

Interatividade total

O Caso Jones Soda

WWW

O Conceito criado na embalagem...
...definiu a estratégia da empresa



**O Primeiro
Pulo do Gato**



Jones Soda decidiu publicar
no rótulo de seu refrigerante
FOTOS enviadas por seus
consumidores





No Início a empresa selecionava as fotos entre as que foram enviadas pelos os consumidores

A primeira série escolhida foi montada com fotos preto e Branco numa abordagem bem raiz Americana

**Agosto
2001**



NEW ITEMS

Check Out the Newest Jones Products!



NEW JONES SPECIAL RELEASE NUKA-COLA VICTORY 4-PACK

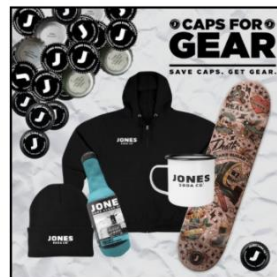
Add to Cart



NEW JONES X FOLDS OF HONOR 12-PACK

Add to Cart

WHAT'S HAPPENING AT JONES?



O Grande salto foi a integração da embalagem com a WEB



Transformou o Rótulo dos produtos num espaço de expressão de seus consumidores...

O SEGUNDO O PULO DO GATO



**Criaram Comunidades
Engajando e Unindo a
Comunidade
de consumidores**



JONES PLAY Come visit our giant Jones Soda Play Pen. This is where we hide our contests, cool stuff for your computer and websites, e-stamps and more. [Check out the fun page ...](#)

COMMUNITY SUPPORT Want to find out what Jones is doing in your community? Quite a lot actually, but for details [Check out the Jones Community Support page ...](#)

MUSIC In an effort to support local, regional and national independent music scenes, Jones Soda Co. has created Jones Independent Music. [Read them here...](#)

SIGN OUR GUESTBOOK Join thousands of our other Jones fans and scribble your thoughts in our online guestbook. While you're there you might share with us your favorite Jones drink mix as well [Sign the guestbook...](#)

MESSAGE BOARD There is a secret corner of our website where special fans of Jones hang out and chat online. All we can do is point you there and let you figure out the rest. [Post your thoughts to the message board ...](#)

JONES BLOGS Jones RV drivers Frank B and Chris K, and various athletes from the Jones Emerging Athletes team all contribute to our Jones Blog. [Read them here...](#)



HOW TO GET YOUR PHOTO ON A REGULAR BOTTLE OF JONES SODA

See the gallery of [submitted photos](#) and gallery of [selected labels](#).



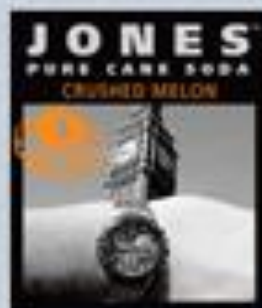
YOUR MUSIC YOUR WAY

Add your own music, [list your band](#), create your own listening station. Run with the little mud!



Get a Job with Jones

Jones is hiring and needs a bunch of people. Now. Check out our [Jobs at Jones page](#) to see if you're the person we're looking for.



We have a winner!

You have all voted for the first annual Jones Soda Photo of the Year Contest. We've reviewed the mountains of photos which have become Jones Soda Labels and with your votes [here](#) we present to you the winning label.

[See the winning label.](#)

new labels



Did your photo get picked?

We've posted the latest batch of [selected labels](#). These are photos from our [gallery](#) that have been selected and now can be found on bottles of Jones Soda in fine coolers near you.

Have you posted your photos to the [gallery](#) yet?



Get ready for Valentines

Super magic love potion #6 (the potion #9 didn't work as well), beautiful boxes to cover the bare parts, and conversation candies to ... well start a conversation with. What more would you want for Valentines?

[Check out the 2007 Jones Love Pack ...](#)



Looking for Interns, now!

You live in the Seattle, WA area, you love Jones Soda and you're looking for some incredible work experience. We're looking for you! Send cover letters and resumes to jobs@jonesoda.com with the subject "I want to be a superstar Jones Intern"

[Check out the other jobs available at Jones Soda Co.](#)

"Boredom compells people
to do odd things"

Sheena from Vancouver



Post your quote here...



These photos were submitted to our [online gallery](#) for label submissions. [Add yours!](#)

EMAIL THIS PAGE
TO A FRIEND



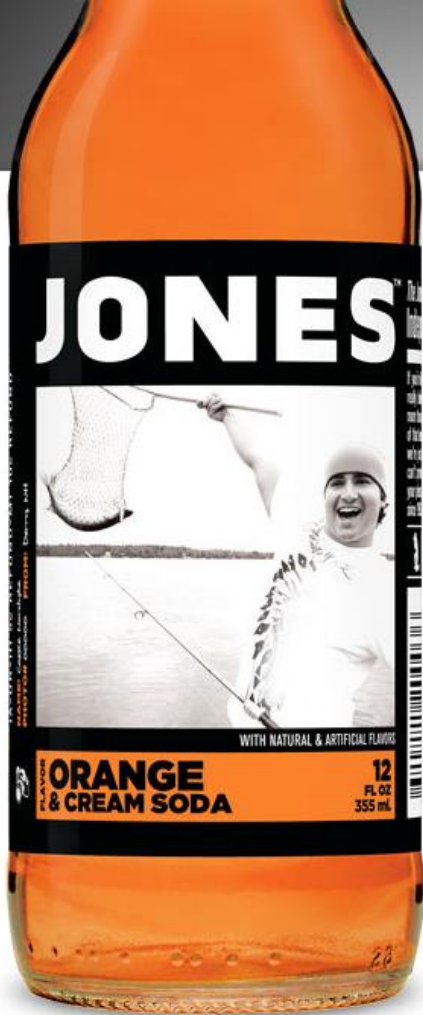
WORD TO YOUR mother!

Well, so maybe it is not entirely a scientific approach, but you can help us find cool sayings and quotes for the front page on this website. We'll change it every two weeks, and the best saying gets posted out front-- with credit!

See our archived banners [here](#).

Your Saying/Quote/Slogan
for Jones





JONES Community



Community

Jones Soda Online Community Pages

We've got a lot of stuff packed in here for you to check out. Stuff for your computer, stuff for your website or blog and even a contest or two. Poke around, explore. You'll find what you're looking for here.

If you don't find it, [do let us know](#).

FUN STUFF



Here is where you'll find stuff to pass your time: quizzes, [online games](#) and more...

CONTESTS



[Road Trip Jones](#)

TALK BACK



Speak up. Share your thoughts. We have [forums](#) and [guestbooks](#) just for you.

VIDEO



Check out these budding videographers. Mix [Jones](#) and a [video camera](#) to get...

MUSIC



We know you can sing or play in a band. This is where you get to [hear and share](#)...

MAGNETIC WORDS



[Stick these words](#) where they'll stay... until someone else moves them that is.

FIND YOUR FORTUNE



QUOTES & SAYINGS



YOU ON THE JONES MAP



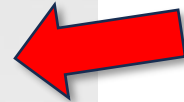
Evoluíram a página da comunidade acrescentando novos espaços para integração e manifestação de seus consumidores tornando-os”
Membros da Comunidade

Comments page 1 of 1:

[Click here to add a comment](#)

Corey Reaka : Posted 6 days ago
no.

alysa : Posted 15 days ago
Is this thing on?



O Terceiro pulo do gato



PERSONALIZAÇÃO

No início...

Escolha seu sabor preferido!

Envie sua foto que nós

enviaremos para sua casa

12 garrafas com sua foto no Rótulo

Por apenas US\$ 29,99

(R\$ 2,50 cada)

Depois deram uma camiseta de Brinde

e com o sucesso, lançaram uma

Grife de Moda com Roupas Jones Soda



LUCKY 12-PACK

FREE

HOLIDAY THEMED BOTTLES MYJONES 12-PACK

29⁹⁹

*FREE LUCKY GEEN T-SHIRT WITH ORDER WHILE SUPPLIES LAST.

ORDER NOW

CUSTOMIZE WITH YOUR PHOTO HERE
START YOUR MYJONES ORDERS



Find out how you could get your photo on a bottle of Jones Soda

+ Jones Products



View All Jones Soda Products
From Jones Soda to 24c, teas and candies, see our full list here (made with pure cane sugar!)

+ Jones Limited



Collector Labels: Jones Limited featuring Emily The Strange®, comes with a Free CD with every purchase! Limited quantity, get em here.

+ Jones Gifts



Great Gift Ideas
Looking for a great gift? Weddings? Parties? Try a case of customized myJones. Order now

+ news



Q4 2008 JONES SODA CO. EARNINGS CONFERENCE CALL Thursday, March 12, 2009 4:30 p.m. ET. Registration is required to listen to this webcast.

JONES SODA CO. DEBUTS JONES GABA: AMERICA'S ONLY FUNCTIONAL BEVERAGE WITH GABA
Read more...

Envie sua foto e receba em sua casa 12 Garrafas Customizadas com

Substituíram a
glucose de milho
por açúcar de CANA



**SABORES INUSITADOS:
Bug Juice, Fufu Berry,
Crushed Melon e Bubble Gum.**

PLANNING A WEDDING?

Your love isn't run-of-the-mill...
your soda shouldn't be either.

MyJones is a great
wedding decoration idea...

[START YOUR LABEL DESIGN](#)

Making your own custom myJones is quick and easy. [Here's how!](#) All you need is a photo and a quote for the back of the label. Start your order here, online, and for just **\$29.99 + shipping** for a 12-pack (or \$16.99 for a 6-pack) we'll deliver a case of your favorite Jones Soda flavor with custom photo and quote directly to your door.

+ [click to start your myJones order now](#)

Big event in your future? You'll need more than one case, that's for sure! Get a [discount when you order 10 or more](#) myJones 12-pack cases.

Making Jones Soda personal is perfect for:

- **Valentine's Day**
- **Weddings**
- **Birthdays**
- **Graduation parties**
- **Band promotion**
- **Film promotions**
- **Corporate events**
- **Fundraising**
- **Making a friend smile**

16.99 **29.99**

6 PK **12 PK**

[START YOUR LABEL DESIGN](#)



Lançaram a Six Pack
passaram a dar ideias
para os consumidores
e muito mais...



Até a Caixa vai com o visual
personalizado com a foto
que a pessoa enviou



Além de incluir a foto,
os consumidores passam
a poder incluir uma
frase no verso



CUSTOMIZE YOUR
OWN BOTTLES
OF MYJONES SODA

YOUR PHOTO
HERE

CHOOSE
YOUR
FLAVOR

YOUR
CUSTOM
MESSAGE

UNIQUE AND MEMORABLE PERSONALIZED GIFT IDEAS

Happy Birthday

UNIQUE **PERSONALIZED** SODA GIFT IDEAS

HERE'S AN EASY, INEXPENSIVE AND
MEMORABLE BIRTHDAY GIFT IDEA
FOR ALL YOUR FAMILY AND FRIENDS...



Make their birthday wish come true with personalized Jones Soda!

Celebrate birthdays in delicious style with a **personalized myJones** from Jones Soda a gift the whole party will enjoy. Simply choose from our selection of premium flavors, upload your photo or image onto the label, write a message for the back of the bottle, and in a few short weeks your personalized bottles will arrive ready to be enjoyed.

Use myJones as invitations, in gift bags, as table arrangements, or as a present to make their birthday truly unique.

Stuck for ideas? Let your imagination flow and try any photo by [starting your label design...](#)

ONLY **29⁹⁹** +shipping

FOR YOUR 12-PACK WITH CUSTOM LABELS

**It only takes
4 simple steps...**

START YOUR LABEL DESIGN

JONES Labels



The Label » How to submit

Share a photo or 50

How To Get Your Photo On A Bottle Of Jones Soda:



OPTION #1 Regular Jones Gallery

Post your photo to our Jones Soda Gallery and if we like it we might use it for one of our labels.

If you have questions about posting photos please see our Gallery FAQs.

It's FREE to post!

• Click to post your photos today.



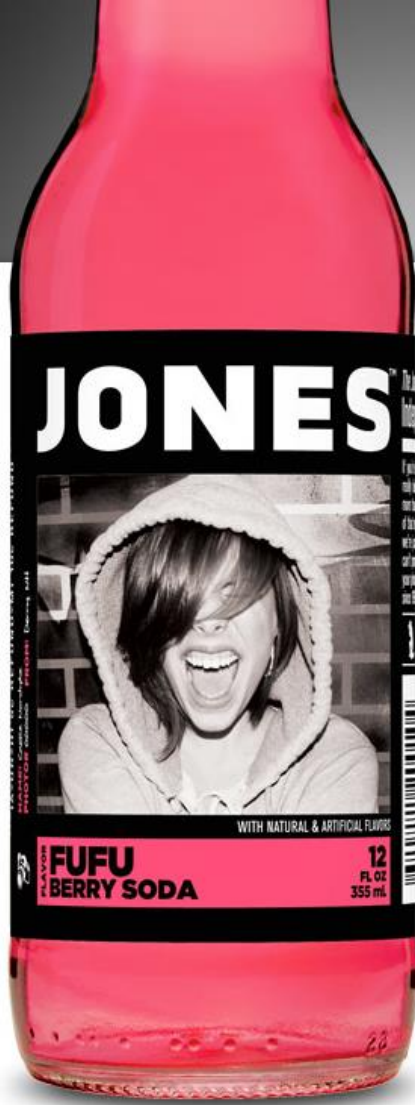
OPTION #2 Customized myJones

Choose your photo, your flavor, your customized quote on the back and have it delivered to your door.

Great for weddings, parties, birthdays, events and more.

Only \$29.99/dozen + shipping

• Start your custom design today



O tempo todo convidando os consumidores a criarem seu próprios rótulos

Comments page 16 of 16:

[Click here to add a comment](#)

Marina : Posted 5 days ago

jones fortunes are true. they are magical.

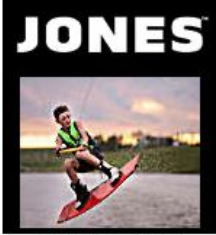
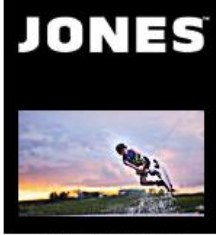
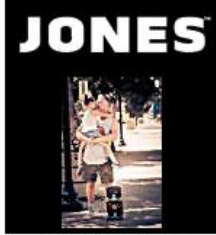

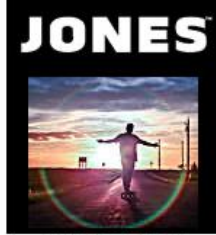
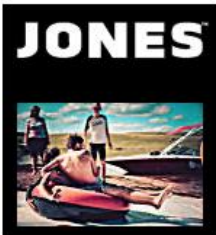
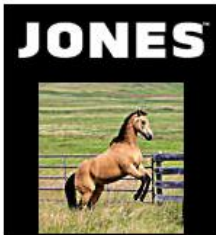

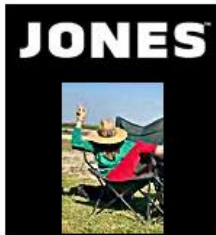

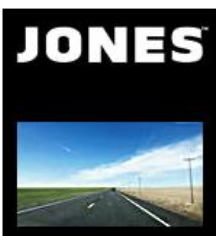
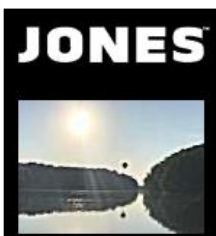



Ruby : Posted 7 days ago

I love the product. Why is the company being sold ?

Marina : Posted 11 days ago

BY MAIL	ONLINE	CUSTOM LABELS
MAIL TO: Jones Soda Labels 234 9th Avenue North Seattle, WA USA, 98109	You can now post your labels submissions directly online!	Purchase a myJones to customize a label with your photo on the bottle

WHEN SENDING YOUR PHOTOS BY MAIL:

 <p>JONES</p> <p>0001446831</p> <p>Rebecca medicine hat, AB</p> <p>VOTE</p>	 <p>JONES</p> <p>0001446830</p> <p>Rebecca medicine hat, AB</p> <p>VOTE</p>	 <p>JONES</p> <p>0001446829</p> <p>Rebecca medicine hat, AB</p> <p>VOTE</p>	 <p>JONES</p> <p>0001446828</p> <p>Rebecca medicine hat, AB</p> <p>VOTE</p>	 <p>JONES</p> <p>0001446827</p> <p>Rebecca medicine hat, AB</p> <p>VOTE</p>
 <p>JONES</p> <p>0001446826</p> <p>Rebecca medicine hat, AB</p> <p>VOTE</p>	 <p>JONES</p> <p>0001446825</p> <p>Rebecca medicine hat, AB</p> <p>VOTE</p>	 <p>JONES</p> <p>0001446824</p> <p>Rebecca medicine hat, AB</p> <p>VOTE</p>	 <p>JONES</p> <p>0001446823</p> <p>Rebecca medicine hat, AB</p> <p>VOTE</p>	 <p>JONES</p> <p>0001446822</p> <p>Desiree Sumas, WA</p> <p>VOTE</p>
 <p>JONES</p> <p>0001446821</p> <p>Desiree Sumas, WA</p> <p>VOTE</p>	 <p>JONES</p> <p>0001446820</p> <p>Jarrod Bloomington, IN</p> <p>VOTE</p>	 <p>JONES</p> <p>0001446819</p> <p>Jarrod Bloomington, IN</p> <p>VOTE</p>	 <p>JONES</p> <p>0001446818</p> <p>10.00 CHRISTOPHER Calgary, AB</p> <p>VOTE</p>	 <p>JONES</p> <p>0001446817</p> <p>9.85 Kyle Churchill Falls, NL</p> <p>VOTE</p>

o 4º pulo
do gato



VOTAÇÃO!!!

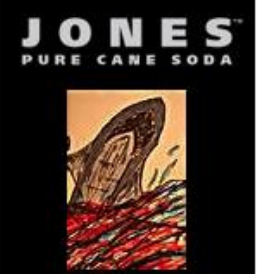
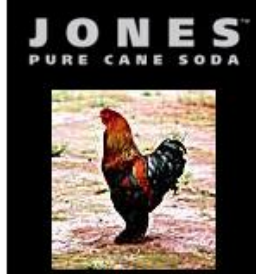






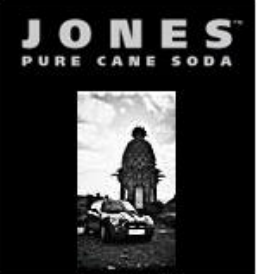



68.037 Páginas

com rótulos inscritos
pelos consumidores

Search for in Show only:

Order:

Navigate: <<<start <back [page 3 of 6] next> end>>>

 <p>0000760961</p> <p>Ruth Louisville, KY</p> <p>10.00 <input type="button" value="VOTE"/></p>	 <p>0000749613</p> <p>Fabio São Paulo</p> <p>9.64 <input type="button" value="VOTE"/></p>	 <p>0000736839</p> <p>Alan Moore, ID</p> <p><input type="button" value="VOTE"/></p>	 <p>0000723138</p> <p>Marie Seattle, WA</p> <p>7.69 <input type="button" value="VOTE"/></p>
 <p>0000722378</p> <p>kristina jackson, NJ</p> <p>5.50 <input type="button" value="VOTE"/></p>	 <p>0000717250</p> <p>Alan Moore, ID</p> <p><input type="button" value="VOTE"/></p>	 <p>0000717243</p> <p>Alan Moore, ID</p> <p>6.00 <input type="button" value="VOTE"/></p>	 <p>0000708939</p> <p>Shannon K. Jordan, MN</p> <p>5.50 <input type="button" value="VOTE"/></p>
 <p>0000693529</p> <p>Terry Tucson, AZ</p> <p>5.50 <input type="button" value="VOTE"/></p>	 <p>0000693403</p> <p>Terry Tucson, AZ</p> <p>7.00 <input type="button" value="VOTE"/></p>	 <p>0000670175</p> <p>Jessica Linden, NJ</p> <p>5.50 <input type="button" value="VOTE"/></p>	 <p>0000639741</p> <p>Vincent Troy, TX</p> <p>5.50 <input type="button" value="VOTE"/></p>



Depois de fazer Upload da foto na Galeria a pessoa precisa compartilhar e trabalhar bastante para conseguir votos...



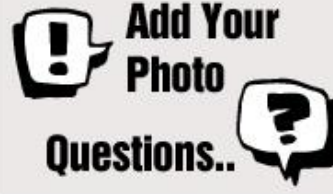
**CUSTOMIZE
YOUR BOTTLE
OF MYJONES**
click or order

Jones Soda » Gallery

Jones Soda Photo Gallery

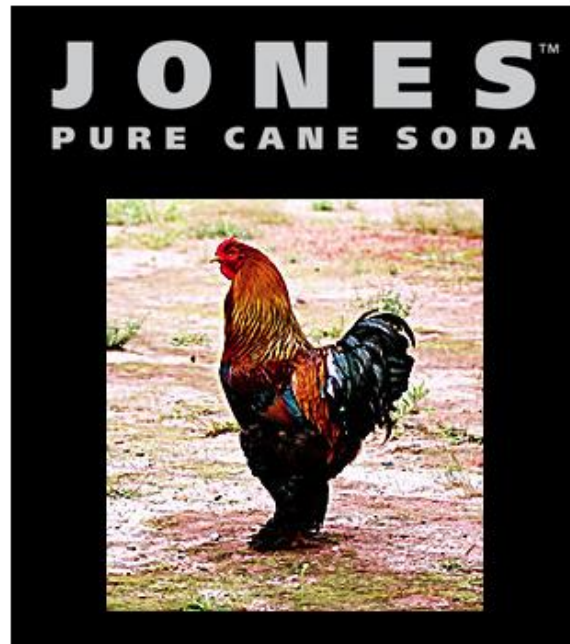
This photo could be used in the upcoming Jones Soda labels. **Vote on the photo** shown below. Winning photos will be announced on the [labels page](#).

You can [send this photo to a friend](#).



[<< previous photo](#) [back to gallery](#) [next photo >>](#)

Your vote has been cast. Thanks for voting!



0000749613

Photographer:

Fabio Mestriner

Location:

São Paulo

Date:

February 20, 2007

Category:

Animals - other

Rate this photo:

9.65 your vote

(91 votes)

VOTE!

In case there is any confusion:
10=really good, 0=waste of time bad.

EMAIL TO A FRIEND



The Label » How to submit

Share a photo or 50

To submit your photo for Jones Soda label consideration please choose from:

BY MAIL

MAIL TO:
Jones Soda Labels
234 9th Avenue North
Seattle, WA
USA, 98109

ONLINE

You can now post
your [labels](#)
submissions **directly**
online!

CUSTOM LABELS

Purchase a [myJones](#) to
customize a label with
your photo on the bottle

WHEN SENDING YOUR PHOTOS BY MAIL:

When mailing in your photos, include the following:

- You must send your photos with COMPLETED

photographer release form (76k [Adobe Acrobat file](#) or in [HTML format](#)) and a **model release form** if applicable (70k [Adobe Acrobat file](#) or [HTML format](#)).

Any photo involving a person (or people) need a [model release form](#) from EACH individual in order to be considered. Photos sent without a release form cannot be used. Photographer release forms are kept on file, so you only need to send one - no matter how many photos you send in!

- A self-addressed and stamped envelope (SASE) that is big enough, with enough postage, so that we may return your photo...without it you may never see your photo again!

What you can expect:

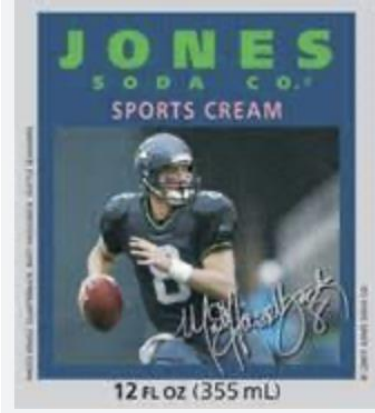
- If your photo is chosen, you will receive a notification letter within 90 days. We do not send bottles with the label to the photographers (you will have to look for the label in stores near you).
- Within 60-90 days, submissions that included a SASE will be returned.

We do not scan and post photos on the gallery that are sent by mail. If you wish to do this please visit the gallery for instructions.



\$29⁹⁹
ORDER
NOW

Jones Soda patrocinou o Seattle SEAHAWKS 1º lanço a série com a foto e a assinatura dos craques



o pulo do gato



Surpreendente!!!



- 1- Fotografaram os torcedores no estádio
- 2- Postaram as fotos no site Jones Soda
- 3- O consumidor escolhia a sua foto torcendo
- 4- Produziam os rótulos com a imagem
- 5- Enviavam na casa do consumidor o refrigerante com seu rótulo escolhido

HOME | ABOUT US | GAME DAY PHOTOS | SEAHAWKS PHOTOS | FAQS | CUSTOMER SERVICE | ORDER NOW

Log in | Create an Account | JonesMail Sign-up

SEATTLE SEAHAWKS GAME DAY PHOTOS

Photo Pickup... **29⁹⁵** per 12 pack +Shipping

Get your Seahawks photo and personalized quote on a bottle of Jones Soda and have a 12-pack delivered directly to your door.

Choose your photo option below to start your order. It's quick and simple! Just select a photo (or upload your own), write your text and choose a flavor. Your custom myJones bottles will arrive in 2 to 4 weeks.

2008 Game Day Photos

Was your photo taken at the last Seahawks game? Find it here and see how you can turn it into a case of

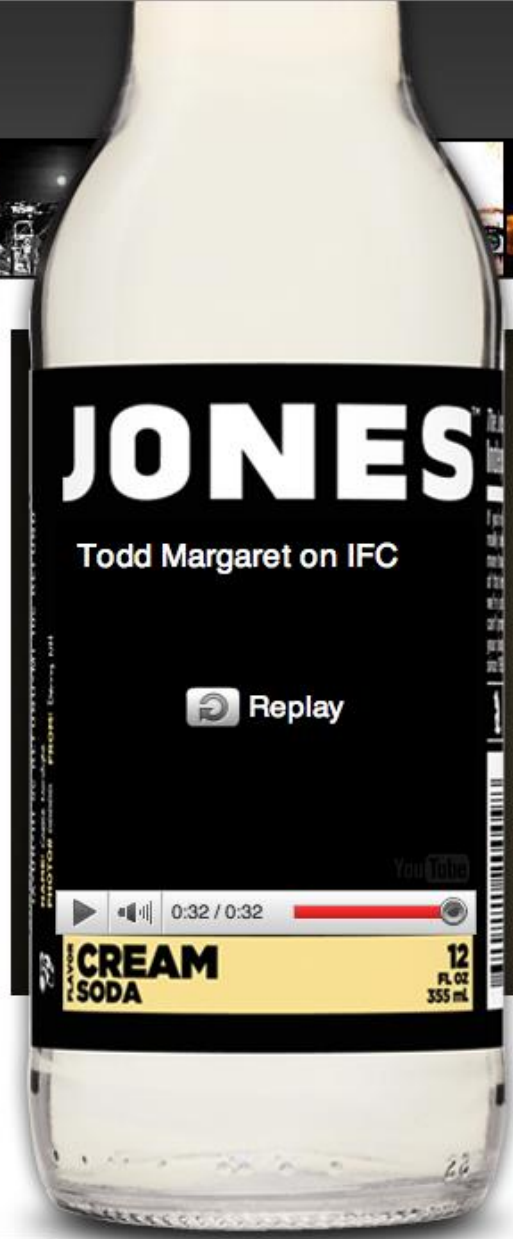
2008 Seahawks Photos

Use our game day images of athletes and more for your case of soda:

- Seahawks Players
- 12th Man



Share 5157 Curtir 5K



Replay

0:32 / 0:32

12 FL OZ 355 mL



Jones Soda Products



Zero Calorie: Zilch



Personalized Labels



Buy Jones Stuff

217 tweets

retweet



o pulo do gato ETERNO



Jones Soda uniu-se à vida de seus consumidores Criou um exemplo!

Sintonizou sua Marca com o que estava acontecendo no momento, num movimento contínuo de Integração com o que seus consumidores estão vivendo agora...

A LIÇÃO QUE FICA: Ações de Marketing na Embalagem que dão certo, precisam ter continuidade

ENJOY A...
Nuka
Victory
Cola

Crafted by the
ghouls at

JONES
SODA CO.



Available
Now!



Fallout



WATCH NOW
New Series



**BECOME
A POP STAR!**

SUBMIT YOUR PHOTOS FOR A CHANCE TO END UP ON A LABEL!



**HONORING
THOSE WHO
SERVED**

50% of the profits from this
Red, White, and Blue pack go
to helping veterans and their
families continue their education.

SHOP NOW

JONES
SODA CO.



JONES
CRAFT DOG SODA



UNLEASH THE FLAVOR

**GLUCOSAMINE
HELPS SUPPORT
JOINT HEALTH!
CHONDROITIN**



**o pulo
do gato**



ETERNO

É unir a marca à vida de seus consumidores,
acompanhar aquilo que eles estão vivendo
no momento e se manter conectado
ao que está acontecendo na vida
da comunidade que formaram