

The Giving Moose

Case Study

Client: The Giving Moose

Industry: Household Products

Location: Hudson, NH

Overview:

The mission was solid, but **Signal Drift** made it feel unclear, creating **Brand Identity Fog** that slowed trust and stalled purchases.



The Fix

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

- **Dig:** Identified where visitors got stuck: mission clarity, trust, and “how giving works.”
- **Distill:** Built a messaging system that’s human without being vague. Then positioned it as everyday generosity with measurable impact.
- **Amplify:** Designed Shopify UX/UI to move story → product → proof → purchase, with SEO baked in.

The Outcomes

- Faster trust and understanding
- Cleaner conversion path (less “curious browsing,” more buying)
- SEO-ready foundation to scale products and causes
- Brand now feels credible, not just heartfelt

The Work

Verbal Brand, Content, UI Design, Shopify, SEO