

MS Dhoni switches on the 'very silent, very powerful' Aeroquiet fan in Orient Electric's new integrated campaign

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Orient Electric, part of the diversified USD 1.6 billion CK Birla Group, today launched a new TVC campaign featuring the long-standing Ambassador MS Dhoni to introduce its new Aeroquiet Ceiling Fan. The new campaign created by Contract Advertising (India) showcases the new Aeroquiet ceiling fan which promises highest ever air flow with heavenly silence. The campaign features two ads showcasing the daily struggles of an Indian family given the noise of fans. Dhoni is seen urged by his niece in both the ads to put an end to this misery and switch to the very silent, very powerful Orient Aeroquiet fan. The creatively tailored ads emphasise on the three defining aspects of Aero Series fans which include **silence, high air delivery and aesthetics.**



The TV ads will be strongly flanked by print and radio advertisement and active engagement through digital touch points. Orient Electric seeks to discover a fresh and contemporary take on the need for silence in fans through extensive use of social media and popular online video platforms such as ThunderClap, Instagram and Twitter fans to create product and brand awareness.

Commenting on the campaign, , , **Head Brand & Corporate Communications, Orient Electric said, "This is the fan for the millennials and for the enlightened, empowered and demanding consumers of today who seek more depth and**

meaning with their purchases. Orient Aero Series is a breakthrough in fans clearly addressing an important though latent need for silence. Aeroquiet is a perfect example of greatest achievement in terms of technology, creativity and design. When it comes to styling, this fan is a sheer winner with its curvaceous silhouette, first in class ABS blades and high gloss premium PU finish. It has an integrated design of top and bottom canopy with spindle cover, and a stainless steel decorative rim on the top which adds to the premiumness.