

ORBITAL  SOCKET

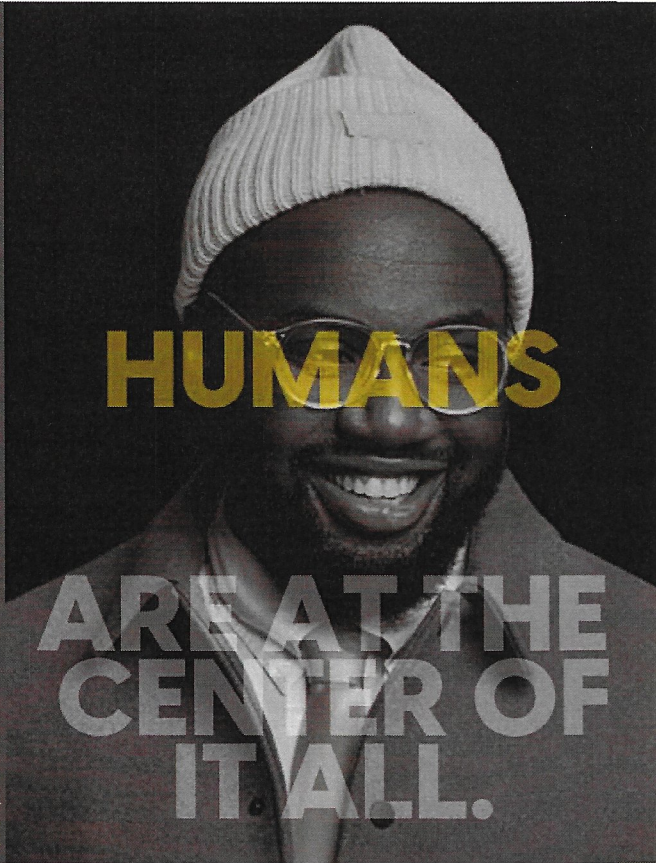
**WE ARE A  
HUMAN-CENTERED  
BRANDING  
AGENCY**



**built for  
human-centered  
brands.**

WHO WE ARE

03



THE STATE OF THINGS

04



### The state of things.

We all want to be dazzled, surprised and stimulated. We want our needs met in ways that we've never even imagined. Taken to places never ventured. Surprised and delighted. And then we want to be able to tell our friends about our new conquests and discoveries. We want to post it, share it and engage with it. Make it a part of who we are. We want to be CAPTIVATED.



## We are also inspired by helping brands lean into their purpose.

We are strategists, creators, technologists, and thinkers who bring our full selves, the wealth of experiences we have had, and the diverse communities and cultures we come from to help people and brands find new energy in the marketplace to build upon.

**We too are humans being.**

OUR INSPIRATION

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# We create **CAPTIVATION**

**Brand captivation:**  
The energy needed to  
attract and engage people.

BRAND CAPTIVATION

06



**Captivation  
is about  
engaging  
people**

**in order to  
move towards  
relationship  
and loyalty.**

**It is grounded in the idea that people  
want to be inspired and not just sold.**

We all want to be engaged and not targeted. The enormous  
number of endless exposures to media in its various forms  
and the constant demand for their attention requires

**CAPTIVATION** as the only viable path forward!

CAPTIVATION

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# THE FACETS OF captivation.

FACETS OF CAPTIVATION

08

## Be relevant.

Relate and add value to my world.



## Be interesting.

Pique my curiosity and keep it.



## Be engaging.

Create a real connection and involve me in the process.



## The pathway to captivation

CAPTIVATION PATHWAY

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## • Clarification

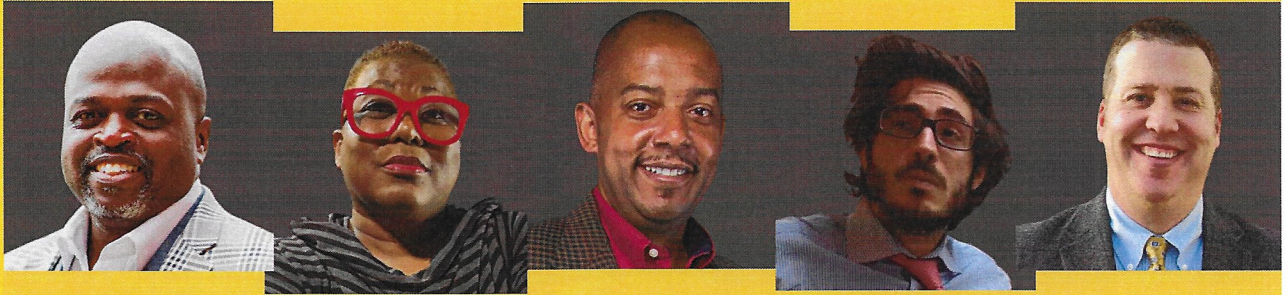
The Empathy Experience

## • Differentiation

Place of purpose

## • Activation

The Playbook



**Greg Johnson**  
Managing Director

**Carole Johnson**  
Digital Director

**Michael Holloway**  
Creative Director

**Cesar Hernandez**  
Research Director

**Bob Stillerman**  
Director of Client Success

THE OS TEAM

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# THE TEAM



## The Brands We've Served



Johnson-Johnson



BRANDS

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# Our Capabilities

We specialize in creating growth-oriented, captivating, market-dominating brands. These are brands that have a clear, strong connection to audiences in ways that cultivates genuine connectedness. The goal is to achieve the desired business results and create relationships with customers that last.

Our capabilities include strategy, creative, digital marketing, media, production and innovation.

<b>Strategy</b> <ul style="list-style-type: none"> <li>Discovery and exploration</li> <li>Marketing audits</li> <li>Brand strategy</li> <li>Primary research</li> <li>Marketing insights</li> <li>Competitive analysis</li> <li>Analytics and reporting</li> <li>Brand architecture</li> </ul>	<b>Creative</b> <ul style="list-style-type: none"> <li>Concept development</li> <li>Brand identity and logos</li> <li>Art direction</li> <li>Copywriting</li> <li>Design</li> <li>Video and commercials</li> <li>Photography</li> <li>Naming</li> <li>Collateral</li> </ul>	<b>Digital Marketing</b> <ul style="list-style-type: none"> <li>Interactive planning</li> <li>SEO and SEM</li> <li>Analytics</li> <li>Budget analysis and recommendations</li> <li>Digital advertising</li> <li>Web development and consultation</li> <li>Technology consultation and recommendations</li> </ul>
<b>Media</b> <ul style="list-style-type: none"> <li>Media planning and buying</li> <li>Media execution and management</li> <li>Analytics and insights</li> <li>Competitive analysis</li> <li>Social and influencer marketing</li> </ul>	<b>Production</b> <ul style="list-style-type: none"> <li>Content development</li> <li>Film</li> <li>Interactive</li> <li>Digital development</li> <li>Post-production</li> <li>Promotional materials</li> <li>Trade shows</li> <li>Printing</li> </ul>	<b>Innovation</b> <ul style="list-style-type: none"> <li>Exploring new technologies, such as AI, AR, VR, data analytics, and automation.</li> <li>Finding creative ways to interact and engage with customers, such as through gamification or immersive experiences.</li> <li>Exploring new collaborations and partnerships.</li> </ul>

# THANK YOU



# NXT | CLT Soar in '24



## Our Vision

Transforming Lives To Equitably Serve Entrepreneurs In Our Communities

We are focused on creating "Equity for All" in our community – purposely focused on People of Color; Open to All.

## Our Why

Historically, Universal Equity has not been shared

Building Bridges for Legacy Entrepreneurs by creating a path for Universal Equity

## Our NeXT

## Our Purpose

Our aim is to forge a dynamic pathway to success for exceptionally talented businesses owned by people of color. Born from a fervent desire to create equity and equality, and ignite tangible and impactful growth, our initiative strives to be a beacon of accessibility and effectiveness in driving progress for small and emerging businesses within this community.

**Our objective is clear:** to elevate the number of thriving businesses in our community, while nurturing an ecosystem of impactful support, poised to uplift countless more on their journey to success, and to ensure equitable opportunities for all.

## Leadership Education

Equipping our business owners with leadership strategies to help them Scale & Grow.

## Access to Markets

Providing opportunities for emerging business to build meaningful relationships with enterprise organizations = **Contracts.**

## Access to Capital

Investing Financial and Social capital in our businesses - Helping them identify capital funding opportunities so that they can scale and grow and create economic mobility for our community.

## Initiative | People | Place

At the heart of the NXT | CLT initiative lies a transformative cohort model, meticulously designed to empower budding enterprises with far more than just skills and strategies. It's about nurturing a profound shift in their leadership mindset, arming them with invaluable resources, CEO education, and tools to navigate the tumultuous terrain of scaling and growing a business.

But beyond the tangibles, lies the beating heart of our endeavor – a sanctuary of support and camaraderie. Within our vibrant community, our cohort members find solace in mentors who illuminate their blind spots, guiding them towards wiser choices. They forge bonds with fellow entrepreneurs, becoming each other's pillars of strength as they navigate challenges, co-create solutions, and embark on the journey to success together. It's more than just a program; it's a lifeline initiative, a sanctuary where dreams take flight and aspirations find wings.

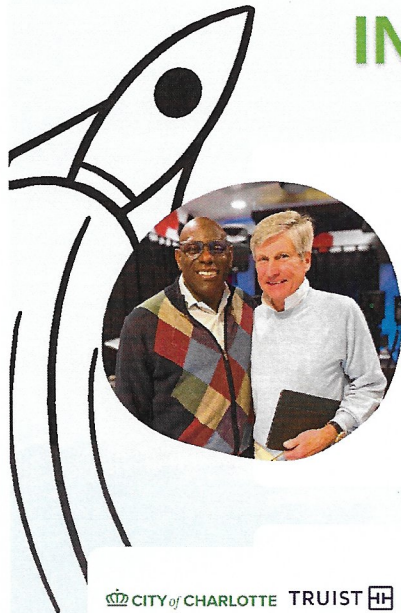
- A 6-month professional development cohort
- An innovative curriculum developed/guided by the business leader's needs
- Direct engagement between the business owner and industry executives
- A customized coaching plan to specifically align resources to each company
- Mentorship & Peer-led support network to share best practices and provide support
- Discretionary funding contingent on need, assignment criteria match, timelines.





# Discover your **NeXT**

## WAYS TO GET INVOLVED



### Cohort Sponsorship

Support the overall work of NXT | CLT as a sponsor.

- NXT | CLT is a Non-Profit initiative of Junction Business Services, LLC; a 501 c3 focused on creating "Equity for All" in our Community by:
  - ✓ Improving outcomes for people of color in business, as well as preparing the NeXT generation of business owners and leaders.

### Become An Investor

There are several funding offerings being developed to provide access to capital for the companies that are part of NXT | CLT.

- Investing in emerging businesses creates jobs, creates economic mobility, creates a great quality of life and is good for our community.
- Help us provide a diverse set of options to access capital for the companies that may best fit their needs.



### Become An Advisor | Mentor | Coach

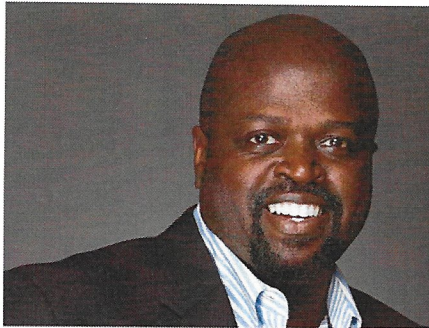
As an advisor, you will help shape the growth of the NeXT generation of entrepreneurs by providing expertise and insights to help them navigate challenges and achieve sustainable success.

- Whether your expertise is in business strategy, financial planning, marketing, or another area, you can make a significant difference in their lives.



 **#SOARin'24**





# Greg Johnson

Experienced Marketing Communications Executive

## Greg's Passion

Greg's mission is helping people and businesses become the best possible version of themselves. He leverages the skills that he has acquired over the past 25+ years in marketing, working with the most influential brands in the world to lead, mentor, develop and advise people, and companies. He feels very fortunate to have had some of the world's greatest leaders as mentors who have helped him become the business leader he has become. It is his privilege to share these lessons and skills.

## Professional Summary

With 20+ years of experience in Advertising, Marketing Communications, and Brand Management, Gregory Johnson is a seasoned marketing executive. His expertise and proven track record have helped build some of the most successful and identifiable brands in the world. He is currently the Founder and Managing Director of Orbital Socket, a brand engagement company that creates captivating brands, igniting business growth by building relationships between brands and people. He was formerly the President of Boone Oakley Advertising, where he helped the agency become one of the most sought after advertising and digital communication agencies in the southeast working with brands like Bojangles, the Charlotte Hornets, Wells Fargo Golf Championship, State Farm, Cheerwine, Autobell, and Levine Properties. Mr. Johnson spent a large part of his career at Nike and was previously the marketing director and a founding team member of the Jordan Brand.



Mr. Johnson began his career at J. Walter Thompson as a media planner. He was also in Account Management at Saatchi & Saatchi on the Tide. Other brands he has worked on include Kodak, Johnson & Johnson, Reynolds Metals, and Warner-Lambert (now Pfizer). A gifted national speaker, Mr. Johnson has spoken at the Harvard Business School, The University of North Carolina at Chapel Hill's Kenan-Flagler Business School and the School of Journalism and Mass Communications, the Congressional Black Caucus, Hampton University, Florida A&M, and various other organizations.

Mr. Johnson earned a BA in Journalism and Mass Communications from the Hussman School of Journalism and Media at the University of North Carolina at Chapel Hill, as well as an MA in Theology from Western Seminary. He is married to Carole Hedgepeth Johnson, also a UNC Alumnus. The couple has four children, Benjamin, Mycah, Meyah, and Carolina.

## Community Service



## About Orbital Socket

Orbital Socket builds brands that captivate people! We are a brand engagement company, igniting business growth by building relationships between brands and people. We do this in the context of the connected, networked world that is our present and future reality. Our end goal is a partnership that fuels marketplace acceleration by creating customers that understand, engage with, and advocate for your brand. We leverage design thinking and emergent brand building principles to increase precision and impact in the marketplace.

At Orbital Socket, we collaborate to bring clear optics to and actions around precisely identifying the consumer and then build a customer experience that engages them. We work across all channels and touchpoints to get your brand's story presented organically, at the right time and in the right place. Brand engagement encourages brand growth and significantly increases the lifetime value of your consumer by creating deeper, more connected consumer relationships. The community that is created is a powerful group of brand loyalists that drive engagement in the marketplace for your brand.

## Contact Information

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