

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: African Children’s Project

Exploration: The African Children’s Project (ACP) was founded in 2006 for the express purpose of acknowledging and responding to the AIDS crisis in Africa. The African Children’s Project is dedicated to transforming the lives of Africa’s orphaned children by establishing homes within their communities to address their physical, emotional, and spiritual needs; thereby enabling them to live lives free of exploitation and abuse, bringing healing to their past and hope for their future. Orbital Socket was tasked with changing the perspective of how orphaned African children are perceived by Americans.

Strategy: The African Children’s Project realizes that these children are the hope of their future. We know these children are forced to dig themselves out of a grave of health, economic and sociological destruction. They are facing unimaginable hardships, but we believe they have hopes, dreams, talents and abilities to bring real transformation to Africa. The “What do You See” campaign was developed to help change American’s perspective of hopelessness, sorrow, and guilt to one of hope, innovation, and vibrancy.

Creative: Brand Identity • “What do You See” Campaign • Brochure and Brand Book • Website Strategy and Design
• Social Media Support

Journey: The African Children’s Project presented the new campaign to their staff and board members. Their consensus is that the language explains the concept about why you should engage in Africa. The visuals utilized throughout the campaign are vibrant and further communicate the campaign message. As of today, ACP has completed the first phase of their campaign: garnering enough funding to complete the building of the fully-furnished orphanage in Kenya, hiring staff, and getting children moved into the facility.

