

Go confidently in the direction of your dreams,  
live the life you have imagined...



*Suzanne*  
2015

*Lori  
Ricigliano*

An interview  
with...

# Braden Davidson

by *Giorgia Mauri*

Ontario, Canada

Scottsdale, Arizona



Arabian horses have always been a very important part of my life and I couldn't be more fortunate for what the Arabian horse has provided to me.

## What services does ArabianCentric.com offer to its clients?


ArabianCentric.com is a leading creative agency specializing in the global exposure of our clients' Arabian horse businesses. Our work is incredibly creative, artistic, functional, and very effective. We reach thousands of Arabian horse breeders, trainers, and enthusiasts around the globe including our clients and members throughout Canada, the United States, Europe, the Middle East, and Australia.

ArabianCentric.com offers comprehensive website design services with websites built into a complete content management system allowing our clients the convenience of maintaining and updating their own website. ArabianCentric.com, in addition to

our beautiful websites, offers intuitive advertising packages to compliment our clients' already established online presence that focuses on showcasing their website and businesses through banners and other advertising avenues through our website, such as the CentricSpotlight and rotating banner placements on the homepage.

## Who is involved in the project and how do you manage it?

We do not take lightly the responsibility of our clients' online presence and of course it takes an entire creative team ensure the success of each project, just as it's important to maintain the longevity of each projects requirements. From initial launching of each website to



It's a pleasure for Tutto Arabi to make an interview with Braden Davidson, the Creative Director and the owner of ArabianCentric.com - a leading creative agency specializing in the global exposure of the Arabian horse and the businesses that surround this amazing breed.

## Can you tell our readers how did you start this adventure and how did it grow until today?

The evolution of ArabianCentric.com has been a journey over many, many years. What started as a small idea to market and advertise my own Arabian horses, over time, morphed into something so much grander than I could have ever imagined - and I have a very big imagination.

I've always been enamored with design, the very essence of design, typography, and the execution of advertising/marketing collateral.

Growing up and being so fortunate to share my life with Arabian horses, it was a dream that I was able to combine both my love for Arabian horses and love for advertising into one career path.





*the continuance of email blasts and other promotional and advertising collateral/material to continue to drive traffic to our clients websites.*

## **Why did you choose to work in this field? Which experience of your life led you to work with Arabian horses and in the Arabian horse world?**

*I was very, very fortunate that my family shared a love of Arabian horses and I was able to grow up with this amazing breed. There is something about the Arabian horse that sets them apart from any other breed. There is a connection unlike any other and it's magical. Involved in all aspects of the Arabian horse industry - from general horse care, to preparing and conditioning the show horses, to foaling out mares, and of course exhibiting and presenting Arabian horses in the show ring - I feel very confident when I say we know this business inside and out - along with my extensive travel schedule - gives confidence to our clients in ArabianCentric.com and what we have to offer.*

## **Who are your clients?**

*ArabianCentric.com is proud to represent an international clientele with clients in the United States, Canada, Europe, and the Middle East. We've tailored customized advertising solutions to incorporate all segments of the Arabian horse world that will give maximum exposure to our clients, their businesses, and their Arabian horses no matter what continent or location they are.*

## **How much are the social networks relevant in your work and how do they influence the market?**

*Social Media has become one of the most important tools in how we market and advertise not only ArabianCentric.com, but also how we promote and showcase our clients. The ArabianCentric.com Facebook page has a reach of over 200,000+ Arabian horse lovers from all over the globe. The exposure our clients receive has become exponential and social media has become a very important tool in our day-to-day functions of ArabianCentric.com*

## **Which are your plans for the future?**

*Evolution and growth usually always come hand in hand - it couldn't be any more appropriate with ArabianCentric.com and how we've grown as a company. Not only staying current with technologies in exceptional website design, but also improving our craft in email blast execution and developing advanced techniques in social media.*

## **You attend several Arabian horse shows. What do you think we should change to draw even more interest?**

*I've been so lucky that the Arabian horse has allowed me to travel all over the world. Travel teaches us so much, teaches us about ourselves, teaches us compassion, makes us aware of how big (and how small!) this world is. I believe continued transparency in judging, as well as showcasing Arabian horses at venues that make them attractive to the outside will continue to attract new comers to the Arabian breed.*

