

# Goldmedal Electricals launch brand mascot - 'The Wireman' Coverage: ET Brand Equity

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<https://bit.ly/3oNdRJA>

The screenshot shows a news article on the ET BrandEquity website. The article title is "Goldmedal Electricals launch brand mascot - 'The Wireman'". The sub-headline reads: "With the launch the company looks to strengthen the company's brand identity among key stakeholders". The article is dated May 22, 2019, at 14:51 IST. The main text states: "Home-grown fast moving electrical goods (FMEG) company, Goldmedal Electricals on Wednesday announced the launch of company brand mascot - 'The Wireman', for its wires and cables segment." A quote from the company says: "'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," the company said. The article continues: "Through the launch of its brand mascot, Goldmedal aims to strengthen the company's brand".

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