



Miltech Industries

an Onio case study on SME Branding

One Source

One Force

Challenge & Scope

Client Background

Miltech Industries is a family-owned company in the business of manufacturing quality plastic moulded components and mould making. The clients were from diverse domains like automotive, white goods, consumer durables, defence, electronics etc. It was fighting in the market against bigger, more mature precision plastic manufacturers and needed strong positioning to redefine itself in the domestic & international markets.

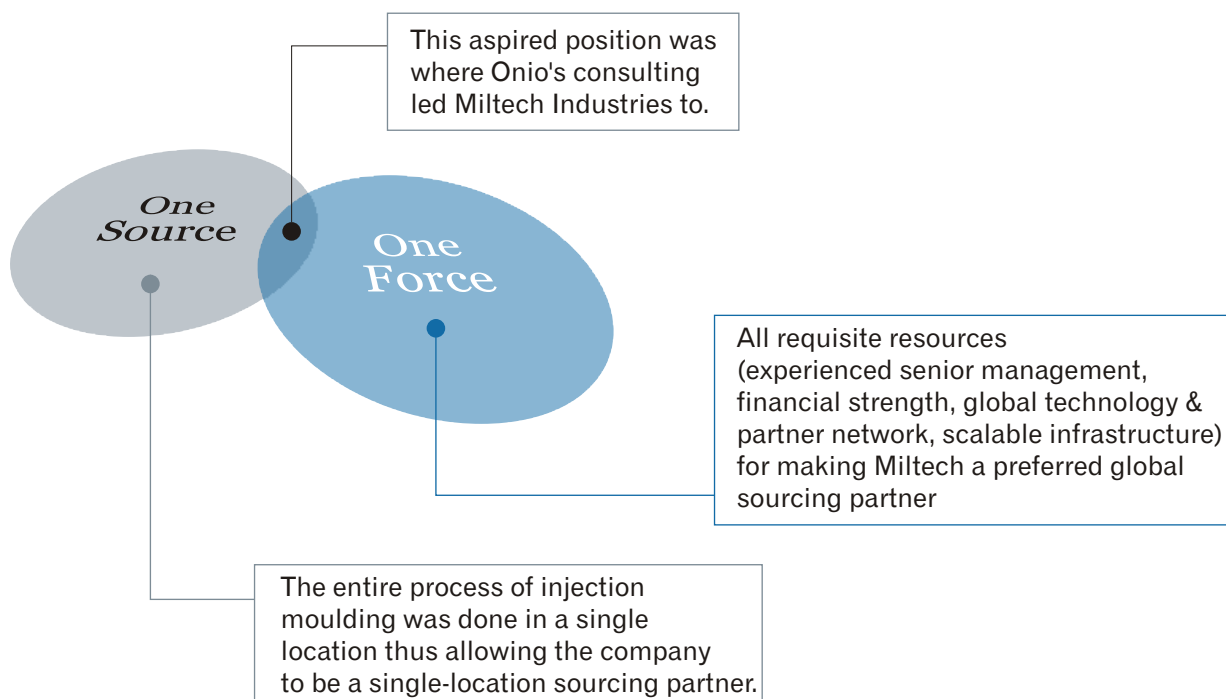
Challenge & Scope

Primary challenge was to help evolve an 'also-ran' company into an 'emerging global player'. That apart, consistent messaging was also needed to convey the Indian location advantages leading to better quality products at lower rates by use of advanced manufacturing technologies. Also needed was portraying the company as an attractive export-oriented investment option. The scope included -

Onio's Approach

Onio's in-depth research into the company and the industry vertical allowed it to come up with a distinct positioning – **"One Source, One Force"**.

Throughout the project, Onio took an integrated approach and ensure consistency of messaging in all its deliverables. Onio laid a special emphasis on visual portrayal of a world class manufacturing facility and ensured that **'One Source, One Force'** was conveyed in the best possible manner.





Onio's Solution

- Designing an exhibition stall
- Designing a corporate brochure
- Develop a corporate film
- Designing a web site that projected the company as a world class partner

Business Benefits

Onio's brand consulting helped an also-ran company evolve into a world-class global company. The positioning that Onio created resulted in a fresher business perspective leading to better enquiries and sharper targeting of the market. Consistent messaging led to uniform and credible experience for Miltech's clients. 'One Source, One Force' turned out to be as much an HR booster as much as a positioning for Miltech.