

New Hampshire Coffee Roasting Co.

Case Study

Client: NH Coffee Roasting Co.

Industry: Coffee / CPG

Location: Dover, NH

Overview:

Signal Drift across packaging, messaging, and marketing created **Brand Identity Fog**—making it hard to scale beyond the local stronghold.



The Fix

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

- **Dig:** Identified breakdowns across B2C/B2B consistency and growth bottlenecks.
- **Distill:** Rebuilt the brand system and packaging for stronger shelf and digital readability.
- **Amplify:** Deployed a growth engine: web, social, email, SEO, and campaigns tied to business goals.

The Outcomes

- Stronger consistency across channels
- Expanded reach beyond the region
- Improved engagement and demand capture
- Positioned for broader retail growth

The Work

Visual+Verbal Identity, Packaging, Web/Ecommerce, Social, SEO, Copy, Photo/Video, Campaigns