

USHA MARTIN PIONEERING EXCELLENCE

CASE STUDY

BRAND STRATEGY
BRAND ARCHITECTURE
VISUAL IDENTITY DESIGN
PORTFOLIO HARMONIZATION
BRAND GUIDELINES
ACTIVATION

COHRAH DESIGN GROUP



USHA MARTIN CASE STUDY

CHALLENGE

Usha Martin is a global steel-wire rope powerhouse that is present across 75 countries. From humble beginnings in India to a presence in over 75 countries, Usha Martin is a global manufacturing powerhouse. Over the years, due to acquisitions of brands and growth in international markets, and disparate visual branding the brand's stakeholders were missing the feeling of 'One Usha Martin'. With great ambitions for the future and growth of the brand, Usha Martin required not only a refreshed brand platform, but also a strong visual identity and portfolio unification. All without losing its rich history and legacy in the industry.

SOLUTION

The first step to creating a future-ready brand was gathering insights from 15 internal stakeholders and 15 customers across geographies including UAE, UK and the Americas. These insights allowed us to understand the brand DNA and carve out a unique niche in the market for Usha Martin. Using the positioning platform of 'Pioneering Excellence', we crafted a brand model that highlighted all of the brand's strengths through 3 pillars – engineering prowess, constant strive for excellence and a growth mindset. All contributing to Usha Martin's positioning as an industry leader.

Our first step to creating a future ready brand was to build an architecture that served both, the internal organisation as well as provided customers an ease of navigation for the brand. Through multiple rounds of discussions with the stakeholders of Usha Martin, we came to a conclusion that everyone aligned to. The sector-based architecture makes it easier for current and potential customers to see the full breadth of products offered by the brand along with their services and other initiatives. The brand model and the new positioning reflects this refreshed brand and spirit.

To match the future-ready positioning, we created a new-age brand identity inspired by the cross section of wire-ropes and the brand's constant pursuit of excellence and precision. The hexagon form, inspired by the cross section of a wire-rope, denotes stability while the arrow form brings momentum, signalling the constant movement to excellence. This form paired with a vibrant orange and a grounding blue makes for an ownable, differentiated brand identity. Subsequently, we also took on the additional task of harmonising the portfolio visually. This ensured that all the Usha Martin sub-brand and initiatives accurately represented their connection to the mother brand while retaining their own equity. The result of this is a cohesive, unified portfolio of sub-brands that allow Usha Martin to be perceived as the global powerhouse it is.

IMPACT

The new brand was adapted across over 30 touchpoints for employees and consumers as well as a comprehensive guideline that outlines all the details of the new brand strategy and visual identity. The launch of the brand and purpose film made waves on social media, garnering over hundreds of re-posts and clicks on social media and the revamped website. This re-brand was rolled out to over 13 locations, across all their offices in India, SEA, UK, Europe, Australia and the Americas, reaching customers in over 52 countries. The launch of the new brand was also celebrated internally by over 1,200 employees at various offices.

