

Pulp Strategy conceptualises Tupperware's #PressForConfidence campaign for International Women's Day!

Utilises Facebook's all-new 'Press and Hold' feature to drive greater engagement



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In order to honour the women and their hard work, Tupperware India launched its innovative International Women's Day campaign, #PressForConfidence, on social media.

As part of the campaign, Tupperware asked its audience several important questions on its tipping point, putting in more efforts than required, dealing with hope and despair, etc. The brand then, put forth these questions to their support system, i.e. women who support and motivate them on a daily basis. The participants shared their stories and personal experiences to celebrate the women in their life and #PressForConfidence.

Tupperware India's Managing Director, Shilpa Ajwani said, "When we invest in women, we invest in our community. Tupperware empowers them to grow professionally and personally, and seeks ways to enhance their livelihood by providing continued business and learning opportunities. This has been a binding ideology for us."

The campaign has been conceptualized and executed by Tupperware India's digital agency, Pulp Strategy, which leveraged interactive content for higher engagement. The brand launched three teasers for the campaign inspired by International Women's Day #PressForProgress as confidence is the foundation of progress and Tupperware believes in cultivating confidence.

The flagship content pieces utilized Facebook's new 'Press and Hold' feature. The engagement levels are at an all

time high and social platforms are buzzing with participation.

Pulp Strategy's Founder, Ambika Sharma said, "Tupperware is a brand highly engaged with its audiences and community. It believes in creating delight with the small things and it was natural that we created the campaign #PressForConfidence with interactive content as the flagship."

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