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# Maihar Cement initiates road show to promote Birla Gold

by EVENTFAQS Bureau | Corporate/Brand Marketing | February 3, 2012

Maihar Cement, one of the BK Birla Group of Cos., has organised a road show to project and promote the Birla Gold brand as a synonym for strength and durability, and a superlative component to be used for all kinds of construction purposes among the players in the market.

The creative responsibility was handed over to Ascent Brand Communications in November 2011, as the campaign is a one and a half year activation that is slated to roll out again in the first week of February targeting Bihar, and central and eastern Uttar Pradesh.

In November 2011, the campaign covered around 29 districts, 106 dealer locations and 380 villages in Bihar. Further expanding in Uttar Pradesh in February, the agency expects a similar reach of 30,830 people at the canter and 3,703 participants.

This time again, a canter will be designed into a house wherein an exhibition will be displayed that will showcase the past projects of Maihar Cement. In addition to this, there will be an engagement activity that involves testing muscle power. The participants will be required to test their strength on a strength-testing console, which will symbolize the strength of Birla Gold cement. This activity aims to reach out to the land owners and contractors in the areas of Bihar and Uttar Pradesh.

Talking about the execution of the road show, Pradeep Yadav, Managing Director, Ascent Brand Communications said: "With a mandate to counter the competition, we have conceptualised an activation that will project Birla Gold as the strongest brand in the market and to let people know what all major constructions in the public domain have been built with. To get long lasting recalls, we have created an engagement which symbolizes the strength and solidness."

Yadav further added: "We have won this project on the basis of a partnership with Maihar Cement. We wish to firm up our association with Maihar Cement going forward."

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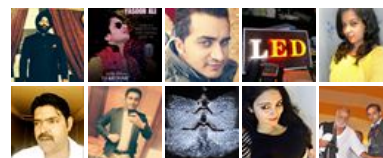
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