

Brand Engagement

This approach encourages growth and significantly increases the lifetime value of your consumer by creating deeper, more connected relationships with your brand. It is about identifying core groups based on behavior and cultural context and then developing the attracting ideology that will link them to the brand and to each other. The result is the cultivation of powerful groups of loyalist that drive engagement in the marketplace for your brand.

The four components of Brand Engagement are:



Exploration

Scoping out the landscape to ensure that we have fully and correctly framed up the challenges and opportunities.



Strategy

Identifying the core consumer groups and key insights, and then building strategic positioning and core messaging.



Creative

Creating engaging and disruptive content that provides the most effective ways to align your brand with the consumer journey.



Journey

Developing and implementing the plan that builds context and connection for the brand engagement as well as track and optimize the results.

Client: Echoview Fiber Mill

Exploration: Echoview Fiber Mill (Echoview) is an innovative farm and manufacturing hub located in Weaverville, North Carolina. Echoview has deep roots in American textile manufacturing, community involvement and sustainability, but they were struggling to define these qualities in a definitive way. Their key marketplace differentiation is that they manufacture American-made, all-natural eco-friendly products. Orbital Socket was tasked with re-positioning their brand and bringing Echoview’s products and services to market in a way that resonated with the customer and was easily accessible for purchase.

Strategy: Echoview Fiber Mill serves as a catalyst for connecting community with commerce making products and services that fuel the American spirit of hard work and self-expression and is the voice of what it means to be Made Together in America. At its core, Echoview is committed to producing all of their products in the US, while at the same time giving back to the community they call home. The “Made Together in America” campaign became their rallying cry. It combines who they are with what they do.

Creative: Brand Identity • Packaging Design • Print and Digital Ads • Brand Video & Fiber Processing Video • Product Development Strategy and Integrated Marketing Plan • Website Strategy and Design • Social Media Strategy and Content Development • Marketing Collateral • Trade Show Booth Design

Journey: Through a comprehensive redesign of Echoview’s website, we were able to add an online shop as well as make the website more visually appealing and user-friendly. Online and retail sales have grown, as Echoview has been able to get their products into local stores and national chains. In 2016, Echoview’s Baby Blanket won first place in *Our State Magazine’s* Made in NC Awards, a line of Alpaca socks was successfully introduced into the marketplace, and an aggressive email marketing campaign was also launched.

