



Anshuman Chakravarty Talks Experiential Marketing and Channel Marketing for Orient Electric

by Shantanu Jain [Marketing](#) | August 25, 2017
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Orient Electric, part of the USD 1.6 billion CK Birla group, has recently launched an integrated 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. The brand aims to further amplify the campaign with an experiential leg that will be executed across targeted electrical retail outlets across the country.

In an exclusive interview with EVENTFAQS, Anshuman Chakravarty, Head Brand & Corporate Communication, Orient Electric shares the experiential marketing campaigns of the brand, its channel marketing initiatives and more.

Do you have one marketing strategy for all products under brand Orient or you follow different marketing approaches for each?

As a brand, we at Orient Electric have one underlining marketing strategy even though we have multiple products under different segments. Our aim with our marketing initiatives has always been to give a traditional yet premium positioning to the brand as we have been in the business for over 60 years."

In the year 2014, we revamped the entire marketing strategy to add a new age connect to our overall marketing ethos. We wanted to emphasize on the basic premise that 'switch to smart as the next generation is smarter' as the same is being reflected through our latest products in the market. The idea is also what we are trying to propagate through our latest brand campaign with Dhoni and Chikki.

What works better for the brand ATL or BTL?

ATL is obviously an important marketing medium that we use to create brand awareness but BTL is far more immersive. We have done a lot of BTL initiatives for the brand so far and there is a lot more that we look forward to executing. Currently, our marketing budgets are segregated between the two mediums in the ratio of 50:50 but in the future, our budgets will move more towards BTL.

The purchase decision making power the category that you cater to lies in the hands of the retail shop owners as it is them who advises the end consumers on what electrical products to purchase. What are you doing to engage them?

To engage the retail owners, we have training programs and initiatives for salesmen throughout the year. We also do instant demonstration led video infomercials for retail owners for their knowledge and to show to the audiences. We also do social media campaigns, write blogs and create other small engaging elements for them.

How do you plan your channel marketing campaigns and how do you pick agencies to execute them?

MICE is very important to us as this is a truly heartfelt engagement with our channel partners and dealers. We use channel marketing programs to showcase product differentiation, launch a new product and train our partners regarding our offerings. Normally, we organize channel marketing programs for each state. We recently executed one where we took top 150 dealers to Dubai. Such programs help us build great momentum for the brand. We do not have a fixed agency that we work with but we do share the brief for each event with our empaneled agencies and then select a partner on the basis of their creativity and planning.