

Pulp Strategy : Indian Market Agency providing Offline & Online Range of Integrated Solutions

Services at pulp strategy include Digital marketing, Content creation and marketing, Technology and development services and market activation programs.

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Pulp Strategy Communications, founded in the year 2011 by Ambika Sharma and Raj Vikram Singh, is a multi-award-winning full service agency in the realm of experiential, digital & interactive marketing. This Okhla based company provides a comprehensive range of integrated solutions amalgamating strategy, creativity, consumer insight, engagement design and technology to deliver measurable results for brands.

Led by a highly experienced management team, they choose to follow a service driven business model based on two kinds of client relationships: project based service or retainer service. Pulp Strategy has lent its creative expertise to leading and globally reputed brands like Nokia, Renault, Philips, Microsoft, Yahoo, Dabur among others. It has established its name as India's Youngest and most awarded agency with 45 global and national recognitions.

This well recognized syndicate skilled in addressing specific brand marketing objectives through cutting edge solutions is headquartered in New Delhi and has branches across India in Bengaluru, Chennai, Kolkata, Hyderabad and Mumbai. The company's business network extends via international associate offices in Thailand, Singapore, Malaysia, Hong Kong, UAE, Uzbekistan, South Africa, Australia, Sri Lanka, Europe, USA, & China.

Chitrakshi Suneja Interacts With Ambika Sharma, Founder, Pulp Strategy And Spoke To Her

Idea Generation

The 2008 slow down challenged the thought process of the industry, brands wanted value and effective solutions that focused on long-term transformational relationships with consumers. Digital and offline marketing programs infused with technology in harmony could create this value but an effective strategy needed an understanding of the clients business as well consumer intelligence. Only then creative story telling could translate into data driven effective marketing initiatives of scale. Instead of just domain expertise the need was of - marketing program creation, management, and execution expertise in one single ecosystem. This is the core of Pulp Strategy.

Unique Features

We have developed the expertise of creating consumer conversations across web, mobile, and offline. The Expertise enables us to create complex marketing Programs that deliver better. Deliver more and creative story telling that translates into data driven effective marketing initiatives of scale. We have the expertise to Integrate and keep marketing programs agile powered by an Understanding of the clients business eco system.

The team from a diverse backgrounds which bring differentiated value on board. Strong technology led monitoring that ensures data driven response, evaluation and monitoring. Agile teams with faster efficient go to market capabilities.

Differentiation Factors

As marketing gets more complex and the need to bring multiple interactive mediums into one seamless program and campaign increases our potential market increases. Marketing program management is complex and Pulp strategy is unique in its expertise where customized strategic engagement solutions integrate creativity, consumer insight, technology, and practical creativity to deliver measurable results for brands. We have invested in expertise and talent, which allows for seamless planning and execution of custom solutions.

The team comprises of Analysts, Creative strategists, engineers, product leads, marketing communication strategists, architects, experience designers, editors, producers, engineers for web, mobile, activation specialists, digital marketing experts, retail, training and ground program execution experts. The construct is set up to deliver comprehensive program management, which reduces waste, increases effectiveness and allows for constructive integration.

Funding Status & Monetization Model

We are self-funded, bootstrapped organization.

Our model follows the retainer and the effort billed format.

Traction details

The last 5 years has seen many milestones for Pulp Strategy. We are instinctively progressive and add unique offerings that have improved our course of business. For instance, we have introduced consolidation of shared computing retail space in 30 cities in 2011 and have launched an Augmented reality app in 2012, which could add rich media to marketing collateral.

In order to further increase our user base, we consolidated 3000+ premier campuses for intellect based Youth marketing initiative in 2012 and also launched our own studio for animation and video content for the web in 2013, which completed our content team.

We gained further traction with the launch of NFC based solutions in 2013, including BI, ORM and Analytic capabilities to our digital services in 2013. Furthermore, we increased and engineered our in-house Web and Technology development teams to include product development capabilities, in addition to the technology service offering 2014.

Future and Marketing Plans

Our offerings have evolved to keep with the market and the marketer's needs as an agency. Our methods have evolved to ensure we have better flexibility and tighter monitoring in order to create stronger offerings and solutions. I see Pulp Strategy as a strong intellectual partner to its clients and a leader in the marketing communications and interactive technology industry with a diverse portfolio of services and products in the future.

Market Size & Opportunity

The market size is substantial. Global advertisers are estimated to spend \$196 billion on digital advertising alone this year, Marketing spends over all are close to double of that. Marketing programs which integrate more than one medium are the fastest growing space in spend allocations. We have an interesting playing field.