Your Partner in Growth

Transforming visions into reality through creative design and marketing.

Why Orcada Media Group?

Passion:
A creative team that loves what they do.

Precision:
Meticulous attention to detail, ensuring exceptional results.

Simplicity:
Streamlined processes tailored to your business needs.

orcada: MEDIA

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BRANDING & IDENTITY

- Conceptualization
- Brand Rollout Strategy
- Logo Design
- Marketing Collateral
- Brand Guidelines
- Product Vision & Strategy
- Style Book

MARKETING COMMUNICATIONS

- Media Strategy & Planning
- Direct Marketing
- Marketing Automation
- Landing Pages
- Media Buying & Management
- Research Marketing

TOGETHER, WE GET YOUR TARGET AUDIENCE(S) TO

PURCHASE, SUBSCRIBE, TUNE-IN,
LEARN, VISIT, LISTEN, SUPPORT,
PLAY, TALK ABOUT
(ADD YOUR VERB HERE)
YOUR PRODUCTS / SERVICES.

INTERACTIVE MEDIA

- Website Design
- Website Development
- Content Management Systems
- E-Commerce
- Mobile Applications
- SEO & PR Strategy
- Analytics and Reporting
- Interactive Signage
- Motion Graphics
- Video
- Infographics

UX / USER INTERFACE DESIGN

- Customer Experience Definition
- Design Strategy
- Interaction Design
- Information Architecture
- Prototyping interactions, styles, structure
- Content Strategy
- User Research

SOCIAL MEDIA & STRATEGY

- Social Media Strategy
- Social Community Management
- Social Influence & Outreach
- Online & Direct Marketing
- Measurement, Optimization & Analytics
- Customer Loyalty & Reward Programs
- Paid Search Marketing

EXHIBIT MARKETING

- Strategic Exhibit Marketing Planning
- Exhibit Design
- Graphics Messaging
- Landing Pages
- Ancillary Off-site Event Planning
- Pre-show / At-show Promotional Design and Implementation
- Staff Training
- Research Marketing

WE WANT YOU TO BE THE BEST AND HELP YOU COMMUNICATE THAT CONCEPT TO THE PEOPLE THAT MATTER: YOUR CUSTOMERS AND PROSPECTS.

OUR PROCESS:

DISCOVERY
Understanding your goals and vision.

DESIGN & PRODUCTION
Crafting compelling solutions with your feedback.

DELIVERY
Ensuring seamless implementation and visibility.

DELIGHT
Building a long-lasting partnership focused on your success.

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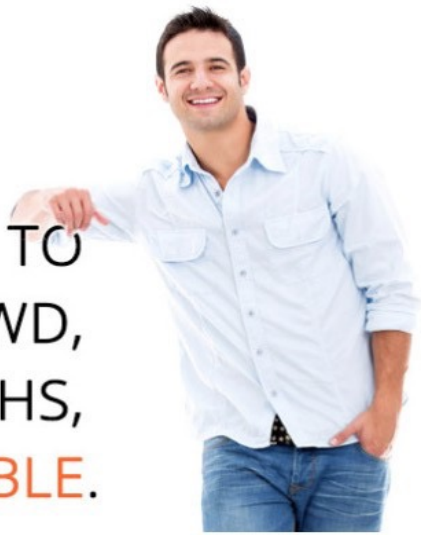
WE WANT YOU TO
STAND OUT FROM THE CROWD,
HIGHLIGHT YOUR STRENGTHS,
AND ENSURE YOUR BRAND IS IDENTIFIABLE.



Why We Do What We Do

PASSION

for creativity and innovation.

COMMITMENT

to empowering businesses.

BELIEF

in the transformation power of great design and marketing.

PORTFOLIO

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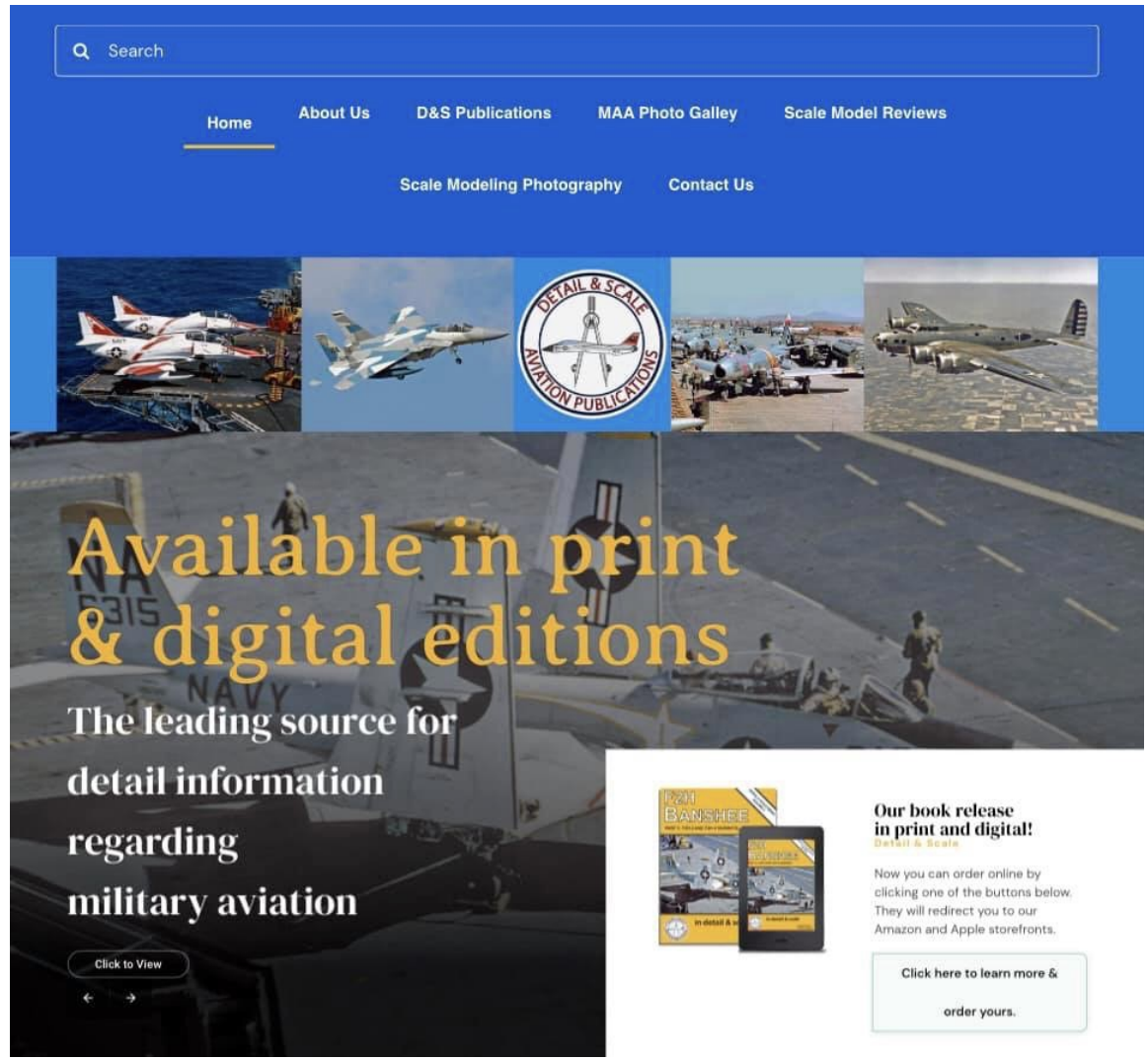
Interactive

Effingham Manor and Winery
Website

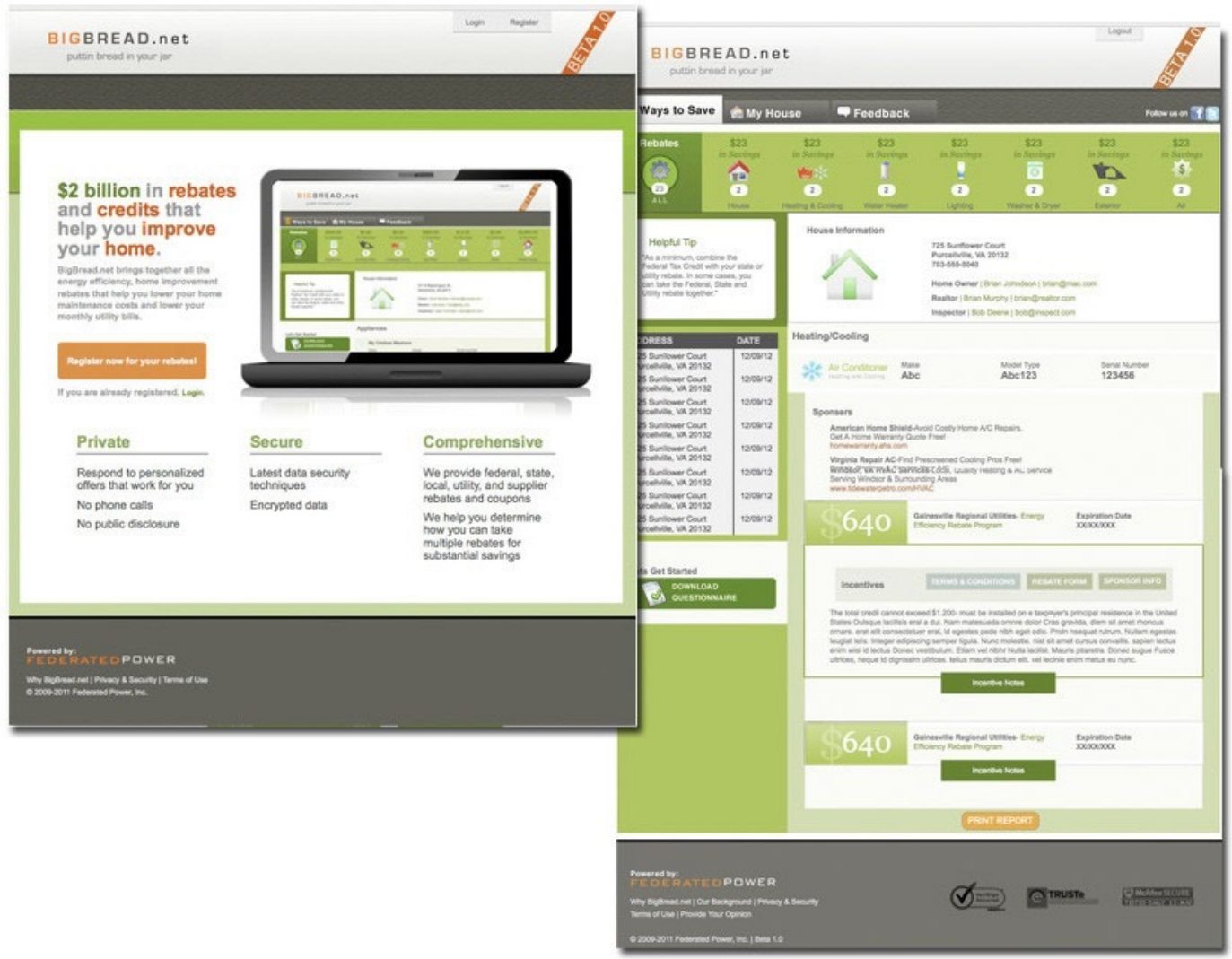
Interactive

Detail and Scale Aviation Publication
Website



Interactive

BIGBREAD.net
Website

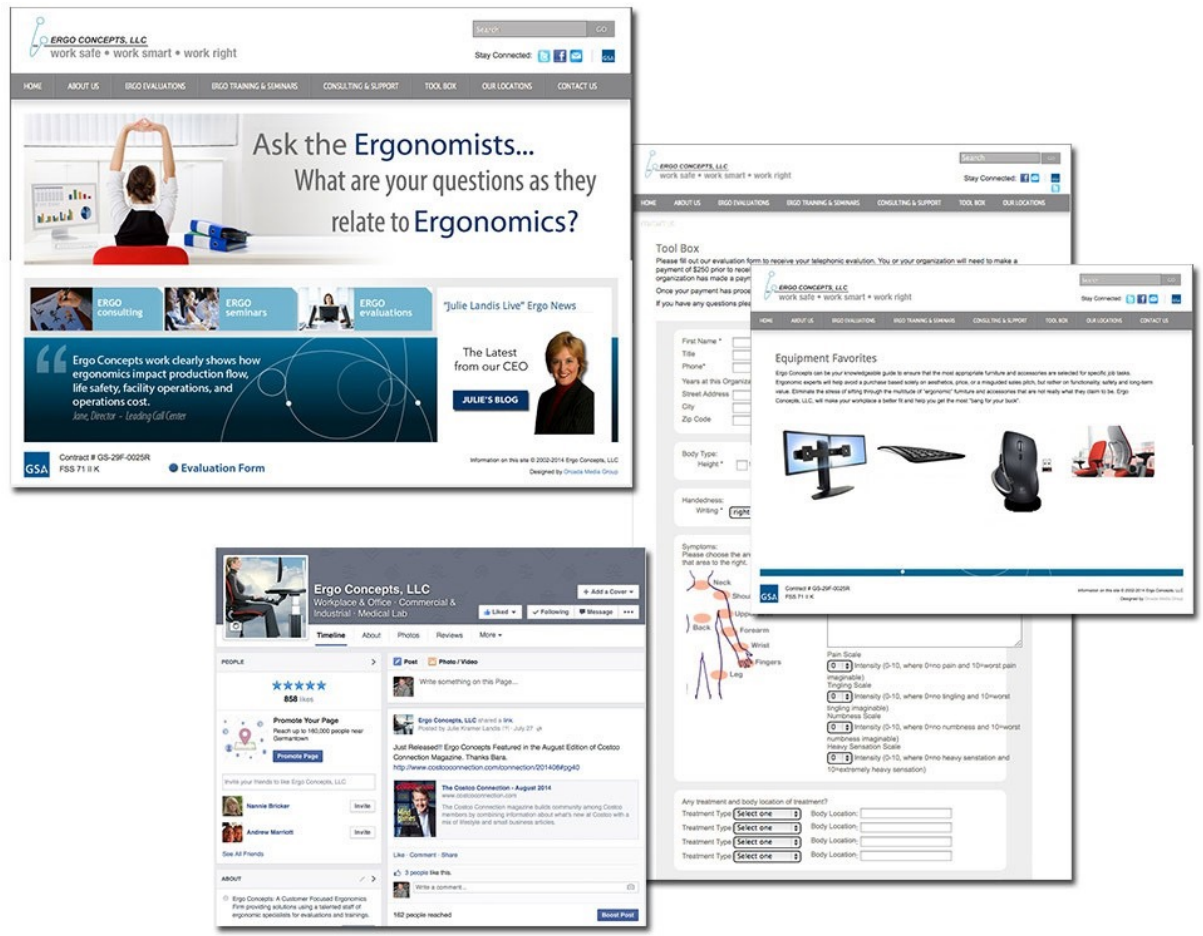


Interactive

Network Solutions
Website

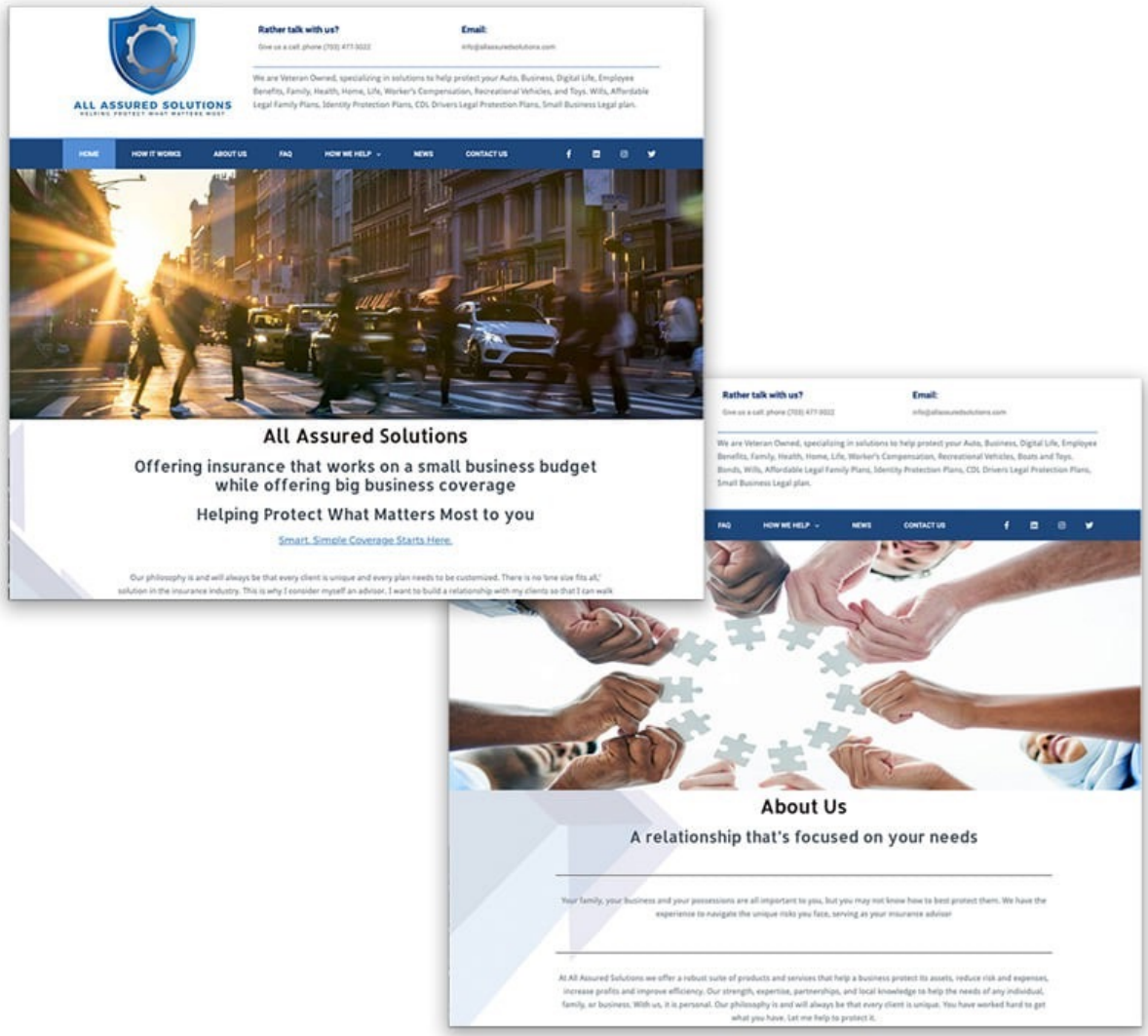
Interactive

Ergo Concepts LLC
Website



Interactive

All Assured Solutions
Website



Interactive

Georgetown University - Visible Knowledge Project
Website

Interactive / Collateral

Explorer Satellite Communication
Website / Advertising / Marketing

Print Collateral

Glover's Pepper Sauce
Website | Package | Print Collateral | Social Media

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Print Collateral

American Mobile Satellite Corporation
Corporate Brochure

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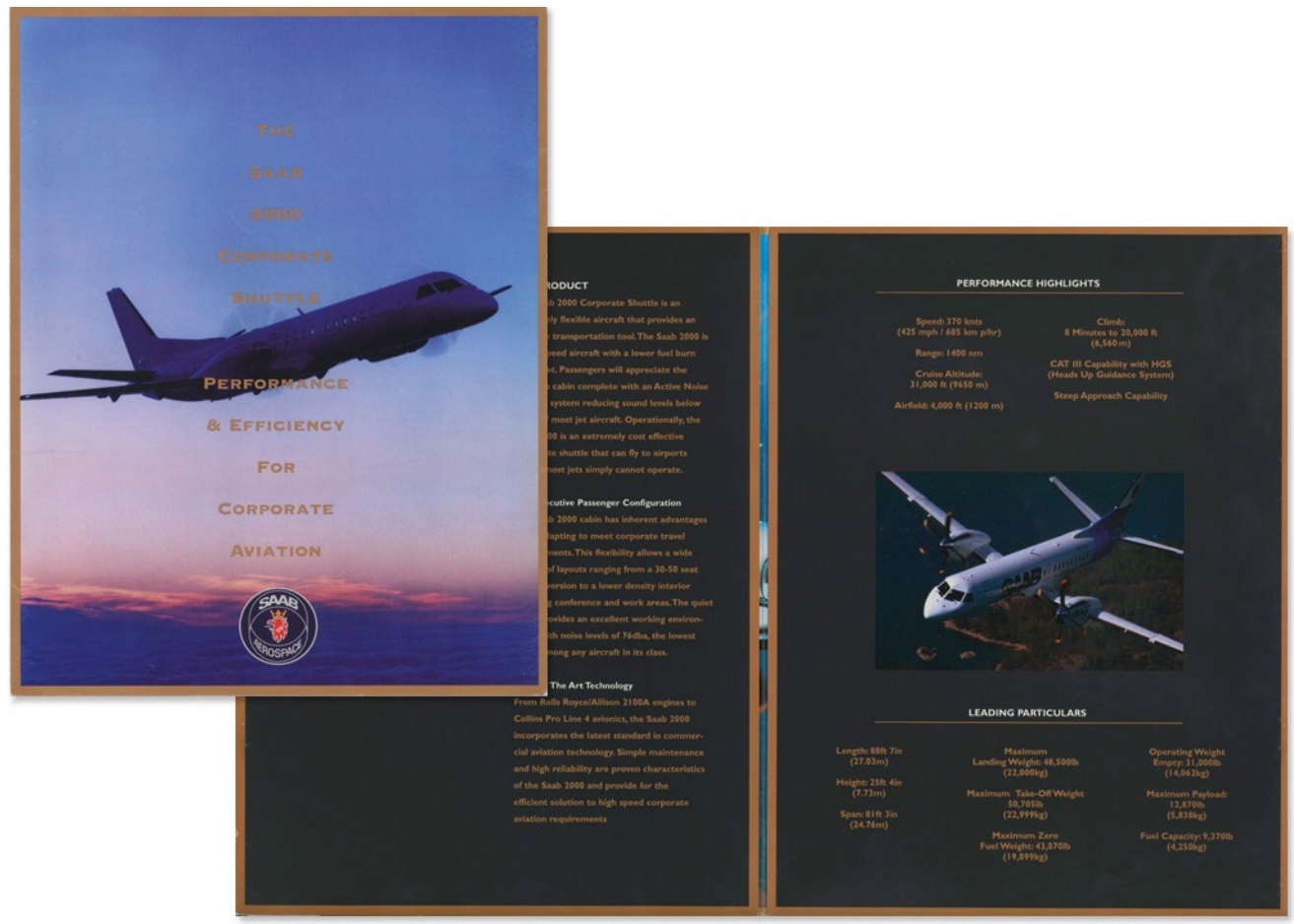
Print Collateral

Securicon
Informtional Graphics / Advertising / Marketing

Print Collateral

SAAB Aircraft
Corporate Aviation Brochure

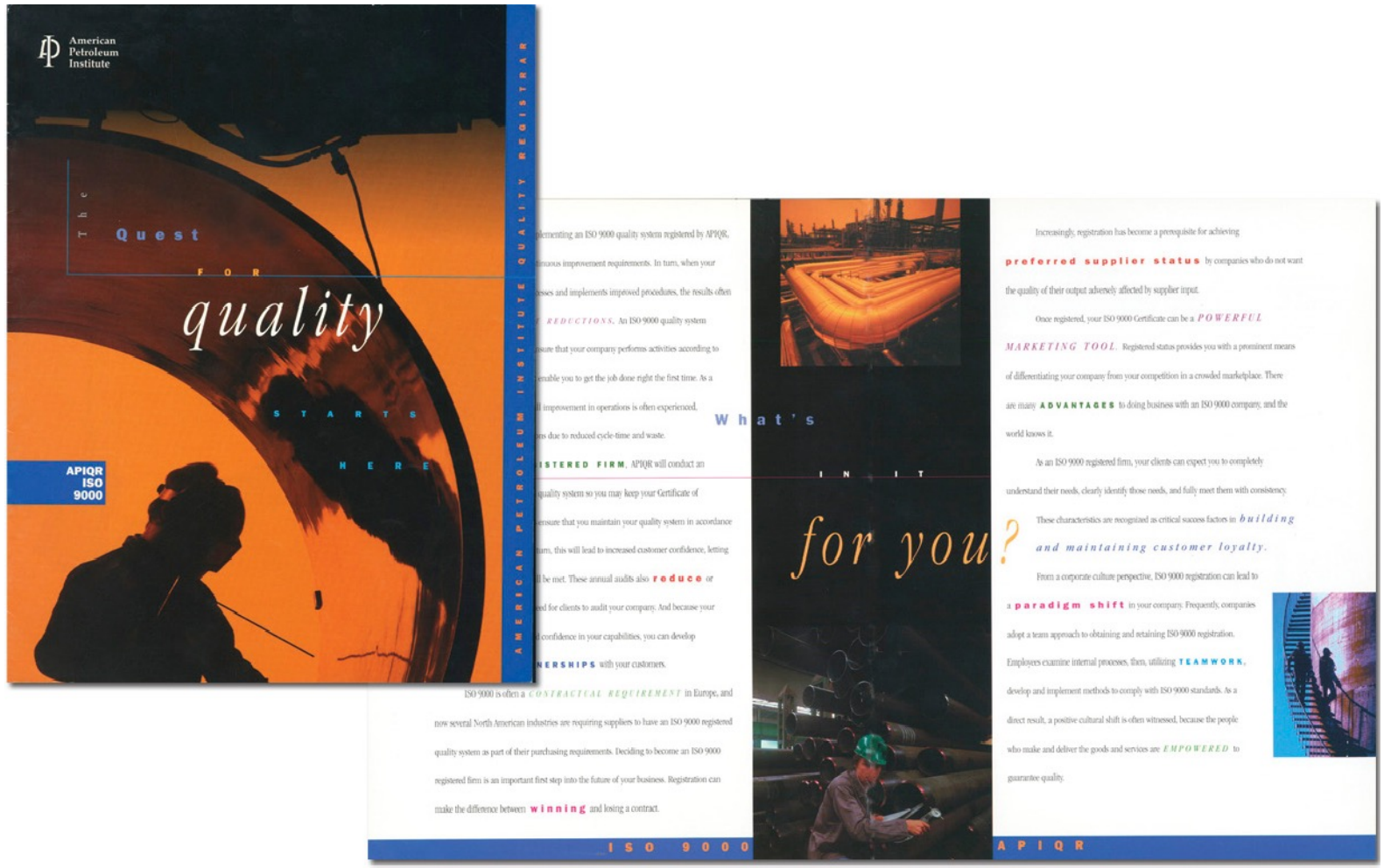


Print Collateral

Bombardier Aerospace
Corporate Brochure

Print Collateral

American Petroleum Institute
Corporate Brochure

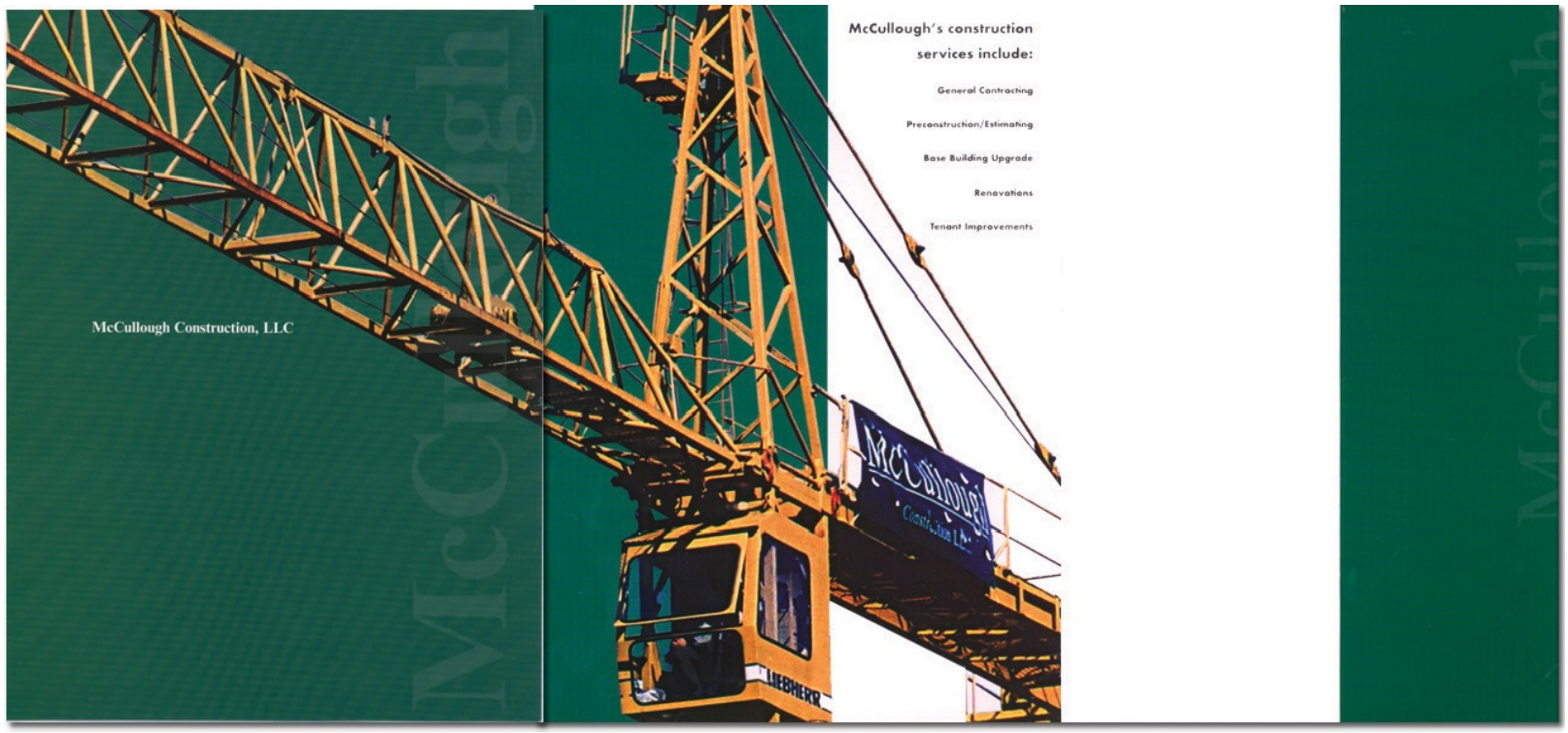


Print Collateral

National Registry Inc.
Brochure and Product Sales Inserts

Print Collateral

McCullough Construction
Corporate Folder and Brochure



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Print Collateral

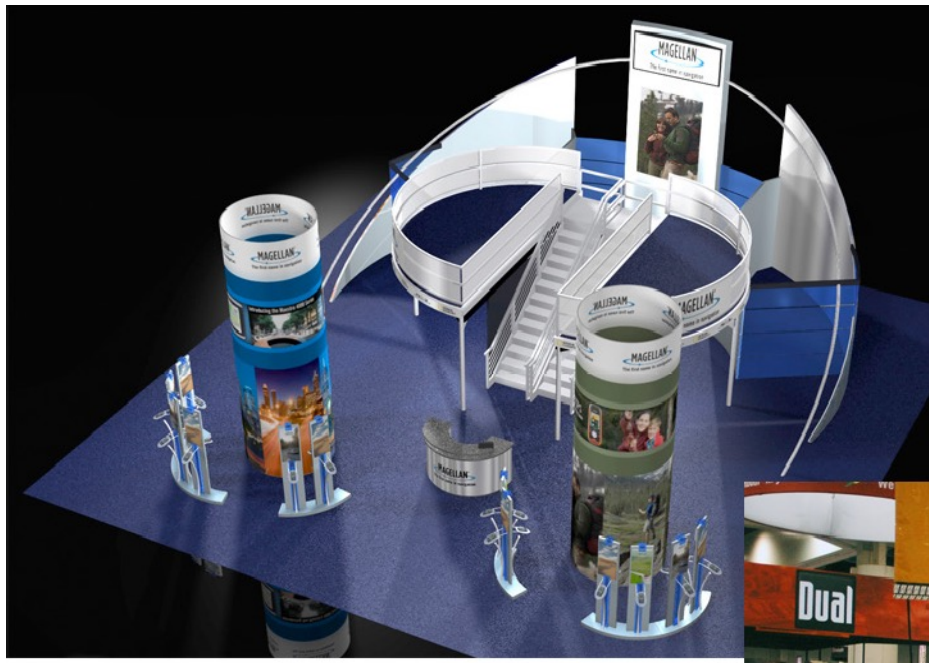
Smithsonian Institution
Corporate Fund Raising Brochure

Exhibits Design

SAAB Aircraft
Trade Show Exhibits

Exhibits Design

Magellan GPS
50’ x 50’ Exhibit and 20’ x 20’ Exhibit



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Branding / Identity

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Let’s create something extraordinary together.

Ready to Grow?

"Let’s connect today to turn your vision into reality!"

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