

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

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.

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.

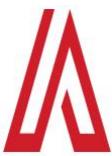
Instaura’s Mandate

- 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

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

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

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.