

Orb

Breaking New Ground

What We Do

Orb offers customers new and innovative mediums for advertising that have:

- ◎ **Actual physical components**
- ◎ **High brand visibility**
- ◎ **Environmental awareness**
- ◎ **Benefits the community as a whole**

Our First New Medium

Implementing **ad campaigns on coffee cups** in **three interconnected hotspots** inside Beirut:

- ⦿ **Raouche**
- ⦿ **Hamra**
- ⦿ **Gemmayze**

We have **signed exclusivity deals with all independent coffee vendors**:

- ⦿ **Mini Markets**
- ⦿ **Manakeesh and Saj**
- ⦿ **Vans and other drive-by outlets**

Why These Three Areas?

- ◉ Dense population
- ◉ Highly commercial and residential buildings
- ◉ University District (AUB, LAU, Haigazian, MUBS)

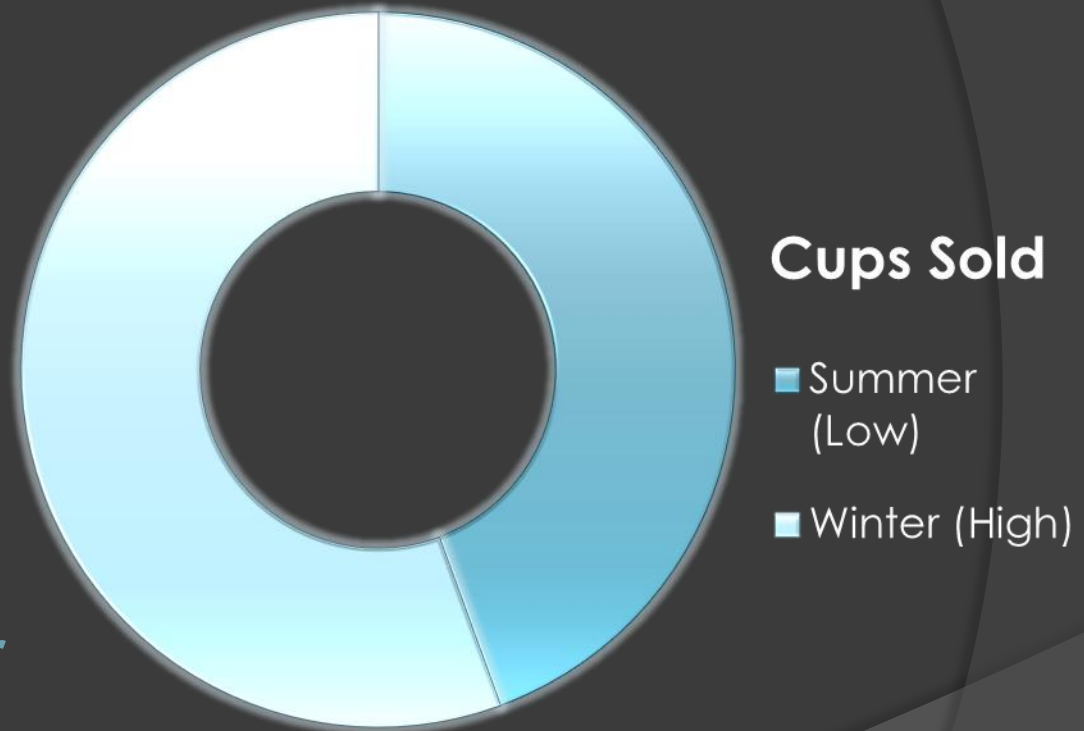
The 18-25 demographic that is notoriously difficult to reach via traditional mediums.



Coverage

According to our
field research:

- **Low season:** over **160,000 cups** per month sold
- **High season:** over **200,000 cups** per month sold

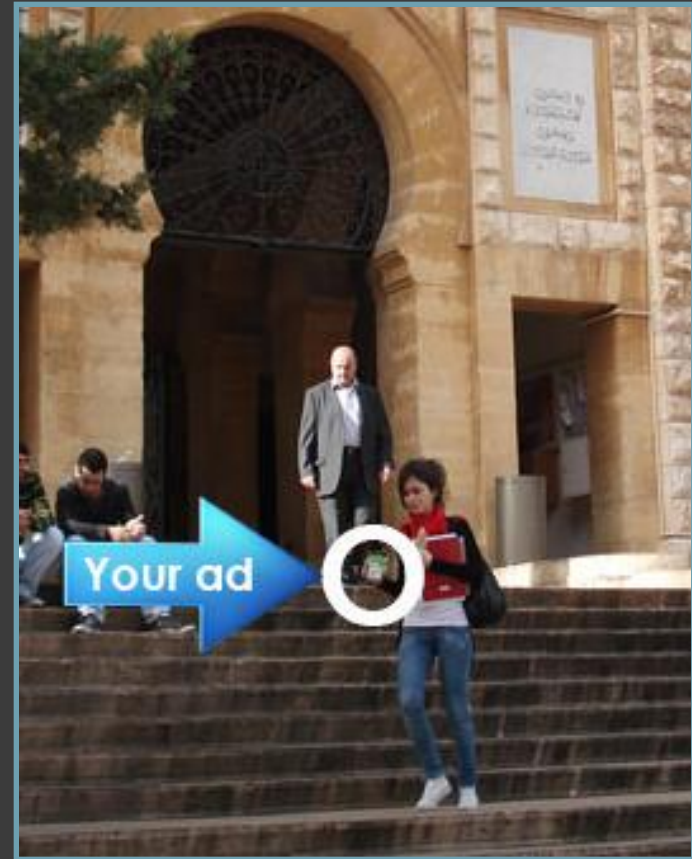


The 18 to 25 Demographic at a Glance

- ◉ With the large expanse of downloadable and streamable online content, **rarely do they listen to the radio or watch TV.**
- ◉ This demographic **is always on the go** and are more **likely to skim over, rather than read and engage in your online content.**
- ◉ Studies have shown that they, and other demographics, **tend to ignore the thousands of clickable online ads.**

But...

How Orb Targets the 18 to 25 Demographic



...they all drink coffee/tea...

...and they all order delivery...

*All independent saj and manakeesh vendors will **send cups to offices and dormitories with large delivery orders.**



and...

...All mini-markets will **sell packages of cups advertising your products.**



How You Benefit From Our Cup Campaign



Your ad is **personal and mobile**, visible to the **carrier** of the cup and **to the people they encounter**. The **destination** is always varied.

You are literally placing your ads in the consumer's hand.

Implementation

- ◎ **4oz** (espresso) and **9oz** (coffee, tea, juice, etc.) cups are provided to vendors **FREE OF CHARGE**
- ◎ Delivery to **all vendors as per their specific monthly demand**
- ◎ Vendors will sell their wares **ONLY IN CUPS ADVERTISING YOUR PRODUCT** for the month(s) you specify in your agreement with Orb.
- ◎ **Exclusivity: ONLY YOUR AD** will be featured during the month(s) you specify.

****Orders must be placed 40 days prior to distribution.**

Supplement Your Existing Campaigns



Be as creative as you like with your ad!

This QR coded cup for example, could link to your special offers.

Take Advantage!

Choose to advertise during the **high or low season**, make your ad **colored or black and white** all at **the same fixed rate**.

****Fees are inclusive of all expenses - from print to distribution**

Our Cup Campaign

Is Environmentally friendly

- ⦿ High quality grade card stock
- ⦿ **Recyclable**

Is Healthier for the consumer

- ⦿ Scientific research proves that **paper is healthier than plastic**, especially in the case of hot drinks

Empowers small and medium vendors

- ⦿ Saves them a significant expense in purchasing cups
- ⦿ **Increases their profit margin**



We are quickly expanding our network and will soon include **vendors inside the campus of major universities, exhibition venues and new areas throughout Lebanon.**

We are certain that early adopters of our new medium will benefit from **a definitive and distinct edge compared to traditional marketing campaigns.**

**Thank you for taking the time to learn more
about our company
and what we do.**

If you are interested in our ideas or have any
questions, please do not hesitate to contact

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In the meantime, Orb will be working hard to
bring you **other interesting and varied non-
traditional mediums – all those big ideas that you
haven't thought of.**