

# Balmy Days Cruises

## Case Study

**Client:** Balmy Days Cruises

**Industry:** Tourism / Attractions

**Location:** Boothbay Harbor, ME

### Overview:

**Signal Drift** from outdated identity + broken website created **Brand Identity Fog** and booking friction, plus backend chaos.



## The Fix

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

- **Dig:** Identified trust + UX issues (and fixed the access problem).
- **Distill:** Built a stamp-style identity with clear maritime cues and recall.
- **Amplify:** Rebuilt the site around simple language and a clean booking path. Social Media Ads showed brand continuity across multiple platforms and boosted the message.

## The Outcomes

- Recognizable identity people remember, and professional feel
- Improved user experience and conversion path
- Marketing-Ready Platform

## The Work

Brand Identity, Logo, WordPress, SEO, Copy, Social Ads, OOH