



Motion Captured.

Case Study

FREMANTLE COFFEE ROASTERS

Strategic Brand Infrastructure
& Digital Growth

Repositioning a mid-market
coffee product into a
scalable retail brand



When I joined Fremantle Coffee Roasters, the brand had:

- 9 product images on Instagram
- No structured digital system
- Undefined tone of voice
- Minimal e-commerce optimisation

Just 4 brown bags of coffee with a coloured label

My role: End-to-end brand and digital strategy lead.



The product quality was strong.
The brand positioning lacked clarity for scale.

STRATEGIC INTERVENTION

Strategic Positioning

The product sat in a complex pricing tier, affordable but not budget, accessible but not specialty. Without careful positioning, it risked being perceived as either cheap or elitist.

The strategy focused on:

- Reducing psychological intimidation around coffee beans
- Educating consumers on simple brew methods
- Framing coffee as fuel for active, everyday Australians
- Leveraging Fremantle identity as a cultural anchor

The opportunity was to reframe coffee as accessible, habitual and culturally embedded.

BRAND ARCHITECTURE

Pillar 1- Accessibility Through Education

- Partnered with Aeropress and Rhino grinders to demonstrate simple, portable brewing.
- Created brew method content showing you don't need an expensive machine to use whole beans.

Outcome: Lowered psychological barrier to entry and expanded buyer confidence.

Pillar 2- Lifestyle-Led Identity

- Framed coffee as fuel for surf mornings, camping trips and social connection.
- Built a young, active, culturally relevant brand voice rooted in everyday use.

Outcome: Positioned the brand as relatable rather than elitist.

The strategy focused on removing intimidation and embedding the brand into everyday active life.

BRAND ARCHITECTURE

Behavioural Framing & Brand Equity

Pillar 3- Geographic Anchoring

- Embedded Fremantle's coastal culture into all visual storytelling.
- Turned location into brand equity rather than just a name.

Outcome: Strengthened authenticity and retail appeal.

Pillar 4- Ritual & Habit Psychology

- Elevated the morning brew into a valued daily ritual.
- Showed coffee as both home-based and portable, expanding usage occasions.

Outcome: Increased emotional stickiness and repeat purchase behaviour.

DIGITAL & BRAND INFRASTRUCTURE

Complete e-commerce rebuild:

- Defined visual language
- Established structured content pillars
- Developed accessibility-led education content
- Created repeatable content formats
- Community collaboration strategy (Fine Sands partnership)

RETAIL ALIGNMENT

The strengthened brand identity and consistent digital presence supported supermarket expansion without requiring heavy ongoing marketing intervention.

Website turnover ~ \$100k+ first year post rebuild
Brand scaled to \$1M+ revenue
Expansion into Coles, IGA, Spud Shed
System continues to operate 3 years post-departure

**The marketing role was later removed as the brand
functioned independently.**

SHAPING PHISH

This project shaped the Strategic Content Partnership model now used in PHISH. Today, I build structured visual systems for lifestyle and expedition-based brands that need more than assets- they need clarity, cohesion and scalable positioning.



PHISH

MOTION CAPTURED.

Strong brands deserve content with purpose.

www.phish.studio

Hannah Lamb

phish.by.hannah@gmail.com

Western Australia

