

Osborn Rebranding

Osborn's New Brand Identity Finishes First

Challenge

Osborn, a global leader in surface treatment solutions and finishing tools, had established a new brand identity to unify the company's multiple divisions and create a focused, strategic approach in the marketplace. Exemplified by its new tagline, "Osborn. Finish. First.", the new brand identity needed to be integrated on all elements of the company's identity within the constraints of a very aggressive timeline.

Solution

Together with Osborn, Sonnhalter helped execute the launch plan in less than four months. Utilizing its extensive industry knowledge, Sonnhalter managed the plan elements, delivering them on time. Elements of the launch plan included advertising, market-specific brochures, unique URLs and microsites for tracking, electronic ads for e-newsletters, public relations and trade show participation. At ISA, a key trade show, Osborn held a breakfast to communicate its new brand identity to its immediate customers, its distributors.

Results

With the help of Sonnhalter, Osborn was able to regain visibility in the market with its unified brand identity, and once again is recognized as the global leader in surface treatment solutions and finishing tools.

We are helping Osborn to finish first!

