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# Load ka Sammaan' Campaign Boosts Distribution Channels

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2 Panasonic Life Solutions  
MINU' India - one of the largest  
TO RI manufacturers of electrical  
NOV materials  
02,  
2023 (ECM) in the country, has  
ADGUL launched 'Load ka  
BUREA Sammaan' campaign to  
@adgull engage directly with its  
News in channel partners. The  
the campaign, designed and  
domain executed in partnership  
of with Initiative India, is  
Advertis aimed at strengthening the  
Marketir existing distribution  
Media network in the lead up to  
and the festive season.  
Busines: of  
Entertain

— This unique and industry  
first effort will witness  
RELATI popular RJs of the radio  
ITEMS channels visiting the  
INITIAT channel partners to interact  
MEDIA with them in an exciting  
PANAS  
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videos, static posts on social media along with interesting on-ground activities. The campaign will bring together the community of channel partners to develop a platform for brand engagement. With 59 cities and 160+ Channel Partners, along with the assistance of radio partners Big FM and Radio City, the campaign hopes to secure maximum visibility for the brand's stakeholders.

Speaking on the launch of this campaign, **Mr. Sunil Narula Senior Vice President - Sales & Marketing, Panasonic Life Solutions India** said, "*The 'Load ka Sammaan' campaign is a first by a brand in the ECM space to engage its primary stakeholders, the channel partners. For PLSIND, they are our primary target audience, and this campaign will attempt to further develop and enhance our relationship with them.*"

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are thrilled to unveil a dynamic campaign for a legacy brand like Panasonic, as their media partner. Rooted in Initiative's philosophy of infusing culture into brand concepts, we crafted the innovative initiative 'Load Ka Sammaan' to foster stronger bonds with channel partners, a pivotal audience for the brand. Opting for radio as a strategic touchpoint, we harnessed its local connectivity to convey brand messages. RJ visits to channel partners added a personal touch, fostering a deeper connection. The campaign comes to life through our seamless partnerships with Big FM and Radio City.”

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