

# Apar Industries honours electricians with latest ad

Apar Industries has launched a new campaign featuring actor Sonu Sood for their product APAR Anushakti FireProtekt. The campaign highlights the importance of electricians and their contribution to household safety. The advertisement compares electricians to soldiers guarding the nation's borders. The campaign aims to raise awareness about electrical safety and promote the brand's commitment to providing reliable fire protection.



BE Staff , ETBrandEquity

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Apar Industries has launched a new campaign for their product, Apar Anushakti FireProtekt, featuring actor Sonu Sood. The campaign aims to highlight the importance of electricians in ensuring household safety, comparing their work to that of soldiers guarding the nation's borders. The campaign message, "Sab Ki Raksha Kare," emphasizes the crucial role electricians play in protecting families from electrical hazards.

The campaign features a new television commercial (TVC) starring Sonu Sood as an electrician. The advertisement draws a parallel between the work of electricians and soldiers, emphasizing their shared responsibility for protection. The tagline, "Apar Desh Ka Taar," reinforces the brand's commitment to providing safe and secure homes across India.

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Apar Industries aims to elevate the perception of electricians, recognizing their often-unsung contributions to society. The campaign highlights the brand's dedication to providing reliable and trustworthy fire protection solutions for every household.

“Apar Anushakti FireProtekt stands as a guardian, providing assurance to every household that their safety is in reliable hands. This is more than just a product – it’s a promise of protection. With our new TVC, we aim to connect with households on a deeper, more emotional level, showing that Apar is not just a cable; it’s a symbol of trust and protection,” says Shashi Amin, CEO, cable solutions at Apar Industries.

The TVC, developed in collaboration with Rediffusion, aims to evoke a sense of security and trust in the brand. The campaign seeks to establish a deeper connection with consumers, emphasizing the importance of proactive fire protection.

“Electricians are the lifeline of our country. They safeguard our homes and offices from short circuits and any unexpected dangers. It is time we value their efforts for the country. They are our safety soldiers. The TVC brings this to life this with a powerful narrative, resonating with Apar’s brand essence of unwavering protection,” shares Pramod Sharma, national creative director at Rediffusion.

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The campaign emphasizes the crucial role electricians play in ensuring the well-being of communities. Their expertise and dedication are vital in safeguarding homes and businesses from potential electrical hazards. The campaign's tagline underscores the

responsibility and significance of both electricians and electrical wires in maintaining safety and security.

“Wires as such is a low involvement category; probably once in a life time purchase. Hence, it is important that the communication is memorable, amplifies the brand proposition and yet resonates emotionally with both, the end consumer and the electrician who is the actual influencer and buyer in most cases. The TVC for Apar Anushakti FireProtekt is designed to evoke the feeling of security that Apar brings to every home. The concept, crafted in collaboration with our client, portrays the quiet, constant protection that is often overlooked but essential in everyday life,” said Alvin Ferrao, vice president, Rediffusion.

The campaign strategy acknowledges the infrequent nature of wire purchases, emphasizing the need for impactful communication that resonates with both consumers and electricians. The TVC aims to create a lasting impression, highlighting the sense of security provided by Apar products. The campaign focuses on the constant and often unnoticed protection that Apar offers, emphasizing its essential role in everyday life.

Watch the film here:

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