

# Orient Electric and Contract Advertising Delhi launch an integrated campaign for LED Batten

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Orient Electric has launched an integrated campaign with its long-standing brand ambassador MS Dhoni for its range of LED Battens. The campaign shows Dhoni being playfully picked on by his niece for not putting an end to the misuse of flickering tube light and upgrading to Orient LED Batten which comes with 'No Choke, No Starter and No Flicker' and ensures better lighting with significant cost savings.

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Being one of the first companies to push for expansion of LED Batten segment, Orient Electric is spearheading this campaign to create awareness and trigger replacement of age-old conventional tube lights with LED Battens. The TV ad will be strongly flanked by print and radio advertisement and active engagement through digital touch points.



Commenting on the launch of the integrated campaign Anshuman Chakravarty, Head Brand & Corporate Communication, Orient Electric said, "It all started with a quest to find what's next after LED Bulbs. The second biggest consumer lighting product even today is the conventional tube light with its choke, starter and its impending problem of flickering, which we all have faced in our lives. We realised that our communication around LED Batten 'No Choke, No Starter and No Flicker', could be a potential game changer.



The campaign tries to increase awareness and trigger replacement of traditional tube light with LED Batten. LED Battens are far superior in terms of light output and quality, savings, aesthetics, durability and further helps in contributing towards the nation and environment. We were further emboldened by the fact that it has been competitively priced, just enough to trigger replacement. M.S. Dhoni has a longstanding association with Orient

Electric and therefore he was our natural choice for this campaign".

Mayur Hala, Executive Creative Director, Contract Advertising, Delhi said, "This one lit a bulb straight away. The brief was crystal, we knew the exact bone of contention (a flickering tube light) that needed to be played up. And we went straight for it, MSD in tow. This is also the inception of the entire LED Batten category, no brand has set foot there yet in terms of communication. It's a big opportunity Orient and Contract spotted in time and I'm sure it will do the job in taking the lead here."

*Credits -*

*Orient Electric Brand Head: Anshuman Chakravarty*

*Production House: Boot Polissh Films*

*Director: Shujaat Saudagar*