

PRESS RELEASE

## **Orient Electric goes heavy on digital for its new Aeroquiet fan**

- *The new brand campaign featuring M.S. Dhoni draws attention to silence and highest air delivery addressed by the new Aero Series Fans. The campaign tagline is “Very Silent, Very Powerful”.*
- *The company has taken a digital heavy approach to raise product awareness and reach the target audience.*

**New Delhi, March 15, 2017:** Orient Electric, part of the diversified USD 1.6 billion CK Birla Group, has gone heavy on digital for its latest campaign of Aeroquiet ceiling fan. The entire campaign that spreads over a period of almost four months comprises TV, print and radio advertisement along with active engagement through digital touch points. The digital part of the campaign has been conceptualised and executed by Orient’s official digital marketing and strategic partner DigitasLBi.

Commenting on the strong inclination towards digital, **Anshuman Chakravarty, Head Brand & Corporate Communications, Orient Electric** said, *“We wanted to shift from brand centric campaign to product centric - ingredient branding. The challenge was to find the right mix of differentiation which is meaningful, sustainable and difficult to replicate. We eventually felt Silence and Power is what we need to communicate while the visual appeal will get delivered well in the audio- visual format. In terms of media we decided to go beyond print and radio, instead we focussed on the digital and social route more intensely.*

*Since the launch we have been able to garner over 40 million impressions on various digital platforms. We have been tracking all the campaign related digital initiatives closely and are measuring success based on different metrics. I must say that the overall targeted reach of the campaign has been phenomenal.”*

**Vineet Singh, Branch Head, DigitasLBi Delhi**, explains how his team executed the digital campaign, *“With the product proposition well established from the TVC, we brought alive an extended personality of the brand and the product on Digital platforms. Despite being a product that is used across the length and breadth of the country we see limited conversation about the same on social platforms. To initiate conversations around the same, we went live on social media with responsive campaigns for 5 straight days. Once the need for a ‘silent fan’ was established through our #CantStandTheNoise activity which focused on irritating noises throughout the day, we started with the #SilenceThatMatters campaign - a social listening activity through which we gave quirky replies to people who wish they had more ‘silence’ in their lives.*

*Addressing the problem using a distinct visual language & social innovations, our goal was to connect millennials across social platforms with our product. We not only established the ‘Very Silent, Very Powerful’ thought of the Aero Series but we were also able to generate leads via our digital campaign.”*

### **Campaign Highlights:**

Orient released two teasers (<https://goo.gl/GgLiKn>) including an innovation (<https://goo.gl/K4il9A>) on YouTube which garnered a total of 0.4 million impressions. In an interesting move, it also set up a Thunderclap campaign (<https://goo.gl/K3HQIA>) to build anticipation about the new launch. The campaign received support of 593 users with the ‘Clap’ happening on the launch day i.e. 23<sup>rd</sup> Feb 2017 at 4:00pm. Orient’s Thunderclap activity reached out to over 4 million people. The TVCs (<https://goo.gl/BsGJsC>) went on air as well as on digital platforms including YouTube, Voot and Hotstar on the launch day, and have gained close to 1.2 million impressions online so far. On Twitter, Orient’s #CantStandTheNoise pre-buzz activity (<https://goo.gl/54SBMp>) was well received by the audience and received an impressive 7.8 million impressions. An engaging content mix is being served across Orient’s social handles including Facebook, Twitter and Instagram for campaign sustenance. A series of short films have also been created for YouTube which will go live in the next few days.

### **About Orient Electric**

Orient Electric is part of USD 1.6 billion diversified CK Birla Group. Orient Electric has been a household name in the Indian fan Industry for over 60 years. With its state-of-the-art manufacturing facilities in India and operations spanning over 35 countries, the brand has earned the trust of millions of customers worldwide by providing high-quality, innovative products. It offers a diverse selection of consumer electrical solutions including fans, home appliances, lighting and switchgear. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions. For more information, visit us at [www.orientelectric.com](http://www.orientelectric.com). Shop online at [www.orientelectricshop.com](http://www.orientelectricshop.com)

### **About DigitasLBI**

DigitasLBI is a modern, data-inspired agency.

We are the only agency designed to offer clients who seek to transform their marketing a complete stack of services, from integrated communications, to commerce to CRM and innovation services, across the world, all driven by our data about what really counts for your business.

Our global workforce of 6,000 includes industry-leading creatives in each region, working with data scientists, technology experts and media specialists to demonstrate what can be achieved when hard data meets imagination.

Our work is designed to make a place for our clients’ brands in the busy lives of the people they want to connect with.

In short, DigitasLBI exists to make your brand count.

DigitasLBI is part of Publicis.Sapient, a Digital Transformation Platform purpose-built to solve the challenges of today's digital world — where companies seek to become fully digital businesses. Publicis.Sapient is 23,000 people strong, across 100 offices in 50 countries.

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