



CENTS

Amplify your Marketing.

Ads on the Move: For You, For Free.



Who We Are.

Cents is an advertising approach never seen before: The provision of free bottled drinks, snacks, tote bags, and clothing item labelled and decorated with interactive ads for businesses wanting to promote themselves.





Your Brand's Advertising is Falling Behind.

Dual Challenge Addressed:

Diminishing returns on traditional marketing channels like billboards and pamphlet advertising.
Consumer fatigue to standard adverts.

Market Inefficiencies:

High cost and lower effectiveness of conventional advertising.
Public growing immune to traditional marketing tactics.

Economic Burdens on Consumers:

Mineral water is 3000% more expensive than tap water.
Monthly groceries cost for an individual in Vancouver: \$400 - \$660.
An average tote bag in Vancouver costs: \$22.50.



We Shape your Brand's **Offline** and **Online** Presence.

Providing a full spectrum of professional marketing solutions to meet diverse needs.

- 1 Free Water Bottles**
- 2 Free Tote Bags**
- 3 Digital Marketing: PR, SEOs, Content Creation**
- 4 Website Design, Development, and Management**



Elevate Your Advertising with Portable Marketing.



Portable marketing, as introduced by Cents, keeps a brand in front of consumers wherever they go. By placing ads on water bottles, your brand gains exposure in everyday environments like gyms, classes, libraries, and cafes. It's like having a mobile billboard, blending into daily routines while capturing attention in communal spaces such as malls, beaches, concerts, walkways, universities, residences and much more. This approach allows for continuous, dynamic brand visibility beyond traditional marketing spaces.



Try Pitch



How We Can Help You.



Portable Marketing &
Targeted Distribution



Increase Offline Market
Trackability



Analytical Inference & Digital
Branding and Marketing
Solutions



Free Water Bottles.



Hydration meets innovation with our free water bottles, designed for portability and enhanced with interactive advertisements for continuous brand exposure wherever you go.

Our Solution.

\$0.00

the price customers have to pay for our water bottles and tote bags.

94%

Acceptance rate of your advertisements.

3/5

Every 3 out of 5 customers scans your advertised QR code.



Free Tote Bags.

Eco-friendly and stylish, our free tote bags not only reduce plastic waste but also serve as moving billboards, promoting brands while being functional for everyday use.



Digital Marketing.



Boost your brand visibility with tailored digital marketing solutions, including expert PR management, SEO optimization, and engaging content creation that connects with your target audience.

Website Design, Development, Management.



Elevate your online presence with sleek, user-friendly websites crafted to perfection, supported by seamless development and proactive management services to keep your business ahead of the curve.

Our Vision.

To revolutionize the advertising industry by creating portable, interactive, and impactful brand experiences while reshaping the essential grocery market through innovative, sustainable, and customer-centric solutions.

Our Mission.

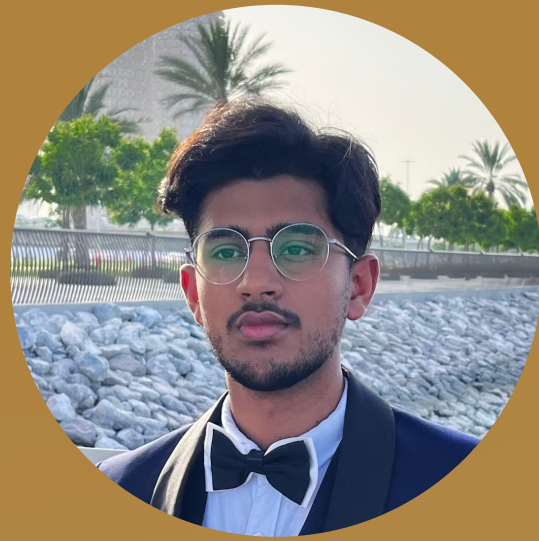
To empower brands and consumers by integrating advertising seamlessly into essential products like bottled water and groceries, ensuring maximum visibility and engagement while promoting sustainability and accessibility in the essentials market.



Meet Our Team.

"At Cents, we're not just changing the way brands advertise—we're building a bridge between essentials and experiences, one bottle at a time."

-Jairaaj Sarna



Syed Zain Ali

UI/UX Developer



Jairaaj Sarna

Co-Founder



Sehan Malhotra

Co-Founder

"Cents is more than a startup; it's our vision to redefine how products and marketing come together to create value for businesses and consumers alike"

- Sehan Malhotra



Ruchir Malik

Frontend Developer



Navya Mahajan

Director of Marketing



Vii Sharma

Graphic Designer



About Our Co-Founders.



Jairaaj Sarna

Co-Founder



Sehan Malhotra

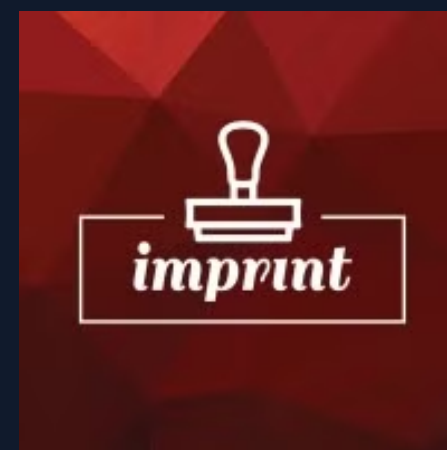
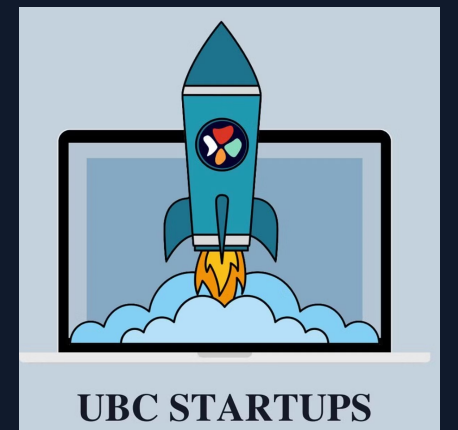
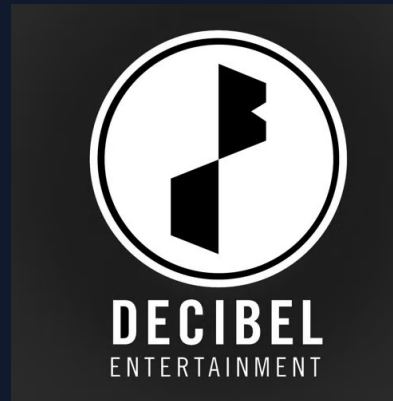
Co-Founder

Jairaaj Sarna and Sehan Malhotra are the visionary co-founders of Cents, a UBC-affiliated startup that's redefining the boundaries of advertising and consumer engagement. Sehan, with his knack for innovation and leadership, brings a creative and strategic mindset to the table, while Jairaaj, an analytical thinker with expertise in finance and operations, ensures seamless execution and sustainability. Together, they've combined their diverse skill sets to create a revolutionary platform that integrates interactive advertising with everyday essentials like bottled water. Their shared passion for innovation, community impact, and sustainability has driven Cents to become a trailblazer in both the advertising and essential grocery markets.



Meet Our Clientele.

Crafting success stories, our clientele embodies innovation, collaboration, and visionary prowess in the advertising realm.



Presenting Cents.

ADS ON THE MOVE: FOR YOU, FOR FREE



CUSTOMIZED LABELLING

INTERACTIVE ADVERTISEMENTS



Thank you.



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