

## MEDIA

### Orient Electric extends association with Dhoni; launches new campaign

Written by [Raghendra Shikhrani](#) | Sep 28, 2015



In a strategic move, Orient Electric has announced the extension of its association with MS Dhoni, followed by the launch of new campaign to promote its new range of LED lights.

According to Rakesh Khanna, Chief Executive Officer, Orient Electric, today, consumers understand and accept that LED is a superior technology, runs longer and consumes less power. However, many of them are yet to switch lighting at their homes and office to fully LED. This is depriving them of real benefits and maximum savings on their monthly electricity bills.



Speaking on the idea behind the campaign, Khanna said, "through this impactful campaign, we want consumers to adopt LED Lighting more holistically. Our new range of LED lighting products is also in line with this thought and reflects our confidence in the potential of LED as the future of the industry."

With the launch of the campaign, Orient Electric is also expanding its portfolio of LED Lighting to reach out to the mass market.

#### The product

Puneet Dhawan, Sr. VP & Head of Lighting Business, Orient Electric believes that, today, lighting is not seen as a product but as a wholesome package where design, aesthetics, functionality, efficiency, output, longevity, all come together. In India where voltage fluctuations and umpteen variables play a part, it is important that we develop products that meet market requirements.



Commenting on the new product, Dhawan said, "Our LED products are designed to withstand power supply variations in a much better way which adds on to the life of the product. Our established competence centre works on various elements but largely focuses on the electronics and design of drivers and PCB for LED products. The new LED lighting range is in line with our brand promise to provide smart and innovative lighting products which delight our consumers."

Dhawan further informed that, besides consumer lighting solutions, Orient Electric has also added a new range of outdoor lighting solutions covering street lighting, floodlighting and landscape lighting applications.

"We are making strong inroads into the LED lighting segment and this campaign will reinforce our definitive positioning," added Dhawan.

#### The campaign



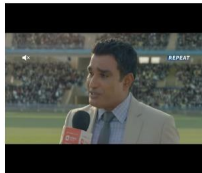
Conceptualised by McCann Worldgroup, the campaign features MS Dhoni urging Indian consumers to shift completely from conventional to LED Lighting and highlights the ability of Orient Electric's LED Lighting to offer significant savings on electricity bills.



Commenting on the concept of the TVC, Alok Lall, Executive Director, McCann Worldgroup, said, "With the increased competition in the home lighting space, not only was a strong proposition required, but also a creative that's cutting edge to break through the clutter. McCann Worldgroup has attempted just that, with its unique treatment and tone of voice that is sure to get heads turning in the marketplace and get Orient Electric and its LED lighting range noticed. In addition, the usage of celebrity is also a break from the mundane, where the chemistry of our star character 'Chikki' along with M.S. Dhoni plays a big role."

The TVC will run for four weeks and will be strongly flanked by print and radio advertisement and active engagement through digital touch points.

"Mahendra Singh Dhoni has a longstanding association with Orient Electric and he was our natural choice for this campaign. In the TVC, you will see him in an interesting situation and adding much-needed humour, while delivering our core proposition with great effectiveness," added Khanna.



#### Expert take



According to Naresh Kumar, CSO, Bang In The Middle, LED saves light, lasts longer than CFL and helps reduce bills are well known features of a LED lamp. The brand can't take Dhoni (portrayed like an idiot), Sanjay Manjerekar as Sanjay Manjerekar and the little girl as the clever little girl as she is, personifying the brand.

Commenting on the TVCs, Naresh said, "The whole set up is not fresh and the TVC instead of being funny is a bit of shrill product demo. I wish the brand had pushed itself a little more, turned the whole lasts longer, saves more, smarter proposition into a take that the consumer would have been compelled to buy the brand. This way all I remember is LED lamps, and today LED is a commodity, every brand says the same thing."