

Pulp Strategy celebrates World Emoji Day with a custom AR filter

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The Pandemic has brought the world on its knees with worldwide disruption. Besides the socio-economic impact it has put mental and emotional stress on us that leave us sad, lost and angry! This is more so for highly demanding and stressful jobs in marketing and agencies who constantly chase deadlines and work extended hours.

The cute emojis we love using are a perfect way to vent out emotions as they convey better than words. So why not Celebrate them!

There is also a reason to do so as the World Emoji Day is on July 17th. Do you know that an annual unofficial holiday that occurs on July 17 to celebrate emojis! Over the years it has become a popular date to make product or other announcements and releases relating to emojis!

Ambika Sharma, Founder & MD Pulp Strategy said “times are strained for most of us as professionals and given the last few months personally as well.

“Emoji day was an opportunity to do something fresh and fun using technology, this is not a marketing exercise but a fun activity, the emojis have been selected based on the sentiments we share at some point or the other, eg: with last minute feedback or an idea which is not aligned to the brief.

Keeping this in mind, we have created our new augmented reality filter which is live on World Emoji Day for you to take the lead and freely express your moods via emojis. All you need is to click a picture/Video, share it on your Instagram or Facebook account and Tag @pulpstrategy on your stories and we shall be delighted to reshare your post,” **Sharma** said.

Inviting all agency and marketing folks to use the filter to vent, celebrate, fret, crib, laugh and more, lighten your mood a bit by tagging your very own expressive emojis with us to add fun and spunk.

The News Desk

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