

ORBITAL SOCKET

Human Beings

Humans are at the center of it all. They want to be dazzled, surprised and stimulated. They want their needs met in ways never imagined. Taken to places never ventured. Surprised and delighted. And then they want to be able to tell their friends about their new conquest and discovery. They want to post it, share it and engage with it. Make it a part of who they are and their community.

Be Relevant • Be Interesting • Be Engaging • BE CAPTIVATING

Who We Are

Orbital Socket is a brand engagement company that creates captivating brands.

What We Do

Orbital Socket develops innovative marketing platforms that captivate people, activating relationships between brands and people, hearts and minds. Moving consumers from transaction to relationship and increasing their lifetime value for the brand.

"No form of human exchange is more profitable than ideas. If I give you a thought in return for one of your thoughts, each of us will have gained a 100 percent dividend." - Napoleon Hill

Captivating Brands Are Fueled by The Human Exchange of Ideas

The human exchange of ideas encompasses the dynamics whereby ideas move from one person to another and/or from one group to another. This dynamic is as old as time, but has been redefined in this modern age through the use of digital media and technology. People still share ideas the old way by doing activities like talking to each other, but technology broadcasts conversations and builds bridges for ideas in an accelerated way. Our goal is to integrate within these transmissions in ways that change the conversation and ultimately behavior toward brand engagement.



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How Does It Work

Captivation is about engaging people at a high level in order to become a part of the consideration set and onto relationship. Three facets of captivation:

- Be Relevant - related and adding value to my world
- Be Interesting - pique my curiosity and keep it
- Be Engaging - involve me in the process

The Pillars of Captivation



Brand Clarifier

What do we want to be?



Brand Differentiator

Why does it matter?



Brand Activator

How do we make it happen?

Capabilities

- Strategic Planning
- Brand Design
- Insights & Analytics
- Creative Development
- Experiential Design
- Digital Marketing
- Digital and Video Production
- Testing & Optimization
- MarTech Consulting

Brands We've Worked With



Testimonials

"They have consistently delivered exceptionally creative solutions to help us connect our brand in the marketplace."

"The team of creative strategists at Orbital Socket are remarkably insightful and have helped us tell a story that has separated us from the competition."

"We look at them as our secret weapon, as they are helping us gain a significant advantage and grow our sales."

"We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths."

- Walt Disney

Let Us Help You

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#Seewhatpossible