

Manufacturing
Special

JUNE 2026

The Perspective

Conversations That Shape Brands

How Manufacturing Companies Can Leverage Branding in the Digital Age

**A heart-to-brand
conversation**

with

Nidhi Chopra

A tooling company that
shifted its positioning
as a global brand

A publication by

**the
brand
march**

Editor's Note

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Welcome to The Perspective

We live in a time of unprecedented access to information. Every day, we are exposed to countless opinions, trends, tools, strategies, and success stories. Yet amidst this abundance of information, clarity has become increasingly scarce.

Businesses today are often pressured to move faster, post more, and follow every new trend. The result is a culture driven by FOMO rather than focus, activity rather than intention, and visibility rather than value.

I believe that great brands are not built through impulse. They are built through discipline, consistency, and thoughtful decision-making.

That belief is the reason behind The Perspective.

This publication is our effort to pause, reflect, and share meaningful insights on branding, marketing, business growth, digital transformation, and leadership. Through every edition, we aim to bring perspectives that help business owners, marketers, and leaders cut through the noise and make more informed decisions.

Over 20 years, now I have had the privilege of working with organizations across manufacturing, engineering, technology, and service industries. One lesson has remained constant: successful brands are rarely the loudest; they are the clearest, consistent, and most trusted.

In these pages, you will find industry observations, emerging trends, practical frameworks, success stories, and conversations that challenge conventional thinking. More importantly, you will find ideas designed to inspire action.

As we launch this first edition, I along with my publication team invite you to look beyond trends and focus on what truly creates long-term value, trust, relevance, and meaningful brand experiences.



“The Perspective is an attempt to shape brand conversations through focused reading, deeper thinking, and meaningful insights that inspire action.”

Thank you for joining us on this journey.

Branding is discipline. We do it mindfully.

Cover Story

How Traditional Manufacturing Companies Can Leverage Branding in the Digital Age

B2B marketing landscape has evolved. Today consumers are present digitally doing their research and verifying what's new alongside meeting sales representatives. Manufacturing companies have always built trust through quality, consistency and long-term client relationships. But today, buyers do not judge a business only through its products, the traditional marketing playbook is losing its edge.

Why manufacturing branding is different

For traditional manufacturing companies, branding does not mean becoming flashy. It means presenting real strengths in a clear and professional way. Many manufacturers already have strong assets like skilled teams, technical knowledge, quality checks, advanced machines and years of experience. But most of this stays inside the factory. If buyers cannot see it, they may not understand the value behind the product. Manufacturing buying cycle isn't impulse-buying, but are longer, decisions are research-based, and the stakes are higher. That means your brand must communicate specialization, reliability, and trust. Every touchpoint your brand establishes from website, social media or any other media - digital or offline to your plant floor or sales team - creates a brand moment.

The cost of ignoring the digital landscape

- Compete on price alone, eroding margins over time
- Struggle to attract talent, particularly younger workers who research employers before applying
- Miss digital-era buyers, since more purchasing decisions begin with an online search
- Lose ground to nimbler competitors who invest in visibility and trust-building

Roadmap to your brand footprints

Outcome based value

Communicate value and outcomes over harping

product specifications.

Buyers want to know what problem you solve, not just what you make. How does your product improve efficiency? Reduce downtime? Lower total cost of ownership?

Build a digital presence

In the age of information obesity, only a meaningful content can add value. Consistent digital presence with thoughtful content, SEO strategy, social media presence - LinkedIn more relatable to manufacturing will help extend your reach.

Create Experience

Branding is not just marketing or selling. It is experience you give your audience. Every touch-point with your target audience count, their factory visit, sales representative scheduling a meeting, interaction and conversations with sales team, service support, procurement process, every experience reinforces brand promise.

Leveraging AI and Automation

AI and automation are enabling faster, more targeted marketing campaigns and generative design tools that cut development cycles by up to 50%. Use of technologies like AR/VR let manufacturers demonstrate capabilities earlier in the buyer journey, while additive manufacturing enables customers to receive custom-branded components.

To summarize

Effective manufacturing branding is about being **trusted, differentiated, and fast** consistent across every market, partner, and channel. The manufacturers who invest in brand now aren't just marketing better. They're building the kind of reputation that commands loyalty, attracts talent, and holds pricing power when every competitor is racing to the bottom.



Heart to Brand Conversation



We had a heart-to-brand conversation with Nidhi Chopda, Export Director at KTA Spindle Toolings LLP. For over three decades, KTA has built its reputation on engineering excellence while recognizing the growing importance of branding in building trust, credibility, and lasting customer relationships. Read on as Nidhi shares how a strong brand has supported KTA's global growth, attracted top talent, and strengthened its market leadership while staying true to its core values of Precision, Reliability, and Innovation.

KTA Spindle Toolings LLP operates in a highly technical and precision-driven industry. What made you realize that branding was as important as engineering excellence?

Engineering excellence is the foundation of our business, but we realized that even the best products need a strong identity to create trust and recognition in the market. Branding allows us to communicate our values, expertise, reliability, and commitment to quality. In a competitive global environment, branding helps customers understand who we are, what we stand for, and why they can confidently choose KTA as their long-term tooling partner.

When you started building KTA Spindle Toolings LLP, what did you want customers to remember about the company beyond its products?

Beyond our products, we wanted customers to remember KTA as a company they could trust. Our goal has always been to build lasting relationships through consistency, technical expertise, responsiveness, and customer-focused service. We wanted customers to associate KTA with reliability, integrity, and continuous innovation.

Many manufacturing companies believe branding is only relevant for consumer businesses. What is your perspective on this?

In B2B industries, branding is equally important. Industrial customers make long-term investments and look for dependable partners. A strong brand signals credibility, technical competence, financial stability, and commitment to customer success. Branding influences purchasing decisions, partnership opportunities, and market positioning. Strong brands are remembered not only for what they produce but also for how they support customers, solve problems, and stand behind their products.

KTA has expanded into international markets. How has branding supported your global growth journey?

Branding has played a significant role in our international expansion. It has helped us present a consistent image across different markets and establish credibility with customers who may not have prior experience with our company. Through a strong brand presence, participation in international exhibitions, and our European operations through HPCHO GmbH, we have been able to strengthen customer confidence and expand our global footprint.

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How does branding influence your ability to attract skilled engineers and technical talent?

Today's professionals want to work for organizations that have a strong reputation, clear vision, and growth opportunities. A respected brand helps attract talented engineers by showcasing our commitment to innovation, quality, and professional development. Strong branding also instills pride among employees and contributes to higher engagement and retention.

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How have platforms like LinkedIn, industry publications, exhibitions, and digital content helped KTA build visibility?

These platforms have significantly enhanced our visibility and industry recognition. LinkedIn allows us to engage with customers, partners, and industry professionals globally. Industry

publications help position us as a trusted and knowledgeable manufacturer. Exhibitions provide opportunities for direct interaction with customers and showcase our products firsthand. Together, these channels strengthen brand awareness and support business development efforts.

If you had to define the KTA brand in three words, what would they be?

Precision. Reliability. Innovation.

These three words reflect our commitment to manufacturing excellence, customer trust, and continuous technological advancement.



“ In a competitive global environment, branding helps customers understand who we are, what we stand for, and why they can confidently choose KTA as their long-term tooling partner. ”

Nidhi Chopda

Export Director – KTA Spindle Toolings LLP

Looking ahead, how do you envision KTA brand evolving over the next five years?

Over the next five years, we envision KTA becoming an even stronger global brand recognized for advanced tooling solutions, innovation, and customer-centric service. We will continue investing in technology, digital transformation, international market expansion, and sustainable growth. Our objective is to strengthen our position as a trusted global partner for precision tooling while maintaining the quality and values that have defined KTA for over three decades.

Trend Watch



Google says AEO and GEO are still SEO

Google recently shared guidance for websites that want to appear in AI Overviews and AI Mode.

This means brands should not panic about every new term like AEO, GEO or LLMO. The basics still matter: helpful content, clear website structure, strong authority, fast pages and useful answers.

SEO is no longer only about ranking on Google. It is also about becoming the source AI tools can trust, understand and quote.

As AI search grows, brands with clear content, FAQs, service pages, blogs and proof-based communication will have a stronger chance of being discovered

Gemini now supports short AI video creation

Google's Gemini can now help users create short 10-second AI videos with audio. This update can be useful for brands to create quick reels, product teasers, campaign ideas and visual concepts.

For businesses, this means content creation will become faster and easier. But as more brands start using AI tools, creative ideas and strong brand storytelling will matter even more.

AI Overviews may reduce website clicks

Recent research shows that AI-generated search summaries can reduce traffic to some informational websites because users get answers directly on the search page.

This is important for brands, publishers and businesses that depend on blogs or organic traffic. This means content should not only attract clicks, but also build authority.

Brands need to create original insights, expert-led content, strong opinions, case studies, visuals and downloadable resources. Generic content will get replaced faster. Useful and trusted content will still stand out.

Brand Narratives

SIEMENS
Ingenuity for life

When technology helps people shape the future.

So they leave behind a lasting legacy.

That's Ingenuity for life.

When reliable power generation and delivery makes everyone feel at home. And a nation's most precious resource fuels the next generation of innovators. When smooth manufacturing processes help people live the life they want and smart mobility solutions ensure people are there for the moments that matter most. All across the region Siemens is helping put vision into action. That's Ingenuity for life.

[siemens.com.qa](https://www.siemens.com.qa)

Siemens : From Engineering Giant to Digital Transformation Partner

The strongest industrial brands do not merely sell products, they shape industry conversations and become trusted partners in their customers' transformation journeys.

Siemens has long been synonymous with engineering excellence, industrial automation, and infrastructure development. The company realised that its future growth depended not only on manufacturing advancement but digital transformation.

The company's global positioning campaign, "Ingenuity for Life," focused on multi-local storytelling in order to bring the powerful message of "Ingenuity for life" into core markets and ultimately to almost all markets around the globe.

What happens when engineering excellence meets digital transformation? Some of the world's most respected manufacturing companies have successfully reinvented themselves not by changing what they make, but by changing how they communicate their value. Let's explore how industry leaders leveraged branding and digital adaptation to stay relevant, visible, and ahead of the curve.

Rather than focusing solely on machines, systems, and hardware, Siemens began communicating how technologies solve complex challenges in everyday life across all regions and all sectors from manufacturing, energy, mobility, healthcare, to urban infrastructure and more.

Every communication revolved around accelerated growth, sustainability, entrepreneurial spirit at local level. Siemens consistently published insights on Industry 4.0, smart factories, sustainability, digital engineering, and automation. Through digital channels, webinars, industry reports, and customer case studies, the company educated the market while strengthening its position as a transformation partner.

Good Reads

What's the one thing I can do such that by doing it, everything else will be easier or unnecessary?



The One Thing

– By Gary Keller

This question helps readers think clearly before taking action. It can be useful for business owners, entrepreneurs, students, employees, and anyone trying to improve their personal or professional life. The book also highlights the importance of discipline, time blocking, goal setting, and avoiding multitasking. It reminds us that doing more is not always better. Doing the right thing consistently creates better results.

Why you should read it

This book is helpful for anyone who feel overwhelmed, distracted, or stuck between too many tasks. It helps you simplify your goals and focus on what truly matters.

Final Takeaway

Success starts when we stop chasing everything and start focusing on the one thing that matters the most. The book seeds the thought that success does not come from being busy all the time. It comes from choosing the right priority and giving it your full attention. In today's fast-moving world, where people are constantly distracted by work, social media, and endless responsibilities, this message feels very relevant.

Mindful Moments

In a world of constant notifications, emails, and social feeds, our attention is under continuous demand. While technology helps us learn, connect and grow, it also leaves little room for quiet moments, for that pause, and for stillness.

The challenge is not to disconnect from technology, but to create moments away from it.

A walk outdoors, a meal without a screen, or a few minutes of quiet thinking can help restore clarity and focus. As important as digital presence is, so is our ability to pause and reconnect with ourselves.

This month, try spending 30 minutes each day offline. Sometimes, the best ideas emerge when the noise fades.

Less noise. More perspective.

PAUSE is the new luxury

Branding is discipline.
We do it mindfully.



Great brands are not built by doing more.
They are built by doing the right things consistently.

Until next publication
Less Noise. More Perspective.

The
Perspective
Conversations That Shape Brands

A publication by

the
brand
march

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