

**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: Levine Center for the Arts**

**Exploration:** Levine Center for the Arts (LCA) is one of Charlotte’s premier cultural destinations, home to Bechtler Museum of Modern Art, Harvey B. Gantt Center for African-American Arts + Culture, John S. and James L. Knight Theater, and Mint Museum Uptown. While most Charlotteans are familiar with each institution, they don’t associate them with or know the location of, Levine Center for the Arts. Orbital Socket was tasked with building awareness of, and preference for, this invaluable community asset.

**Strategy:** Levine Center for the Arts is a place where art and culture converge to inspire our imagination, fuel our soul and transform the way we live our lives. The #longlivearts Campaign was created as a public declaration that speaks a promise to Charlotte that we will never be without a thriving and leading arts culture. It is a rebirth of the understanding of art and what art means for the future of Charlotte. It is an invitation to explore art, culture and the process of creation. #longlivearts is a collective experience by the people, for the people.

**Creative:** Teaser Campaign • Guerilla Marketing • #longlivearts Free Community Festival • Print, Digital and TV Advertising • Website Strategy and Design • Social Media Strategy and Content Development • The Arts Guy – Brand Ambassador • Free Monthly 30-minute ArtBreak Tours • Marketing Collateral

**Journey:** The #longlivearts Campaign ignited growth and put LCA on the map as a recognizable destination for residents and tourists. The teaser campaign included print and digital ads. The guerilla marketing portion of the campaign helped bring art outside of the walls and fueled excitement for the #longlivearts Free Community Festival. The Festivals have drawn wide attention and acclaim, and feature a lineup of diverse cultural experiences throughout the day that includes music, dance, portrait painting, puppets and aerial acrobatics. The official campaign featured the Regional Emmy-winning #longlivearts TV spot, a visually stunning representation of what can be experienced at the LCA.

