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Pulp Strategy wins Proburst's digital mandate

The account was won post a multi-agency pitch

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Following a multi-agency pitch, Pulp Strategy has won the digital media and creative mandate for Proburst, the nutritional and dietary supplement brand from Famcare India. Pulp Strategy'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.

Anubhav Goyal, COO, Sports Nutrition SBU, said, "Post an elaborate pitch process we decided to go ahead with Pulp Strategy because they bought 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 brands aggressive plans within the segment, their creative insight for the category were 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 startup."

Ambika Sharma, founder and managing director, Pulp Strategy, added, "the Digital and creative mandate for Proburst is a great opportunity for us to work with one of the leading brands in the rapidly growing fitness segment. 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."

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