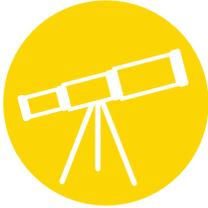


**Brand Engagement**

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: Shelby Dental Care Center**

**Exploration:** Originally called Young & Associates, Shelby Dental Care Center (SDCC) was founded 40 years ago in Shelby, North Carolina. At one time, it was a progressive dental practice with a highly respected senior dental partner at its helm. Unfortunately, the practice had not been able to adapt over the years leading to a dental practice in need of brand re-positioning and re-introduction to the Shelby market. Orbital Socket was tasked with increasing brand preference in their existing market. This called for a new, consumer-focused brand for the practice that would attract both new and old consumers, while positioning SDCC as an improved state-of-the-art facility using advanced technology in dentistry.

**Strategy:** At Shelby Dental Care Center, we combine advanced technology with dental artistry to create beautiful, natural smiles that make you want to laugh. A great smile is a reflection of your self-confidence and is imperative to your overall health and happiness. Laughter is the fullest expression of that smile. We are your partner for a lifetime of beautiful smiles. And a lifetime of great laughs. These transformations take place in the comfortable, inviting atmosphere of our practice; designed to make your visits here a relaxing break from your busy day. We look forward to caring for you and your family.

**Creative:** Brand Identity • “Made You Laugh” Campaign • Brand Video • Print and Digital Ads • Brand Ambassador: The Wisdom Tooth • Wisdom Tooth Digital Ad Series • Website Strategy and Design • Shelby Strong Blog • Social Media Strategy and Content Development • Marketing Collateral • Activations

**Journey:** Following the successful launch of SDCC, which included the unveiling of a newly designed building equipped with the latest technology, Orbital Socket created an overall integrated marketing plan to effectively engage the audience and continually increase brand awareness, consideration and preference. SDCC’s commitment to community involvement has helped cement their position in Shelby as the leading family dental practice.

