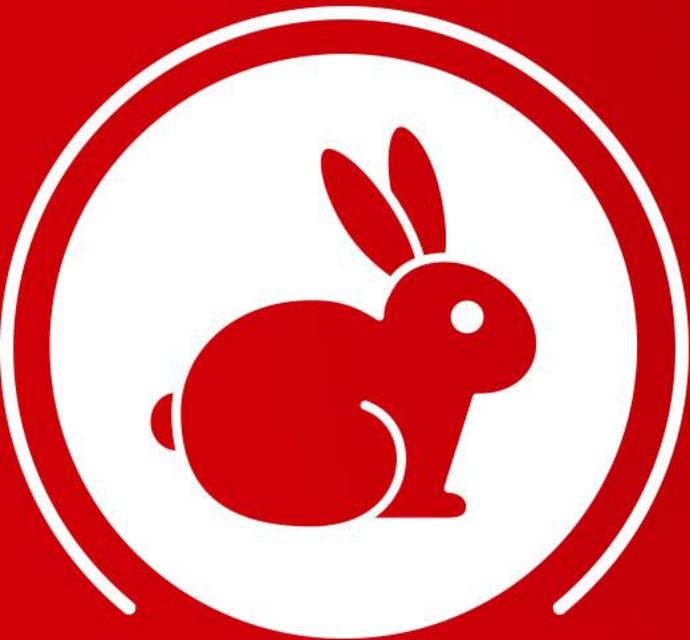
LIFESPAN SPRING WATER CO. LTD  
SPRING GARDEN  
BUFF BAY, PORTLAND  
JAMAICA, WI  
1-876-633-7540

#ShareTheLife  
FOLLOW US: @LIFESPANSPRINGWATER  
WWW.LIFESPANSPRINGWATER.COM

INFO@LIFESPANJA.COM  
WWW.LIFESPANSPRINGWATER.COM

**Lifespan** Spring Water





# THE FUTURE OF PRINT

 edgeillusions

IF **AR** IS  
TRULY THE  
FUTURE OF  
MOBILE...

THEN **WEBAR**  
COULD BE THE KEY  
TO UNLOCKING ITS  
POTENTIAL.



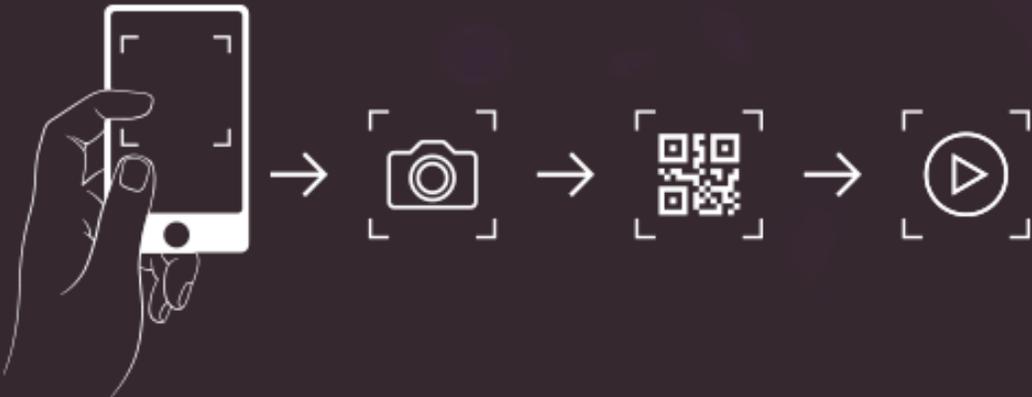
1. No App download! App-less

2. Zappar WebAR is the same Zappar app technology but running in the web browser rather than a separate app you install on your phone. Users can scan and enjoy Zappar content in the browser without having to download any apps.

3. Most features of our platform are supported in the web, and where there are gaps in functionality (which may be due to browser constraints) we've implemented graceful fallbacks to improve the user experience.

4. Users don't need any special web browsers; the version of Safari or Chrome that came with their device should work.

5. Efficient and fast



## ZAPPAR WEBAR BENEFITS

*Why is it so cool?*



# 1

## AR PRODUCT PLACEMENT

1. User scans QR code or on the bottle with Mobile Phone Camera or QR Scanner.

- Digitalisation of product packaging

2. Strawberry Lips Bottle Wrapper animation begins to play

3. User can decorate bottle and customise with their own name.

4. User can interact with bottle by clicking links:

- Cocktail Recipes
- Take a Selfie

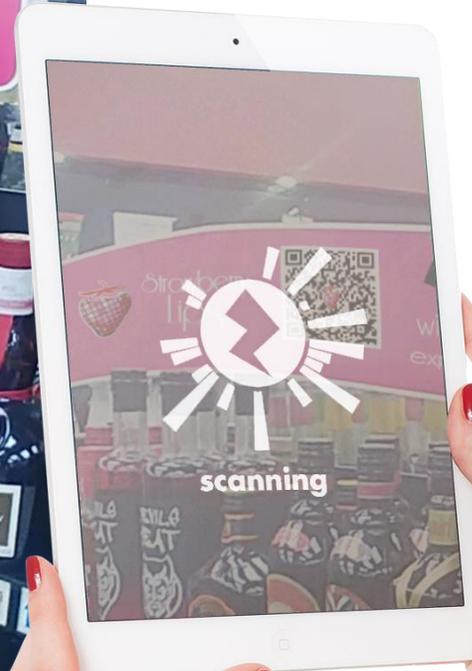


2

## AR IN-STORE ON-SHELF DISPLAY PLACEMENT



1. User scans QR code in-store on all POS:  
"Scan me with your camera and experience the magic!"
  - Allows digitalisation of point-of-sale



# 3

## AR DIGITAL PLACEMENTS

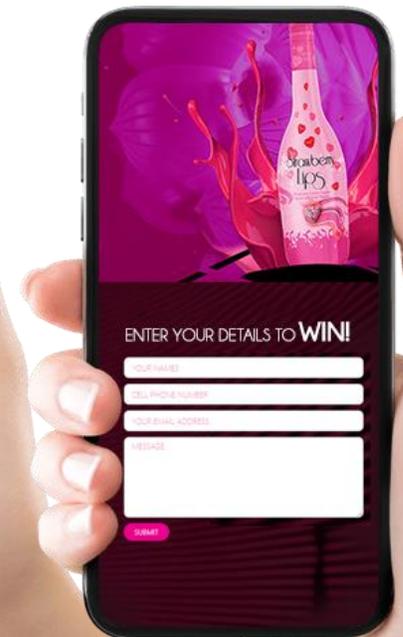
1. User browses News24 or social channels

2. An advertising banner for Strawberry Lips pops up

3. User clicks the link and a digital experience begins to unfold

4. User can engage and download cocktail recipes

5. User Enter's Competition to Stand a chance to WIN!



# 3

## AR DIGITAL PLACEMENTS

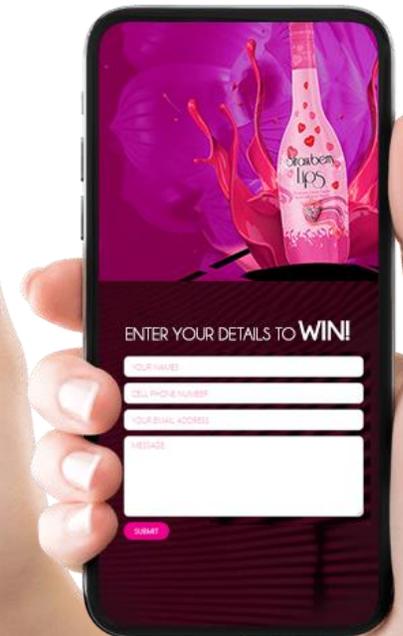
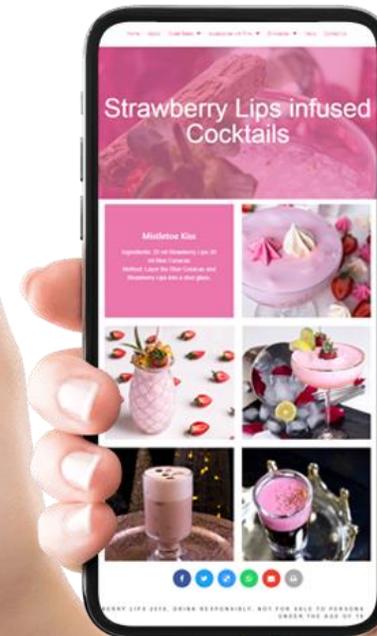
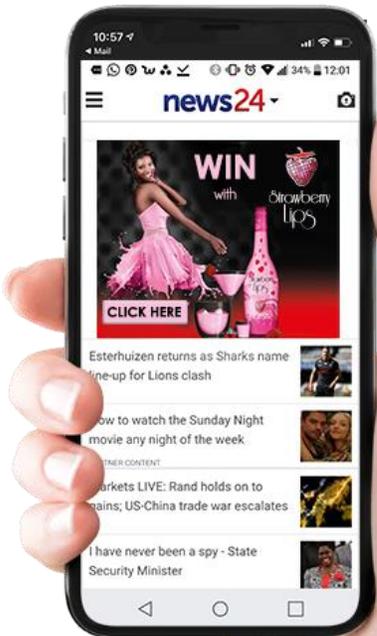
1. User browses News24 or social channels

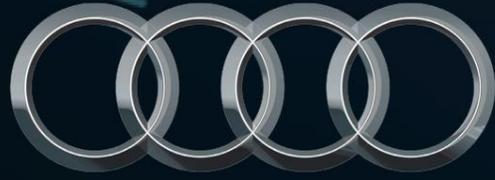
2. An advertising banner for Strawberry Lips pops up

3. User clicks the link and a digital experience begins to unfold

4. User can engage and download cocktail recipes

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**Audi**



**Audi Matrix LED headlights**





**BE THE ROCKET RACER**

Scan code for demo

To get the ultimate mobile racing game, simply download the Zappar® App from your device's App store, spend R30 or more and scan the Zappar code on your till slip.

You could also **WIN AN AWESOME GAMING HAMPER** every week.

Winner every week

**ENGEN**  
With us you are Number One



**BE THE ROCKET RACER**

To get the ultimate mobile racing game, simply download the Zappar® App from your device's App store, spend R30 or more and scan the Zappar code on your till slip.

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Winner every week

Scan code for demo

Available for iOS and Android in your device's App store. \*Prize also vary from stage shown. 18 & 22 only. See website for terms and conditions. ©2015 Engen. Engen and Zappar are trademarks of Engen. All rights reserved. Zappar is a registered trademark of Zappar. All other trademarks are the property of their respective owners. All rights reserved.

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Download the ZAPPAR App from your mobile app store, aim and hold over the code to zap



You now qualify to play the ultimate mobile racing game!  
T&Cs apply.

CLIENT:  
**ENGEN**

ESPECIALLY FOR YOU

# AR ENGAGEMENT W/ GAMING

Download Zappar and test this out 😊.





# WHY US?



# Why us?



Trust Us We Care.

VISIT [WWW.DRKAIE.COM](http://WWW.DRKAIE.COM)

Our goal is helping people and delivering quality healthcare services

 70 Half Way Tree Road, Kingston 10 **JM**



The Strategy for penetration comes through the fact that we have a wide variety of Value Propositions which are either **UNIQUE** to us in and of itself, OR unique in the execution of said service.

Example being Social Media Management and Marketing. Many boutique agencies offer this service, it's actually very saturated even having players existing as individuals. Our Strategy comes as an amalgamation of the strategies from Gary Vaynerchuk, Dan Lok, Michael Janda and Chris Do ( The latter two being individuals who specify in the Creative Industries ). We guarantee results from the proven methods of these individuals and their schools of thinking...





# Meeting with the **ENTERTAINMENT SECTOR**

Monday  
**SEPT 16, 2019**

**OFFER  
LEADERS**

1 Week

## Why us?

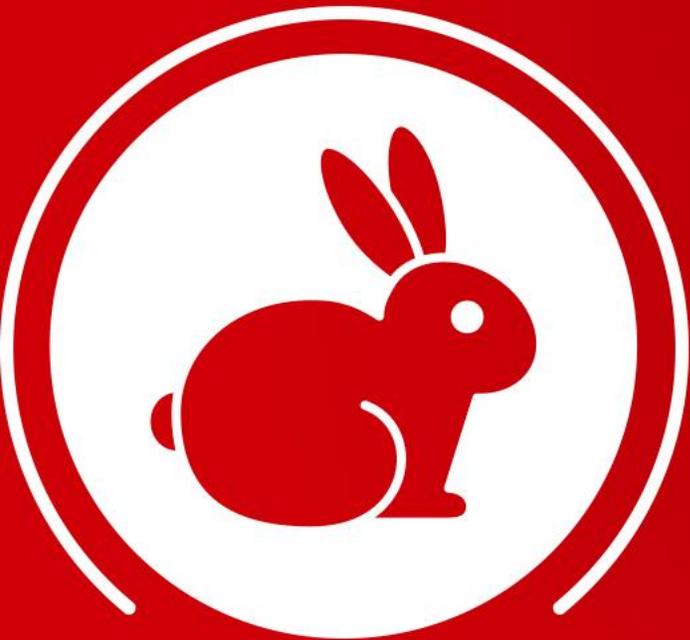
....While Augmented Reality is an unmined service in the industry with many Stakeholders being interested but did not find it feasible due to the limitations presented to them previously. These limitations were that one usually had to download and extra app to engage with AR features, this provided a barrier of entry and a contribution to negative user experience. This was solved by using the Native Phone Camera and Native Browser to allow for persons to engage. The secondary issue is lack of access to Data, this is solved by the previous solution by allowing persons to engage when they are able to be connected to Data.





## **Our Aim.**

After developing a relationship with any client through one of our value propositions the aim is to give Quality Customer Care, Quality Value propositions and to develop relationships with not only the point of contact but other individuals in their organization to develop Trust and Interest in integrating with us Further towards deeper provision of Value to the Company and Brand



**WE ASK OF YOU..**



# **The Ask**

We at Edge Illusions invites you to explore a relationship with us starting from an initial complementary Discovery Session in which we would meet with the principal(s) involved with your IT or Marketing where we will be able to ask questions as well as provide answers to any questions posed to us in order to determine if we are a fit for your brand/company.





**thank you**

Feel free to contact us at 876-820-9326. Or to email [andremillwood@gmail.com](mailto:andremillwood@gmail.com)

