

Orient Electric rolls out TVC with Dhoni to promote IoT-enabled air coolers

The TV campaign will be out on both print and digital

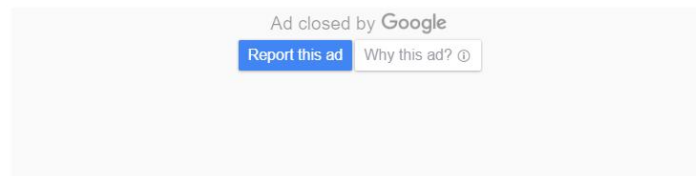
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Orient Electric has launched a new TVC campaign featuring long-standing brand ambassador M S Dhoni to introduce its new range of IoT-enabled air coolers.

The TV ad starts with Anushka Sen, who plays the role of Dhoni's on-screen niece "Chikki", enjoying the powerful air throw of Orient air cooler. The next frame shows Dhoni's entry and Sen comparing features of the air cooler with Dhoni's batting prowess. This is followed by Dhoni getting a call from his wife to which Chikki mischievously points out how Orient's new air cooler can also be controlled via mobile just like him.

Saurabh Baishakhia, Senior VP and Business Head, Home Appliances, Orient Electric Limited said, "We are continuously focusing on using technology led innovation to create the differentiation that the new age consumers expect. By introducing a complete line-up of IoT-enabled air coolers which can be controlled via Orient Smart mobile app and voice assistants (Alexa & Google Assistant), we have clearly created a differentiator in the segment. The new TV commercial brings out the characteristic features of our air cooler range by means of a witty dialogue between MS Dhoni and Chikki. I am sure that this TV spot will capture the audience attention and create a lot of excitement about Orient's IoT-enabled air coolers."



Sagar Mahabaleshwar, CCO, Contract said, "It's not just talking about a new range of coolers but also the fact that it comes from the house of Orient. Which is why it was imperative to use the larger narrative that has been used for Orient Electric time and again, that of MS Dhoni and his on-screen niece 'Chikki'. And subsequently humanise all the innovative features of the coolers within it."

Souvik Datta, ECD, Contract Delhi added, "M S Dhoni is known as Captain Cool and that's known to all. And this alias nicely summarises the values we would want Orient coolers to stand for. So, we just created a moment, where a parallel is drawn between Captain Cool and Orient coolers in a simple and charming way."

The new TV ad will be flanked by print and digital.

