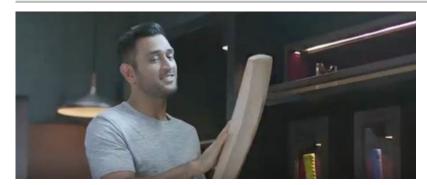
Orient Electric and Contract Advertising Delhi launch an integrated campaign for LED Batten

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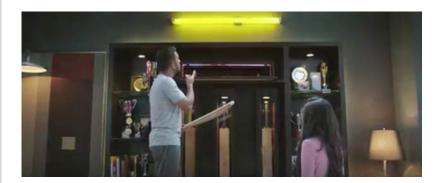
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Orient Electric has launched an integrated campaign wits long-standing brand ambassador MS Dhoni for its ratio of LED Battens. The campaign shows Dhoni being play picked on by his niece for not putting an end to the mis of flickering tube light and upgrading to Orient LED Bat which comes with 'No Choke, No Starter and No Flicke and ensures better lighting with significant cost savings

VIEW THE SPOT

Being one of the first companies to push for expansion of LED Batten segment, Orient Electric is spearheading this campaign to crea awareness and trigger replacement of age-old conventional tube lights with LED Battens. The TV ad will be strongly flanked by print 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 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 face our lives. We realised that our communication around I Batten 'No Choke, No Starter and No Flicker', could be potential game changer.

The campaign tries to increase awareness and trigger replacement of traditional tube light with LED Batten. L Battens are far superior in terms of light output and qui savings, aesthetics, durability and further helps in contributing towards the nation and environment. We v further emboldened by the fact that it has been competitively priced, just enough to trigger replacemer M.S. Dhoni has a longstanding association with Orient

Electric and therefore he was our natural choice for this campaign".

Mayur Hola, 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 i 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 Orient and Contract spotted in time and I'm sure it will do the job in taking the lead here."

Credits -

Orient Electric Brand Head: Anshuman Chakravarty

Production House: Boot Polissh Films

Director: Shujaat Saudagar