



## Case Study: Re-Signaling for Local Resonance

**Category:** F&B | Singapore | Brand Signal Architecture

**Instaura Role:** Strategic Signal Correction & Local Market Repositioning

**Duration:** 12 Weeks

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### **Background**

The brand had achieved cult popularity among tourists and expats, powered by high design, sharp service, and Instagrammable interiors. But repeat traction from Singapore locals remained underwhelming — and GMV was stagnating.

Despite strong reviews and a loyal foreign following, the brand was bleeding signal in its home market.

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### **Challenge**

The restaurant was unintentionally signaling:

- **“Expensive Tourist Trap”** to locals
- **“Style over Substance”** in food discourse
- And worst of all — **“Not for People Like Me”**

There was no clarity in the signal stack — it was confusing locals, and leaving revenue on the table every single week.

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### **Instaura’s Mandate**

- Diagnose broken signals to local audience
  - Rebuild brand’s core architecture: narrative, local cues, pricing perception, food focus
  - Activate signal-led growth loops: local footfall, repeat dining, word-of-mouth, weekday bookings
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### **What We Did**

#### **1. Signal Dissection**

We ran deep qualitative insight interviews and triangulated with online reviews. Found 3 major mismatches:



- Locals didn't "see themselves" in the experience
- Perceived price-to-value was off
- The food signal wasn't cutting through

## 2. Strategic Signal Correction

- Rewrote the full **Signal Architecture** for local alignment
- Built **new cue layers** — from nameplates to chef narratives to weekday menus
- Local-first storytelling in digital — Instagram, Google, WhatsApp replies
- Introduced **signal drops** to key local tastemakers

## 3. Repositioned Offer Without Dilution

- Without compromising brand edge, we shifted the visual and pricing cues subtly to reframe the offering as a "**local gem**" not a "foreigner trap"
- Simplified booking friction. WhatsApp menu previews. Midweek sets. Chef table intimacy — all recalibrated for local demand behavior

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## Results Within 12 Weeks

- **+43% increase** in weekday bookings
- **+71% repeat footfall** from Singapore locals
- Singapore food blogs and Telegram groups started **organically pushing** the venue
- Higher-margin items saw **+22% uptake** without explicit price cuts
- Conversion rate on Instagram DM queries improved from 9% to 41%
- Customer archetype shifted — from one-time tourists to returning local clusters

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## Why This Matters

Signal isn't branding fluff — it's revenue-coded.

When you fix your signal, you fix your sales trajectory.

This was not a marketing problem. This was a **mis-signaling** problem.

Once corrected, the loops worked. The growth became local. The margins followed.

If you want to **stop confusing the market** and start converting your best-fit audience, your first move isn't advertising. It's signal.