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Dhoni narrates old bat & new Orient LED story

17 Aug, 2017 - 12:04 PM IST | By indiantelevision.com Team

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MUMBAI: Orient Electric, a 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 Starter and No Flicker', and ensures better lighting with significant cost savings.



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.

Orient Electric head brand & corporate communication Anshuman Chakravarty 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."

Contract Advertising executive creative director Mayur Hota 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."