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Here's Orient Electric's Big Break After PSPO

By [Devesh Gupta](#), Published on Mar 6, 2017, 08.04 AM IST



There are times when people talk over the phone, the noise of the fan disturbs and distracts them. Most of the consumers take it for granted and believe that nothing can be done about this noise. [Orient Electric](#) found this particular aspect as one of the biggest pain points of the consumer, following an in-depth research across different consumer categories and geographies. The company took a cue from the insight and decided to create a silent fan.

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product was designed in two years with focus on elegance in terms of looks, silence and more air to consumer. The product is first in company's Aero Series range of premium ceiling fans, and claims to set new standards in the segment with its one-of-a-kind design and exceptional performance.

Commenting on the launch of the new ceiling fan, Rakesh Khanna, CEO, [Orient Electric](#) said, "If an AC can be quiet then why can't a fan be. We started looking at the fan from an aerodynamics angle and aeronautical design, which gives good air. While the world has changed, in the name of innovation, fans have seen some aesthetical augmentation over the years, but in principal they have remained the same. This is the fan for the millennials and for the enlightened, empowered and demanding consumers of today who seek more depth and meaning with their purchases.

The baby likes Silence more than a Lullaby. Orient Electric Aeroquiet- Very Si... ➔



Marketing Strategy

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integrated brand campaign including TVCs, social media, radio and print advertisements. The campaign features two ads showcasing the daily struggles of an Indian family given the noise of fans. Dhoni is seen urged by his niece in both the ads to put an end to this misery and switch to the very silent, very powerful Orient Aeroquiet fan. The films have been designed and conceptualized by Contract Advertising.

Speaking more on the idea behind the television commercials [Anshuman Chakravarty](#), Head Brand & Corporate Communication, Orient Electric, said, "The campaign aims to bring the focus of advertising from the brand to the product. The second big question while designing the campaign was whether to carry the forward the conversation of Dhoni and his niece. In the end, we decided to continue the conversation as it is the corporate theme for advertising across all our products. In addition to that, we have introduced the other characters of the family in the advertising to convey the essence in a strong manner.

The brand is promoting the films on television for four weeks with a very heavy focus on news channels. It is targeting males between 25 years and 45 years who make the purchases for fans. However, the design aspect is still dominated by the woman in the house. In the second phase, the brand will put focus on print and radio campaign. The entire campaign will be amplified using digital media channels such as YouTube, Facebook and Twitter. The brand is geo-targeting audiences across four top metros along with Bangalore and Hyderabad. In the third phase of the campaign, the brand will again spend on television to build its presence. MS Dhoni was also part of its international launch, recently held in Madrid, Spain.

Complete your conversations with the all new Orient Electric Aeroquiet- Very... ➔




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The brand has placed the product at a price point of Rs 4,500 and claims to have no competition for it. Orient Electric is targeting retailers in order to push the product since the brand enjoys a legacy in the India market. They have started reward and redemption points and retailers can scan the QR codes to collect these points. The brand is also planning to rope in electricians as they are also one of the biggest influencers in the market.

URL: <http://www.adageindia.in/marketing/cmo-strategy/heres-orient-electrics-big-break-after-ppsp/articleshow/57482687.cms>