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# ORIENT ELECTRIC: LED BATTEN BY CONTRACT ADVERTISING

Location: **India**

Agency: **Contract Advertising**

Client: **Orient Electric**

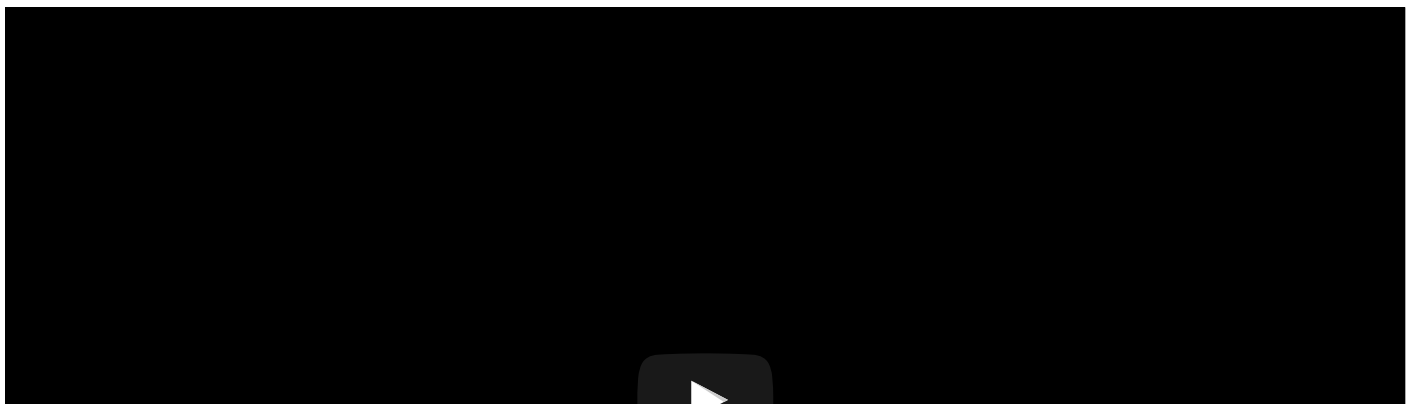
Date: Aug 2017

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

## Credits

Brand: Orient Electric

Brand Head: Anshuman Chakravarty

Creative Agency: Contract Advertising

Production House: Boot Polish Films

Director: Shujaat Saudagar