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ADVERTISING

Pulp Strategy wins the digital mandate for Avon

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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, Pulp Strategy will handle the brand's presence across all digital platforms, including building and managing B2B ecommerce platform, 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.



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 work to create value in a digital first environment of today. We are a compact and fast paced team we have 14 global brands across 8 product categories and we need our partner pace with us.

Pulp Strategy has innovated with creative-tech in their 1st campaign with AVON with 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 resounding success powering impressive consumer generated content. The campaign, which is currently live, 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 sub sets. The Avon has powerful brands on their portfolio, vibrant, 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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