

# Acu-Bright

## Case Study

**Client:** Acu-Bright

**Industry:** Chandelier cleaning & restoration

**Location:** NH/Nationwide

### Overview:

Premium service + patented tech, but **Signal Drift** made it look dated and invisible with **Brand Identity Fog** + weak SEO.



## The Fix

### Clarity (*Dig*) → Build (*Distill*) → Launch (*Amplify*)

- **Dig:** Found why trust was low, and discovery was broken (from brand and website identity fragmentation).
- **Distill:** Rebuilt identity and messaging to signal precision and premium care.
- **Amplify:** Reset the website + SEO foundation and deployed campaign-ready assets.

## The Outcomes

- Stronger recognition and credibility
- Improved visibility and lead flow
- Foundation built for sustained demand instead of sporadic spikes

## The Work

Identity, Strategy, Social, WordPress, SEO, Photo/Video, PR, Ads, Copy, Print/OOH, Merch