

Goldmedal Electricals launch brand mascot - 'The Wireman'

Coverage: **Adgully**

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<http://bit.ly/3cERJhW>



The screenshot shows a news article on the Adgully website. The article title is "Goldmedal Electricals launches its brand mascot 'The Wireman'". The author is Adgully, and the date is May 23, 2019. The article features a 3D rendering of "The Wireman", a blue, wire-like humanoid figure with red accents. The text describes the mascot as a symbol of strength, reliability, and safety, representing Goldmedal's electrical goods. The article also mentions that the mascot is designed to trigger interest and represent Goldmedal in a holistic fashion. The website header includes the Adgully logo and navigation links for Advertising, Marketing, Media, Exclusives, Entertainment, and Events. A sidebar on the left shows social media sharing options for Facebook and Twitter, and a list of related items including Goldmedal Electricals, The Wireman, FMEG, and Kishan Jain.

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Goldmedal Electricals, the leading home-grown fast moving electrical goods (FMEG) company has launched its brand mascot - 'The Wireman', for its wires & cables segment. 'The Wireman' symbolises strength, reliability and safety which are important features of Goldmedal's products and is hence designed to look exactly like what he represents.

Through the launch of its brand mascot, Goldmedal aims to strengthen the company's brand identity among key stakeholders. The overall persona of 'The Wireman' is designed to trigger interest and represent Goldmedal in a holistic fashion. Aesthetically, the mascot represents the

and cables, while his superhero looks represent the product's features which