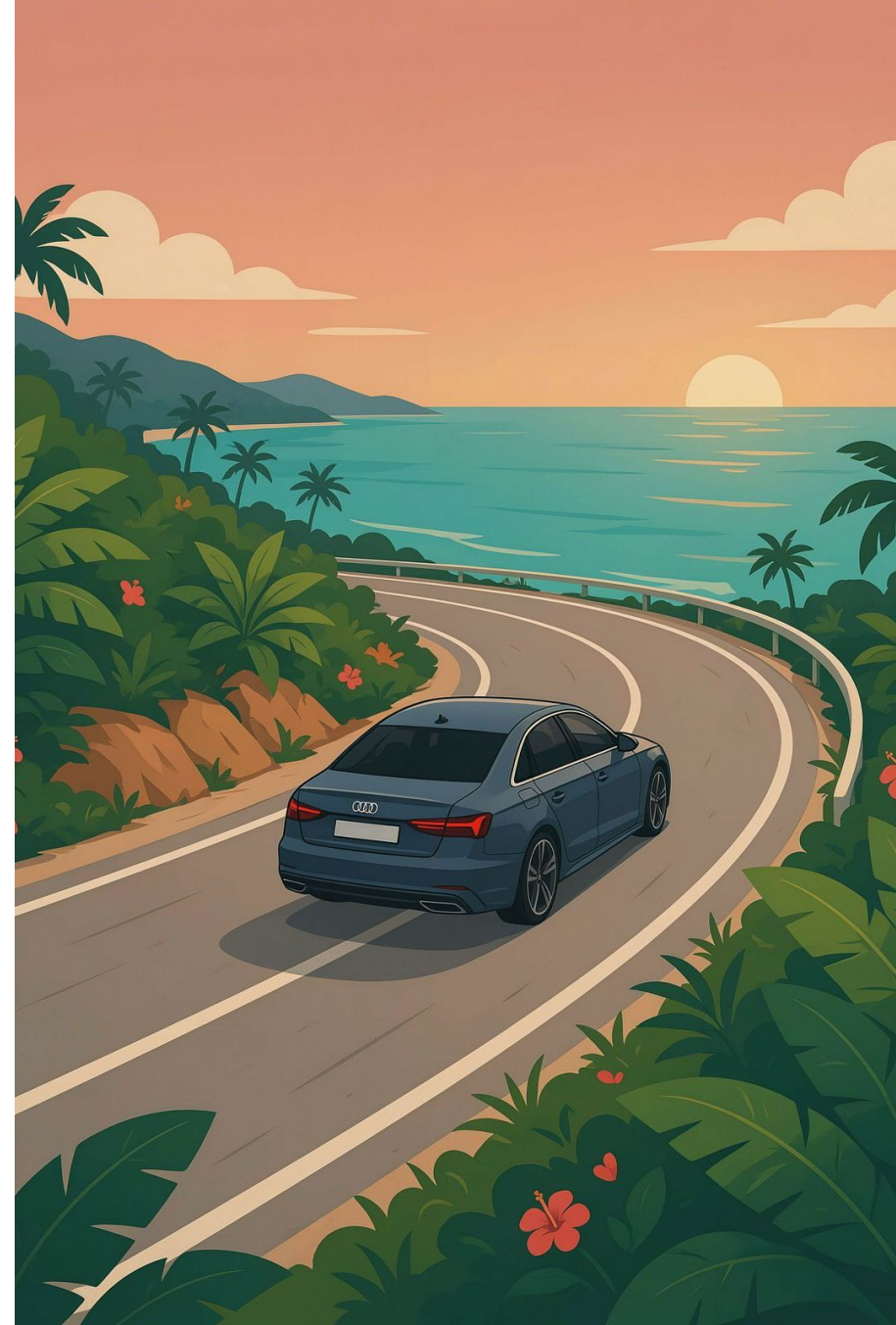


Discover More. Do More with Audi.

Audi × FindYello presents **Yello Finds** — Find Jamaica Differently.





The Opportunity

Jamaicans and visitors alike are always searching for their next experience — but the best of the island isn't always easy to find, plan, or connect.

Where should we go? What's worth doing this weekend?
How do we experience Jamaica differently?

Audi

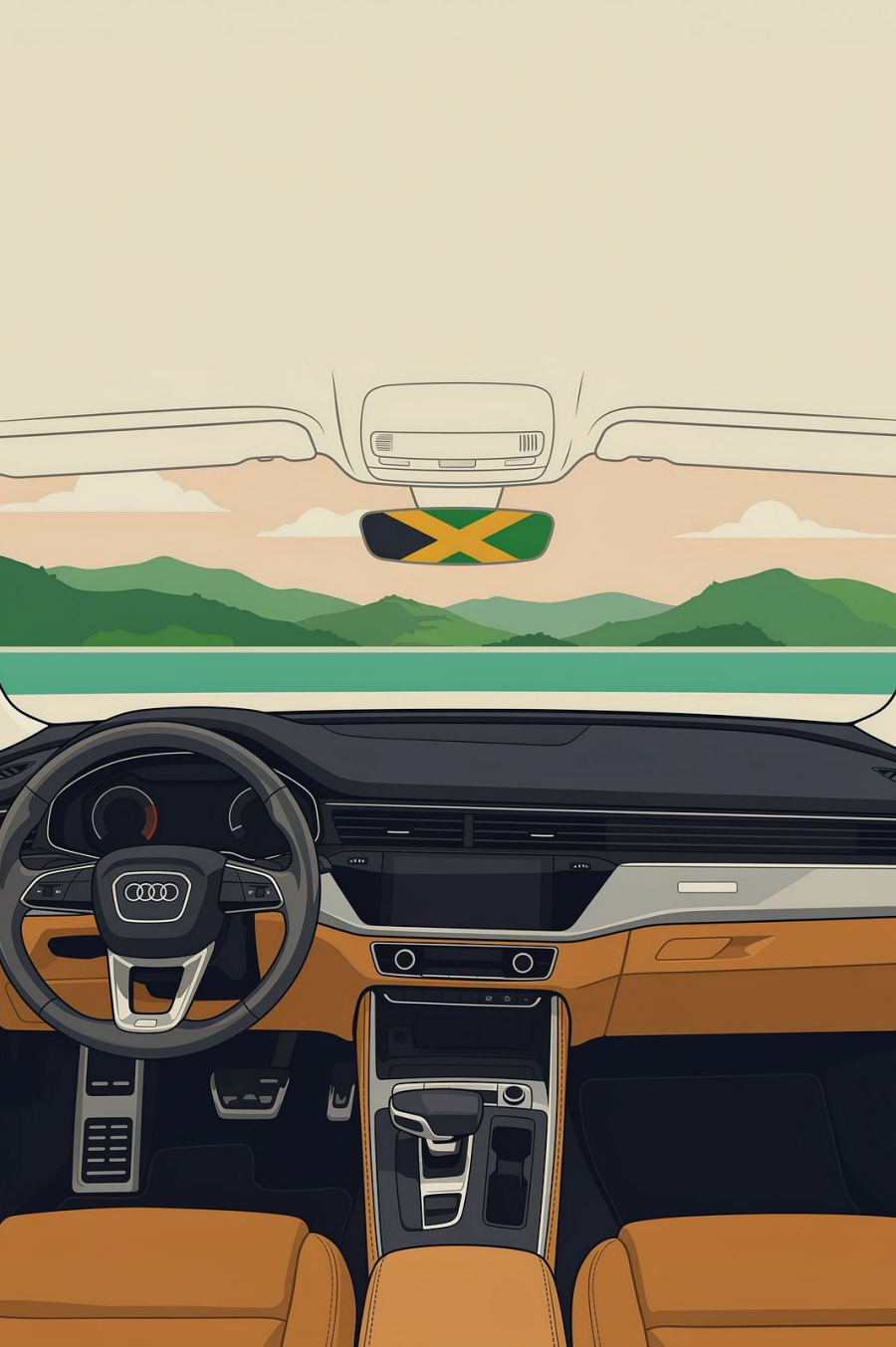
Makes the journey part of the reward.

FindYello

Helps people discover where to go next.

Together

A new kind of Jamaican discovery platform.



The Big Idea

Yello Finds

A premium lifestyle and destination-discovery series — where every story begins with the desire to do something meaningful, follows an Audi journey, and unlocks a curated Jamaican experience.

Find the Road

Scenic Jamaican drive routes that inspire.

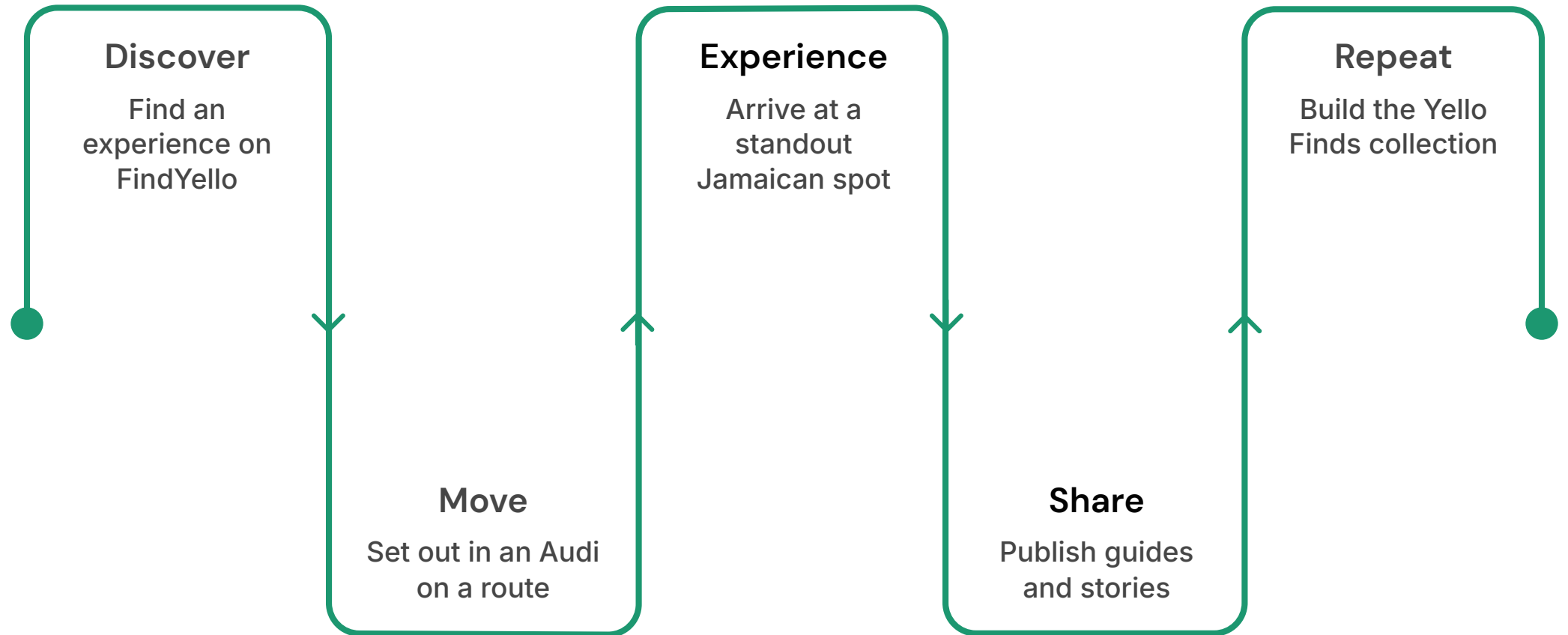
Find the Experience

Culture, nature, food, luxury and adventure.

Find Jamaica Differently

A new lens on the island you thought you knew.

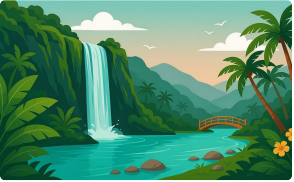
How a Yello Finds Experience Works



Every Yello Finds experience is designed to be effortless to plan, memorable to live, and irresistible to share — building a continuously growing library of curated Jamaican discovery.

What We Can Explore

Yello Finds unlocks the full spectrum of Jamaica — from world-class natural wonders to intimate cultural moments.



Natural Wonders

Waterfalls, beaches, rivers, mountains, scenic drives and sunrise viewpoints.



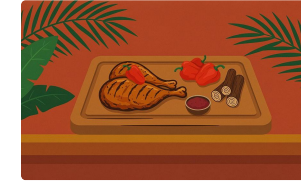
Culture & Local Life

Art, music, heritage sites, local creators, markets and community stories.



Luxury & Leisure

Boutique stays, spas, premium villas, beach clubs and resort experiences.



Food & Flavour

Standout restaurants, roadside finds, coffee stops and local food culture.



Adventure & Excursions

Boat rides, hiking, rafting, off-road experiences and curated day trips.

Scalable Partnership Pathways

Three distinct content formats — each designed to flex with campaign ambition, timeline and partnership scale.

1

The Discovery Pilot

One polished destination experience that proves the concept. Outputs include a hero film, three Reels, 10–15 photos, a destination guide and behind-the-scenes Stories.

Best for: boutique stays, attractions, restaurants or scenic escapes.

2

The Curated Route

A repeatable multi-stop itinerary. Outputs include three destination stories, nine Reels, 30–45 photos and a multi-stop Yello Finds guide — plus an audience engagement prompt to drive the next drive.

Best for: building a recognisable series and a premium content bank for both brands.

3

The Ultimate Jamaica Drive

A flagship luxury road trip — Kingston to Negril — with curated stops for food, culture, scenery and a premium stay. Outputs include a 60–90s flagship film, up to six Reels, 25+ photos and partner-ready content.

Best for: tourism collaboration, major seasonal campaigns and high-impact multi-brand partnerships.

Potential Yello Finds Itineraries



The Blue Mountains Escape

Sunrise views, coffee culture, nature, local food and a countryside stay.



The South Coast Discovery

YS Falls, Treasure Beach, seafood, local culture and scenic coastal roads.



The North Coast Weekend

Ocho Rios, Dunn's River, dining and resort experiences.



The Negril Sunset Drive

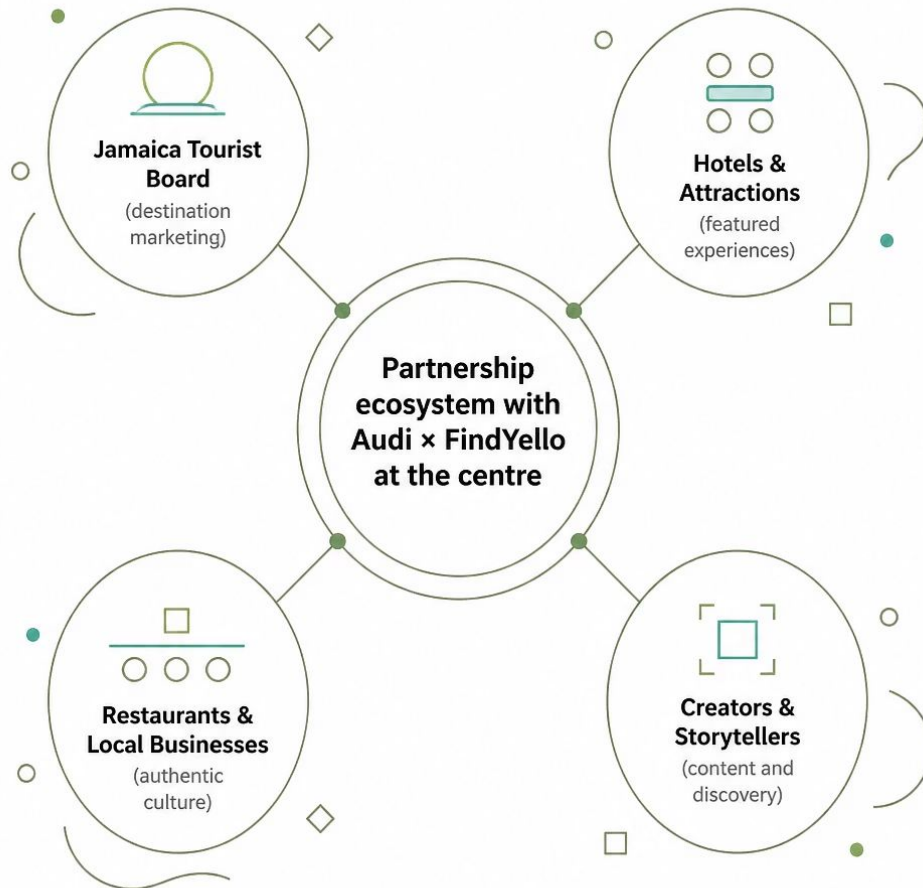
A premium road trip ending at Seven Mile Beach and Rick's Café.



Kingston After Hours

Art, dinner, rooftops, music and date-night experiences in the capital.

Built to Collaborate



Audi

Premium mobility, design, lifestyle and the journey itself.

FindYello

Discovery, local search, curated itineraries and destination storytelling.

JTB & Partners

Destination marketing for visitors, diaspora and international audiences.

Local Businesses

Authentic culture, featured experiences and on-the-ground relevance.

📌 This becomes more than content. It becomes a repeatable way to package, promote and activate the best of Jamaica.



Partnership Value

Why This Works for Everyone

For Audi

A place inside the lifestyle moments people aspire to — where every drive becomes part of the story.

For FindYello

A powerful demonstration that FindYello doesn't just list places — it actively helps people find, plan and experience Jamaica.

For Jamaica

A high-quality platform that showcases local experiences, supports businesses and inspires more people to explore the island.

From the road to the right experience — Audi and FindYello help people discover more and do more.

Let's create Jamaica's most inspiring discovery series.