

River Birch Builders

Case Study

Client: River Birch Builders

Industry: Luxury Home Building / Development

Location: New Hampshire Seacoast

Overview:

The builds were premium, but **Signal Drift** made the brand feel generic, creating **Brand Identity Fog** that slowed trust and cost them qualified inquiries



The Fix

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

- **Dig:** Ran a Brand Read to identify where the brand wasn't matching luxury-buyer expectations (premium cues, proof, and positioning clarity).
- **Distill:** Built a modern luxury identity system plus style guide, copywriting, and social direction to keep signals consistent.
- **Amplify:** Designed and built a conversion-focused website with clean UX to move visitors from first impression to proof to inquiry.

The Outcomes

- Brand now reads “modern luxury” in seconds
- Clearer positioning (what they build, who it's for, why it's premium)
- Stronger trust signals across web and social
- Website built to drive more qualified inquiries

The Work

Brand Read, Brand Identity, Style Guide, Copy, Social Direction, Website UX/UI, Website Development