

## CASE STUDY: Honeybrains

How we transformed Honeybrains from a literal health concept into a craveable, energy-first brand in a saturated market.

*[Visual Placeholder: Full-bleed hero image of new Honeybrains branding or store exterior]*

### The Real Problem

Honeybrains had a great idea. But a tough name. And an even tougher story to decode...

Underneath it all was a deeper issue: the brand had become preachy. It was lecturing New Yorkers on health and wellness.

*[Visual Placeholder: Before/after photos of store menus and brand expressions]*

### What We Did

1. We reframed the strategy around food, not function.
2. We replaced health jargon with human language.
3. We rebuilt the brand identity from the inside out.
4. We redesigned the in-store experience.

*[Visual Placeholder: Grid of new brand visuals – logo, color palette, illustration style, menu designs]*

### The Result

- A bold brand relaunch anchored in food, flavor, and functional joy
- A scalable platform for new store openings in Tribeca and the Upper West Side
- A visual and verbal identity that matches the energy of the food
- A renewed connection with customers who want to feel full—not just in stomach, but in spirit

*[Visual Placeholder: Quotes from customers or images of full stores]*

### Why It Matters

There's no shortage of health-forward fast casual in NYC. But most are indistinguishable...

Honeybrains now stands apart. It's not trying to prove it's healthy. It's showing people what feeling good actually looks like.

This is what brand can do when it actually makes people feel something.

*[Visual Placeholder: Hero image with tagline overlay: 'Be Full' or similar brand line]*