



Vivo IPL  
Antaryami Fans  
#10SaalAapkeNaam



Hype vs. Reality  
The AI Explainer



Join us on Pinterest  
Get latest news on  
advertising, media and  
marketing



Mobile-First SEO  
The Marketers Edition  
#3XEDigital

# afaqs! Creative Showcase: This brand played with YouTube's 'Skip Ad' button in 2 interactive ads

By afaqs! news bureau , afaqs!, New Delhi | In Advertising | March 16, 2017

65  
SHARES

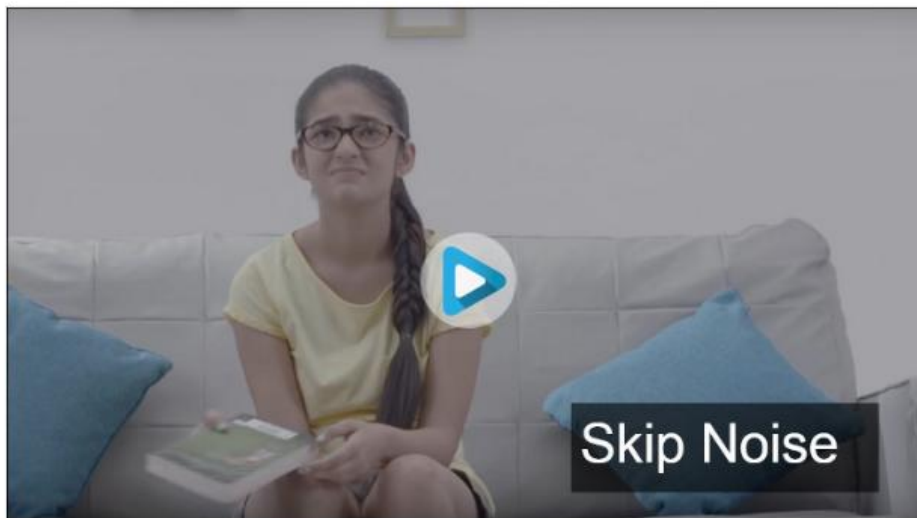


The advertiser is Orient Electric. The product is the Aeroquiet fan. The digital agency is DigitasLBi.

Stay Updated with Us




Orient Electric's new campaign created by Contract Advertising



Skip Noise says Orient Electric

**afaqs!**  
**FOXGLOVE AWARDS 2017**  
3rd edition

*For Restless, Creative 12-year-olds\* and less.*

**CALL FOR ENTRIES**

\*Agencies, production and design units.

Advertisement

### Top 10 Stories

Last Week Last Month Last Year

Sunil Raina named Lava CMO  
*Marketing*