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Pulp Strategy wins digital mandate for Whirlpool

Under the mandate, Pulp Strategy will manage the brand's presence across all digital platforms in SAARC countries...

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Whirlpool of India, a subsidiary of Whirlpool Corporation, has assigned its digital mandate to Pulp Strategy. The mandate covers markets in SAARC countries like Whirlpool Bangladesh, Whirlpool Nepal, Whirlpool Sri Lanka and so on.

Pulp Strategy wins digital mandate for home appliance brand Whirlpool

As a part of the mandate, Pulp Strategy will handle the brand's presence across all

digital platforms, including building and managing technology, media planning, media buying, digital creative and content, and social media. The digital agency will also be responsible for planning and executing new digital initiatives for the brand.

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Shivram B, head SAARC, exports and NB unit, Whirlpool, said, "Pulp Strategy has shown a deep understanding of the digital consumer journey and are aligned to our goals. We are looking to work with them closely to increase our brand preference and engagement across touchpoints in DCJ leveraging their creative prowess and data-driven approach."

Association was kickstarted with Whirlpool's new festival campaign for washing machines that talks about the advanced ability of Whirlpool washing machines in hygiene and care.

The campaign for washing machines went live in Bangladesh as the market saw surge in washing machine demand.

Ambika Sharma, managing director, Pulp Strategy, said, "We take immense pride in the work we have done previously for brands across the business spectrum, ranging from emerging start-ups to global brands. In the coming times we will focus on improving engagement and infusing technology into the current digital practice while we work towards strengthening the brands digital presence."

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