

Humans Being

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.

• — **Strategic Innovation + Creative Expression + Experience Design = Brand Engagement** — •

Who We Are

Orbital Socket is a brand engagement company that ignites business growth by building and activating brands that people want to have relationships with.

What We Do

Orbital Socket develops innovative marketing platforms that activate 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** — •

The Human Exchange of Ideas

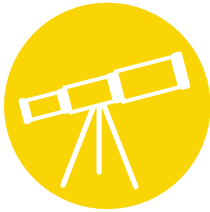
The human exchange encompasses the dynamics whereby ideas move from one person to another and/or from one group to another. This dynamic is as old as time, but has been redefined in this modern age through the use of digital media and technology. People still share ideas the old way by doing activities 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.



How We Are Different

- Business minded strategist
- Efficient and focused on value creation
- Diverse people and experiences

How We Do It



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 way 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.

Our Capabilities

Strategic Planning • Brand Design • Insights & Analytics • Experience Design • Creative Development • Content Marketing • Digital & Video Production • Performance Measurement • Testing and Optimization • MarTech Consulting

“ 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