

Orient Electric's Strategic Repositioning campaign bagged Bronze award at Effie 2014

Effie® 2014, the apex awards for Indian media by The Advertising Club brought prestigious honours for Orient Electric, which is part of the diversified Indian conglomerate, CK Birla group. Orient Electric was recognised for its integrated campaign to change its positioning from being a significant player in Indian fan industry to a trusted lifestyle home solutions provider. McCann, the advertising partner for Orient Electric won the bronze award in Corporate Advertising and Reputation Category at the Effie 2014 held in Mumbai on 16th January.

The outline strategy for Orient Electric's repositioning was to shift the equity from a credible past to an innovative future. As part of the transformation, Orient 'Electricals' has been rechristened as Orient 'Electric'. The word "Electric" denotes vibrancy, energy and technology. This ensured a synergetic integration of all the three business verticals of fans, home appliances and lighting under one unified identity, thereby ensuring a consistent look in every element including packaging. Its logo has also been recreated in the colour orange which represents humanity, exuberance and joy. To generate stronger brand connect with consumers, Orient Electric launched a 3600 integrated brand campaign on TV, print, outdoor, digital and social media.

At the Effie 2014, Orient Electric won the Bronze for their campaign "the next generation is smarter", the set of theme TVCs showcased the brand's new philosophy - pitching the smarter act of a kid as a counterpoint to what M S Dhoni does in different moments of playfulness. Along with TV, Orient Electric also leveraged on press, outdoor and digital mediums to popularize its new brand statement.

Commenting on this recognition, **Mr. Anshuman Chakravarty, Head Brand & Corporate Communication Orient Electric** said *"We are delighted to receive this honour. This Effie is a testimony to the seamless teamwork in redefining and repositioning the philosophy of Orient Electric through our integrated campaign 'switch to smart' in the minds of consumers. Orient Electric's vision is to partner our customers at every stage of their modern-day in-home living by offering superior lifestyle solutions that make their world safer, easier and creatively inspiring."*

Explaining the philosophy behind this new positioning Jitender Dabas, Executive Vice President and Head of Planning, McCann Delhi stated, "Today's India is changing. More and more people are now spending a disproportionate amount of time towards improving their homes. Today's trend is all about the consumer's projection of his SMARTER side when it comes to home electrical solutions. Optimizing space & cost, seeking more efficiency and comfort are becoming a way of living for many, and these will continue to hold true for the smarter set of next generation consumers", he added.

According to Kapil Batra, Executive Creative Director, McCann, "Orient's new range of lifestyle solutions is almost like the brand's new avatar. And so it made perfect sense to portray Orient Electric as the next generation of Orient-a next generation that is more intuitive, intelligent and smarter. This became the perfect launch-pad for the campaign."