



Orient Electric crafts an integrated ad campaign with MS Dhoni

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MS DHONI ORIENT ELECTRIC LED BATTEN

Orient Electric, part of the USD 1.6 billion CK Birla group, has launched an integrated advertising campaign with its long-standing brand ambassador MS Dhoni for its range of LED Battens. The campaign features a TV ad that shows Dhoni being playfully picked on by his niece for not putting an end to the misery of flickering tube light and upgrading to Orient LED Batten which comes with 'No Choke, No Starter and No Flicker', and ensures better lighting with significant cost savings.

Being one of the first companies to push for expansion of LED Batten segment, Orient Electric is spearheading this campaign to create awareness and trigger replacement of age-old conventional tube lights with LED Battens. The TV ad will be strongly flanked by print and radio advertisement and active engagement through digital touch points.



Commenting on the launch of the integrated campaign, Anshuman Chakravarty, Head Brand & Corporate Communication, Orient Electric said, "It all started with our quest to find what's next after LED Bulbs. The second biggest consumer lighting product even today is the conventional tube light with its choke, starter and its impending problem of flickering, which we all have faced in our lives. We realised that our communication around LED Batten 'No Choke, No Starter and No Flicker', could be a potential game changer.

The campaign tries to increase awareness and trigger replacement of traditional tube light with LED Batten. LED Battens are far superior in terms of light output and quality, savings, aesthetics, durability and further helps in contributing towards the nation and environment. We were further emboldened by the fact that it has been competitively priced, just enough to trigger replacements.

M.S. Dhoni has a longstanding association with Orient Electric and therefore he was our natural choice for this campaign.

Mayur Hota, Executive Creative Director, Contract Advertising, Delhi said, "This one lit a bulb straight away. The brief was crystal, we knew the exact bone of contention (a flickering tube light) that needed to be played up. And we went straight for it, MSD in tow. This is also the inception of the entire LED Batten category, no brand has set foot there yet in terms of communication. It's a big opportunity that Orient and Contract spotted in time and I'm sure it will do the job in taking the lead here."

Orient LED Battens offer significant savings over the conventional tube lights. Replacing just one inefficient 40-watt conventional tube light (average usage of 10 hours daily) with an 18-watt Orient LED batten gives an annual saving of about Rs. 480* while also saving 80 kWh of annual energy and reducing annual CO2 emissions by 0.03 tons. With a modest assumption, if all 24.8 crore households in India use two LED battens for a year, there will be annual cost saving of approx. Rs. 24000 crore and annual energy saving of about 4000 crore kWh.

Orient LED Battens have high luminous efficacy with a longer lifespan of more than 20,000 hours. They come with non-yellowing diffuser that ensures constant light dispersion throughout the life of the product. The use of high-grade polycarbonate co-extrusion accounts for durability, better aesthetics and long life. Orient Electric's new range of LED Battens (5, 10, 18, 20 and 22 watt) is available in 1ft, 2ft and 4ft variants. The range falls in the price range of Rs 350 to Rs 750.