



**BRAND: ORIENT ELECTRIC**  
**#SWITCH "HAQ SE" TO INDIA'S**  
**FIRST 5-STAR LED BULB FROM**  
**ORIENT ELECTRIC**

### CREDITS

**CREATIVE AGENCY:**

CONTRACT INDIA

**PRODUCTION HOUSE:**

TUBELIGHT FILMS

**DIRECTOR:**

PRASHANT ISSAR

**HEAD OF PRODUCTION:**

KANWALPREET

### AGENCY



Orient's differentiator is that their LED bulbs are 5-star rated and brighter at a time when other brands only really meet the government's 3-star mandate. So, we decided to deposition 3-star rated LED bulbs by labelling them ordinary. Light-hearted

and clear, the messaging drives this home with a tongue in cheek song accompanying it.

### MAYUR HOLA

EVP and ECD, Contract Delhi

### CLIENT



The new TV commercial urges people in a thought-provoking way to switch 'Haq Se' to Orient's highly efficient 5-star rated bulbs. M.S. Dhoni has a longstanding association with us and therefore he was our natural choice for this campaign.

### ANSHUMAN CHAKRAVARTY

Head Brand & Corporate Communication, Orient Electric Limited