

Rich Insights Research

Case Study

Client: Rich Insights

Industry: Consumer Packaged Goods (CPG)

Location: Bradford, Ontario

Overview:

Signal Drift made a serious research partner look like a generic vendor—creating **Brand Identity Fog** around credibility, premium value, and what they actually deliver.



The Fix

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

- **Dig:** Clarified who buys, what's at stake (packaging decisions), and the real job-to-be-done: decision confidence.
- **Distill:** Built premium positioning + a trust-first identity system that stays consistent across decks, reports, and web.
- **Amplify:** Launched a conversion-ready website with proof-forward messaging + SEO foundation.

The Outcomes

- **First-Contact Credibility:** instantly reads “premium decision partner” instead of vendor
- Clear offer in seconds
- Consistent system across all assets
- Website built to start sales conversations

The Work

Brand Identity, Verbal Identity, Content, UI Design, WordPress, SEO