

CINCINNATI MINE MACHINERY Case Study

Strengthening a 90-Year-Old Brand

The global B2B brand Cincinnati Mine Machinery has been a leader in mining chain manufacturing for 90 years. Over time, the brand fragmented into multiple identities, none of which truly captured the company's essence as an industry innovator.

Sunrise executed a strategic discovery process that led us to develop a new logo, tagline and messaging. The brand refresh energized both internal and external communications by establishing a position of strength and reclaiming Cincinnati Mine Machinery's leadership position. The brand is now consistent in all service areas, including North America, South America, Europe, Africa and Australia.

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A contemporized logo built on the heritage and looked forward to the next 90 years, and a new tagline hammered home the brand's primary benefit. Strength prevailed in print ads praising the benefits of the brand's superior products and services.