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Pulp Strategy named 'Youth Marketing Agency of the Year' at the Youth Marketing Forum by CMO Asia

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network2media Bureau
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NEW DELHI: Pulp Strategy was awarded with the 'Youth Marketing Agency of the Year' award at the Global Youth Marketing Forum by CMO Asia. The Youth Marketing Forum is the largest rendezvous of youth experts, marketing professionals, and brand marketing specialists, with the focus of 2013 being on bold vision and brand ideas for the youth audiences.

Pulp Strategy has made a mark in youth marketing, and it is their constant endeavour to build initiatives and channels which help connect and reach out to the youth better with depth engagement plans. With the advantage of being able to provide strong digital media integration to their campaigns, adding seamless value integration to their strength as a youth marketing agency.

A substantial chunk of the body of work is centred on youth marketing. Having taken an unconventional approach to experiential marketing, Pulp Strategy has built expertise in peer to peer marketing, ambassador-led programmes, influencer marketing and community seeding in addition to the traditional experiential marketing and brand activation campaigns. Pulp Strategy today creates and develops engagement initiatives with youth communities and works with over 4000 campuses across India, including the premier business and engineering 'Ivy League' campuses.



Ambika Sharma

"Youth is a much sought after consumer segment as they are early adopters and value brand engagement when in the correct perspective. We utilise a strong social media connect as part of the relationship building process in addition to using experiential marketing to create seamless engagements with the audience", says Ambika Sharma, MD and CEO, Pulp Strategy Communications.

Pulp Strategy has a proprietary channel of premium 3000 I-cafes across 30 top cities. These cafes are mapped to youth hangouts, college campuses, youth hostels and select schools. The channel sees a footfall of 1.9 lakh premium consumers in the age group of 15-35 every day. They company has successfully integrated this channel as an outreach medium and has witnessed phenomenal consumer response for the brands with trials, marked shift in consumer usage patterns, positive enhancement in perception, as well as acquisitions. Pulp Strategy has been consistently winning awards for their marketing campaigns in the year 2012 and this is the first for 2013.

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