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Home > Media Info > Advertising > DigitasLBI wins Orient Electric

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DigitasLBI wins Orient Electric

To be handled by the agency's Delhi office, the mandate involves developing a comprehensive communication strategy and increasing the digital footprint of Orient Electric across channels

BestMediaInfo Bureau | Delhi | September 7, 2016



DigitasLBI

Following a multi-agency pitch, DigitasLBI has bagged the digital mandate for Orient Electric, a leading player in the home electrical solutions industry. To be handled by the agency's Delhi office, the mandate involves developing a comprehensive communication strategy for Orient Electric and increasing its digital footprint across

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channels.

The agency rolled out the new communication for the brand on September 1, 2016.



Anshuman Chakravarty

Anshuman Chakravarty, Head – Branding & Corporate Communication, Orient Electric, said, "We are excited about our association with DigitasLBI and see them as a perfect partner to lead our digital strategic initiatives. The way information is consumed nowadays has drastically changed with the sweeping digital transformation. We are confident that their thorough understanding of the digital landscape will help us achieve consistent branding and improved customer engagement in line with our business objectives."

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Vineet Singh

Vineet Singh, Client Partner, DigitasLBI, commented, "Orient Electric has always brought smart solutions to its consumers via continued evolution. DigitasLBI is extremely excited to become a part of their journey and help augment their vision. Our insights, our proprietary tools and our strategic creative approach will help us enable Orient Electric to further develop an integrated approach towards reaching their consumers in the digital space."

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Today	Past week	Past month
1. Flashed Yesterday: Wieden+Kennedy strengthens leadership team		
2. Flashed Yesterday: MTV Indies to turn 24x7 Hindi music channel - 'MTV Beats'		
3. Ranveer Singh rocks in Head & Shoulders campaign, says 'dandruff nahi chalega'		
4. Flashed Yesterday: Radio Mirchi launches 'Mirchi Love' in Ahmedabad, Surat and Jaipur		
5. Percept/H appoints Shampa Maitra as Branch Head, Mumbai		

RISING STAR

Rising Star: Ravi Walia, Strategic Planning Director, Rediffusion Y&R



For Walia, imagination is more important than knowledge. He considers advertising his passion and calls it fun as nowhere else one gets paid for ideas

ARCHIVES

1. September 2016	2. August 2016
3. July 2016	4. June 2016
5. May 2016	6. April 2016
7. March 2016	8. February 2016
9. January 2016	10. December 2015
11. November 2015	12. October 2015