

### More than just a bottle.

### **Value Add Benefits**

- Each Ocean Bottle owner collects 1000 plastic bottles & improves social mobility
- Each recipient gets a direct tangible involvement in saving the ocean
- Receive collector stories and content
- Company plastic collection impact certificate
- Co-founder talks or panel for your audience
- PR support with messaging and communications
- Branding opportunity on merchandise





### WHY OCEAN BOTTLE

- Engaged 2000 employees in the Nordics with a corporate social ocean saving initiative
- Plastic-free mission on-site, they gave employees a headstart in using a reusable bottle instead of buying a plastic water bottle





2,000,000

PLASTIC BOTTLES COLLECTED

22,800

KGS OF OCEAN BOUND PLASTIC





### WHY OCEAN BOTTLE

- Wanted to retain and reward their community so gave supporters limited edition Corona x Ocean Bottles
- Used the bottles as an acquisition tool that sat under their "Protect the Ocean" campaign



### **PROMOTIONAL**







# PADI







#### WHY OCEAN BOTTLE

- Wanted to switch to a stronger
   eCommerce offering and strategy
- Needed a premium product proposition to increase average order value and drive revenue









# SCENTIAL S

### Imperial College London





#### WHY OCEAN BOTTLE

• Imperial got the faculty involved as advocates and ambassadors to encourage students and staff to reduce their plastic footprint



**EMPLOYEE REWARDS** 



48

**OB'S PURCHASED** 



48,000

PLASTIC BOTTLES COLLECTED



547.2

**KGS OF OCEAN BOUND PLASTIC** 



### WHY OCEAN BOTTLE

- Wanted to diversify income during COVID
- First batch sold out in less than 30 mins and immediately relaunched a 6 month presale campaign to maximise op
- Looking to showcase their stance on environmental issues and allow their fans to get involved











# SOCIAL IMPACT

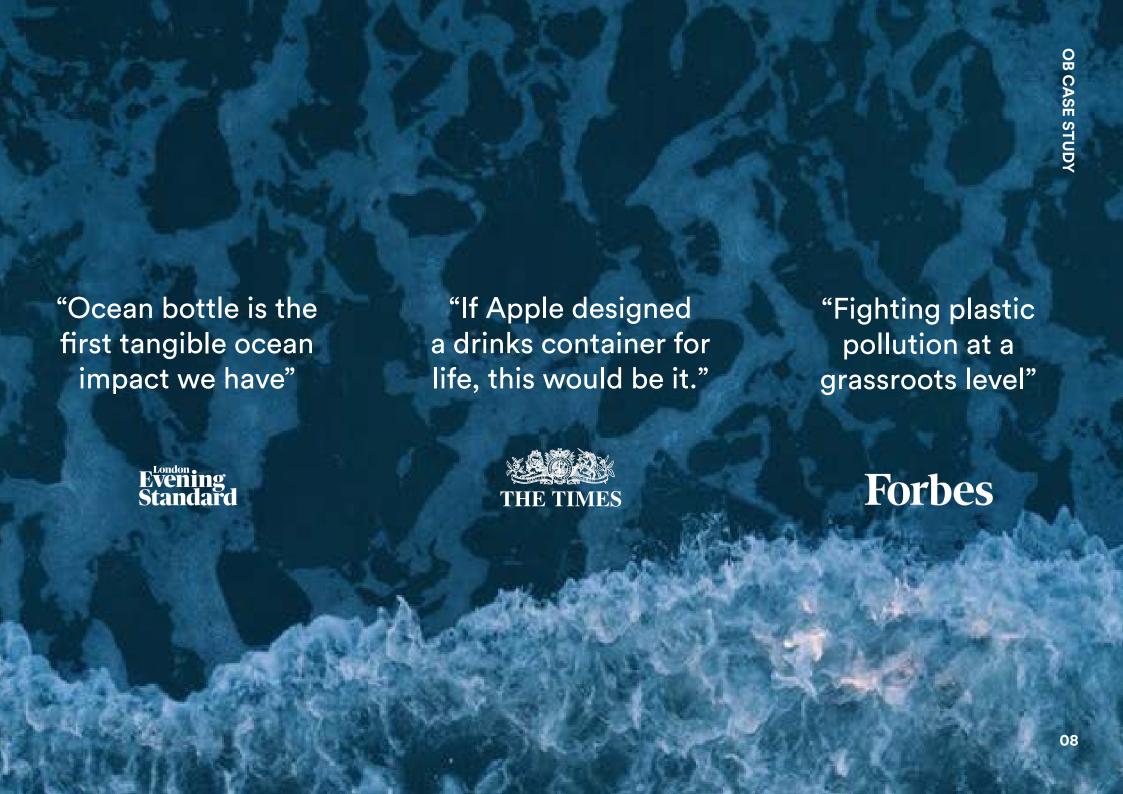
We put a value on plastic waste and at the same time support local jobs.

Collectors on the front lines of the ocean plastic exchange plastic for:

- Money
- Healthcare
- School tuition
- Tech products
- Atccess to micro-finance.

All enabled by our partners Plastic Bank.

Watch our brand film <a href="here">here</a> to find out more.



## AWARDS











