

# Woodstock Inn Brewery

## Case Study

**Client:** Woodstock Inn Brewery

**Industry:** Craft Beer/ CPG

**Location:** Woodstock, NH

### Overview:

As the market shifted, **Signal Drift** weakened shelf impact, creating **Brand Identity Fog** in a crowded category and contributing to sales decline.



## The Fix

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

- **Dig:** Diagnosed why the brand stopped getting noticed.
- **Distill:** Built the “Ski-Pass” packaging system with coded visual language for instant recognition.
- **Amplify:** Rolled the new branding out everywhere: cans, ads, social, web, radio, print.

## The Outcomes

- 39% YoY sales increase
- Shelf recognition and differentiation restored
- One system across every channel (no mixed signals)

## The Work

Packaging, Advertising, Social, Web, Photo/Video, Copy