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Orient Electric unveils new ad for Aeroslim fan with MS Dhoni

The TVC follows the theme of turning your world upside down with the Aeroslim fan which flaunts a unique slim cylindrical design

exchange4media Staff 12 hours ago



Orient Electric, part of the USD 1.8 billion CK Birla group, today launched an integrated advertising campaign to promote Aeroslim, India's first smart ceiling fan. The Aeroslim fan is IoT-enabled and can be controlled via Orient Smart mobile app or by using voice commands via Alexa or Google Assistant. It is also India's first Inverter fan which ensures 40% energy savings in comparison to ordinary fans.

The new TVC features Orient's long-standing brand ambassador MS Dhoni and it follows the theme of turning your world upside down with the Aeroslim fan which flaunts a unique slim cylindrical design, aerodynamic blades, telescopically adjustable mounting, integrated under light and PU paint with superior Hydrographic finish & unique power saving Inverter technology. The TVC starts with a bunch of people fixing furniture, couch, carpet, bookshelf, wall hanging etc., on the ceiling of a house. The next frame shows MS Dhoni's entry in an upside-down room with Orient Electric's Aeroslim fan fixed on the ground followed by the key message – "Aeroslim, worth turning the world upside down". The TVC also shows MS Dhoni controlling the fan through Orient Smart mobile app.

Talking about the newly launched TVC, Anshuman Chakravarty, Head Brand & Corporate Communication, Orient Electric Limited said, "Aeroslim is world's slimmest smart fan loaded with umpteen features and Inverter technology for saving energy. It can be controlled by the Orient Smart App or via voice commands using Alexa and Google Assistant. Our 360-degree marketing campaign for Aeroslim kicks in from today, starting on social & digital platforms eventually leading to a full-fledged campaign by February. I am sure that our TV ad, featuring beautifully composed jingle and visuals, will capture the audiences' attention and create a lot of excitement. We have also worked out a robust TVC campaign flanked by print & cinema."