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Advertising » Orient Electric No Starter and No Flicker No Choke MS Dhoni Anshuman Chakravarty

Find out why MS Dhoni is embarrassed in Orient Electric's latest ad campaign

The ad campaign has been conceptualised by Contract Advertising

ETBrandEquity | August 24, 2017, 08:39 IST

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Orient Electric, part of the USD 1.6 billion CK Birla group, has launched an integrated **advertising** campaign with its long-standing brand ambassador **MS Dhoni** for its range of LED Battens. The campaign features a TV ad that shows Dhoni being playfully picked on by his niece for not putting an end to the misery of flickering tube light and upgrading to Orient LED Batten which comes with 'No Choke, No

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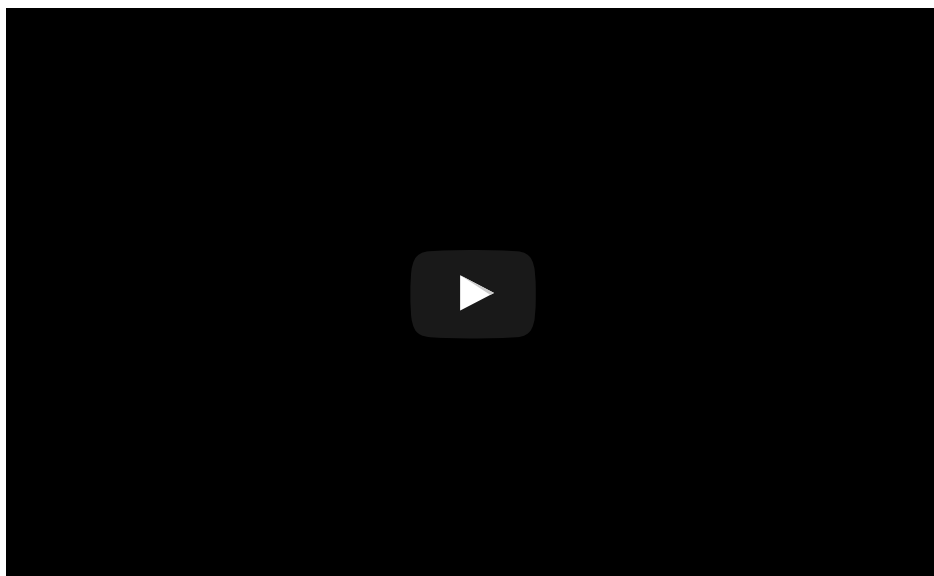
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Starter and No Flicker, and ensures better lighting with significant cost savings.

Watch the spot:



Commenting on the launch of the integrated campaign, **Anshuman Chakravarty**, head brand & corporate communication, Orient Electric said, "It all started with our 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 replacements.

M.S. Dhoni has a longstanding association with Orient Electric and therefore he was our natural choice for this campaign".

Mayur Hola, 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 that Orient and Contract spotted in time and I'm sure it will do the job in taking the lead



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Suresh Raina roped in as brand ambassador for IPOL Lubricants



Ola's ad campaign is for you if you've ever found yourself asking 'Kya farak padta hai?'



here.”

Campaign credits:

Brand: Orient Electric

Brand Head: Anshuman Chakravarty

Creative Agency: Contract Advertising

Production House: Boot Poliss Films

Director: Shujaat Saudagar

Media Agency: Lodestar UM

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