

## Brand Development/Repositioning Case Study

**Subject: Higgins Beach Inn, seasonal lodging property with ~25 accommodations.**

### Introduction

After acquiring stewardship of the century-old Higgins Beach Inn and Garofalo's restaurant in Scarborough, ME, ownership sought to renovate and rebrand the seasonal beach hotel and its associated restaurant from its humble beginnings in a summer colony and subsequent iterations, to a contemporary boutique hotel with modern amenities and a new restaurant and bar experience specializing in fresh beach-fare and drink. Physically as well as digitally, Higgins Beach Inn was a distressed property in need of substantial renovation as well as brand repositioning.

### Process

As part of our initial discovery, we performed a SWOT (strengths, weaknesses, opportunities, threats) analysis with ownership to establish ideal market position. A new brand identity and style guide were created for the hotel, featuring modern design elements to complement the building's bold new interior design with a sophisticated, yet classic, beach theme. The in-house Garofalo's restaurant was renamed and rebranded as Shade: The Eatery at Higgins Beach Inn, moving away from rich Northern Italian style cuisine, to a quintessential New England beach fare approach featuring a casual indoor/outdoor atmosphere.

We facilitated the acquisition of high quality photography to document the transformation and revamp the profile and story of the property, positioning it as a premier, boutique, family-friendly beach vacation experience. The outdated and largely informational website, containing little story telling or brand elements, was redesigned for responsiveness, user experience and interface, and brand alignment.

### Results

(before)



(after)



### Services

Brand Development, Digital Marketing, Web Design, Customer Acquisition, General Marketing Consultation