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Orient Electric gets MS Dhoni to bat for its LED lighting range

Conceptualised by McCann Worldgroup, the TVC introduces Orient's new range of LED lighting products to capitalise on the growth potential of this segment

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Click on the image to watch the TVC.

Orient Electric, part of the \$1.6 billion diversified CK Birla Group, has rolled out an integrated brand campaign for LED lighting. The campaign, featuring Mahendra Singh Dhoni, urges 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. With the launch of the campaign, Orient Electric is also expanding its portfolio of LED lighting to reach out to the mass market.

Explaining the rationale behind the TV campaign, Rakesh Khanna, Chief Executive Officer, Orient Electric, said, "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. 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."

"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.

Speaking on the concept behind 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 MS Dhoni, plays a big role."

Puneet Dhawan, Senior VP and Head of Lighting Business at Orient Electric, observed, "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. Our LED products are designed to withstand power supply variations in a much better way which adds on to the life of the product. The new LED lighting range is in line with our brand promise to provide smart and innovative lighting products which delight our consumers. We are making strong inroads into the LED lighting segment and this campaign will reinforce our definitive positioning."

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

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