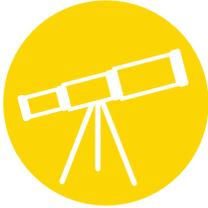


Brand Engagement

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: Throwing Words

Exploration: Established in 2014, Throwing Words is a team development and workforce innovations company that is committed to working with organizations and companies to provide breakthrough thinking and action around the relational dynamics of a company. Orbital Socket was tasked with developing a comprehensive strategy to effectively launch and distinguish Throwing Words in an oversaturated market. This challenge called for a well-articulated brand identity that would differentiate Throwing Words and elevate their positioning in the market amongst previously established companies.

Strategy: Orbital Socket orchestrated a strategic brand assessment that resulted in a distinct message, "An effective path to a better workplace," complementing Throwing Word's relational approach and unique personality attributes. After clarifying the brand's position, Orbital Socket refined the company's visual and verbal identity by designing a new logo treatment and enhancing their website.

Creative: Brand Identity • Website Update • Brand Video • Social Media Strategy and Content Development • Digital Ad Campaign • Marketing Collateral

Journey: Throwing Words has gained significant traction in the marketplace, and while they still offer strengths-based coaching, Throwing Words has become an authority on relational productivity as it relates to Millennials.

