

Pulp Strategy wins the digital mandate for Avon

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pulp
strategy | AVON

As per the mandate Pulp Strategy will manage the beauty and personal care brand's presence across all digital platforms.

Pulp Strategy has recently bagged the digital mandate for leading direct-selling beauty & personal care company Avon post a multi-agency pitch. The mandate includes all AVON categories, Avon Skin, Avon Color, Fragrance, Fashion, Bath & Body, Hair Care, and Intimate Apparel.

As part of this mandate, the digital agency will handle the brand's presence across all digital platforms, including building and managing B2B e-commerce platform, media planning, media buying, digital creative and content, and social media.

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Sharing her insights, **Swati Jain, Marketing Director Avon**, added, "Avon is a brand which stands for beauty with a purpose, we are passionate about our brand and our rep community that drives the brand. We have used digital and tech efficiently and worked to create value in a digital-first environment of today. We are a compact and fast-paced team with 14 global brands across 8 product categories and we need our partner pace with us. Pulp Strategy's passion was refreshing, they were creative, demonstrated strong planning skills and we feel that they captured the brand vision well. They brought on-board a rare mix of technology and creative tech capabilities. In addition, the digital services roaster, something we have incorporated with our 1st campaign with Pulp Strategy we look forward to a good journey ahead on the brand."

Pulp Strategy has innovated with creative-tech in their 1st campaign with Avon's visual programming and augmented reality to build interactive Facebook filters for Avon's premium brand Avon True.

The campaign "*Feel your Best You*" has seen a resounding success powering impressive consumer generate content. It found its inspiration in Avon's belief of *Beauty With A Purpose*. With every day a new emotion bringing with it a new achievement, the campaign brings alive the true purpose of color and makeup "*Feel your Best You*".

Pulp Strategy kick-started the Avon relationship with the launch of Parineeti Chopra as the brand ambassador of Avon True, Avon's premium color brand. As part of the online launch the live session with Parineeti and RJ Akriti from RED saw close to 2 million cumulative views.

Commenting on the win, **Ambika Sharma, Managing Director of 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. We are delighted to partner with AVON. The Avon team is bubbling with energy and has a strong insight into their consumer subsets. It has powerful brands on the portfolio, vibrant and fast-paced with immense potential in the digital space. It is interesting to have a wide spectrum with B2B as well as B2C audiences. 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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