



BRAND AMBASSADOR PROGRAM

Objectives

Our primary objectives of the Ambassador Program

BUILD BRAND AWARENESS

Target the health-conscious consumers who love to drink a better-for-you tea and lemonade beverage. To recruit influential and effective brand ambassadors for the program. To increase brand awareness and the sales of The Absolute Organic Tea brand among our peers, family, friends, retailers, and foodservice operators within the community.

FINDING THE BEST AMBASSADORS

By doing so our high-performance ambassadors will receive marketing support and brand focused initiatives. Seeking individuals who exhibit friendliness | sociability personality traits. Seeking those who can communicate and demonstrate the ability to leverage their social influence platforms.

SOCIAL CONTENT

Posting about special events, sampling locations and other targeted initiatives on the social media platforms are key components of the program.

TOOLS & INCENTIVES

Provide services for ambassadors to do their best work.

PROGRAM SUMMARY

The Absolute Tea Company:

We are looking for ambassadors who understand the importance and purpose of a better-for-you beverage, as part of a dietary wellness. Moreover, possess ways to communicate and influence others in a healthful way to bring awareness to the brand's benefits. In return the business will work to identify how the business can assist in driving and leveraging ambassador engagement. By becoming brand ambassador, you will be representing a company that creates a refreshing and wellness beverage the way tea and lemonade is meant to be without the sugar, artificial flavors, and commercial preservatives.

The absolute taste of real tea.

The Ambassador:

conduct oneself in a manner that reflects the highest standard of integrity and responsibility in keeping with the reputation of the company and its family of brands. Write about products on social network platforms (blogs, posts, pictures, videos, etc.). Share brand message on social networks. Willing to sample and demo product at special events, retail, and foodservice outlets. Receive new product and product information and post them for promotions as we create marketing content to drive brand consciousness. Share content to drive retail and online sales at: absoluteteacompany.com.

Be Unique. Be of Significant. Be Better-for-You.

delectably simple.

