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## Pulp Strategy bags digital and creative mandate for health and nutrition brand Proburst

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*The agency's annual mandate includes overseeing the brand's digital and social media strategy, developing creative content, and creating the brand's position as a category leader.*

Pulp Strategy, the digital communications and technology agency has recently won a multi-agency pitch to acquire the digital media and creative mandate for Proburst, the nutritional and dietary supplement brand from Famcare India Pvt. Ltd.

The agency's annual mandate will include overseeing the brand's digital and social media strategy, developing creative content, and further iterating the brand's position as a category leader. The agency's mandate to set up a comprehensive digital practice for Proburst also includes initiatives on Mobile for the brand.

Commenting on the win, Ambika Sharma, founder and managing director, Pulp Strategy, says in a press note, "The fitness industry is on an upbeat and nutrition is an important catalyst for consumers to achieve their fitness goals, We are delighted that Proburst is poised to bring a change in how fitness is accessible to the larger segment of the Indian consumer and that we have the opportunity to participate in this growth."

Anubhav Goyal, COO, sports nutrition SBU shares, "Post an elaborate pitch process, we decided to go ahead with Pulp Strategy because they brought a unique combination of freshness, great insights and a passion for creativity on board which is in sync with our long term plans. They invested the effort to understand the fast evolving fitness

industry in India and the brand's aggressive plans within the segment, their creative insight for the category was refreshing. We have already seen interesting traction with the women's day campaign. It is rare for an agency to demonstrate capabilities of a big player with a strategy driven approach and the hunger of a start-up.”

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