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# Pulp Strategy reveals India's 1st AI created Digital films

ADVERTISING

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Transformational digital agency, Pulp Strategy, is revolutionizing the advertising landscape with its cutting-edge suite of advanced AI capabilities for digital landscape.

### Innovation Lab Fuels AI-Powered Growth:

Pulp Strategy's commitment to pushing boundaries and staying at the forefront of digital marketing led to the establishment of the dedicated Innovation Lab in early 2023. This state-of-the-art hub allows for experimentation and trial runs with over 50 advanced AI tools, empowering the agency to harness their power for the ultimate benefit of their clients.

### Leading the AI Advertising Revolution:

Pulp Strategy's pioneering work in AI-powered advertising is exemplified by their recent Film for Dabur Red. They created a groundbreaking brand film solely using Generative AI human

guided creative intelligence. This achievement showcases Pulp Strategy's unwavering commitment to pushing creative boundaries and delivering unprecedented results.

### Meet Yukti – The AI Strategist:

In their pursuit of innovation, Pulp Strategy introduces Yukti, their groundbreaking humanoid AI persona. Yukti brings a new level of AI glamour and intelligence to social media and spends her off screen time serving as an "Intern" assisting in the strategizing, analyzing, and providing valuable insights. Yukti blurs the lines between human and artificial intelligence, setting a new standard for AI integration in digital marketing.

**Ambika Sharma, Founder and MD of Pulp Strategy,** states, "AI is at the peak of its hype cycle; the capability of the tools is limited but growing. There are many interesting and real value use cases beyond creative and content with generative AI. It is our collective responsibility to prevent 'nice-looking garbage' through quality control processes to ensure impactful and effective campaign outcomes."

### AI Across the Workflow:

Pulp Strategy seamlessly integrates Generative AI throughout the marketing workflow, transforming various stages with its capabilities, including:

- Research and analytics: Data visualization, insights generation, and audience segmentation.
- User persona-driven testing and feedback, which has shown promising results.
- Coding: Code suggestions, error detection, and automation.
- UI/UX: Wireframing, sitemap creation, and user behavior prediction.
- Content creation: Rich media, image creation, video editing, voice solutions, and music composition.
- Design: Art, graphic design, photo shoots, animation, and photo-realistic mockups.

### Impacting the Advertising Landscape:

Generative AI's influence on advertising is undeniable, and Pulp Strategy embraces its potential for good with the following benefits:

- Efficient research and analytics: Reducing errors and incorporating intelligence for better behavior insights and pre-testing.
- Personalized content at scale: Tailored messaging that increases engagement and conversion rates.
- Streamlined processes: Automating repetitive tasks to free up resources for strategic initiatives.
- Unleashed creativity: Generating unique and diverse content for various platforms and audiences.

### Addressing Ethical Considerations:

Pulp Strategy places a strong emphasis on responsible AI implementation with a robust human-centric framework, ensuring:

- Ethical content creation: Adherence to privacy, consent, authenticity, and ownership principles.
- Human-guided creativity: AI serves as a tool to augment, not replace, human ingenuity and emotional intelligence.

### Looking Ahead:

Pulp Strategy envisions a future where AI empowers them to deliver even more efficient, insightful, and impactful solutions for their clients. By responsibly harnessing the power of Generative AI, they aim to redefine the advertising landscape and unlock unparalleled creative possibilities.



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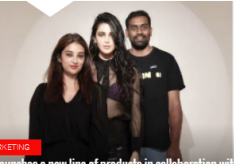
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