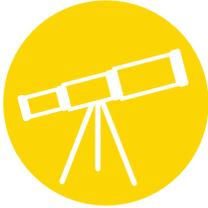


**Brand Engagement**

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: Coca-Cola Bottling Co. Consolidated**

**Exploration:** Coca-Cola Bottling Co. Consolidated is the largest independent Coca-Cola bottler in the United States. While Coca-Cola Consolidated has a long history of reaching out to those in our communities who are most in need, they wanted to be more thoughtful in their approach and create a deeper bond between the brand and the consumer.

**Strategy:** Orbital Socket was tasked with rebranding and repositioning two Coca-Cola Consolidated properties: • **Serve Your City**, a special call-to-action to create a Day of Service that brings diverse organizations and volunteers – employees and their families and friends – across their territory together to make a difference in their local communities. • **t-Factor Leadership Initiative**, a leadership development program that allows Coca-Cola Consolidated to share their approach to building a God-honoring, purpose-driven corporate culture, that inspires, equips and activates leaders to influence the transformation of employees, the organization and the world.

**Creative:** Website Strategy and Design • Toolkit Development for Promotional Purposes: Program Timeline, Messaging and Social Media Graphics • Marketing Collateral • Brand Strategy Development

**Journey:** The new Serve Your City website was launched in 2016 with roughly 2,700 people registering to volunteer. For the 2017 program, an online organization participation form was added, helping to streamline the approval process and making volunteer opportunities more readily available. Registered volunteers increased to just over 7,000. The revitalized t-Factor Leadership Workshop was launched successfully in June 2017. The Workshop clarified just how important the right resources and tools are to those seeking to build purpose-driven corporate cultures.

