



## Pulp Strategy Communications wins digital mandate for Barista Lavazza

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The agency's mandate includes overseeing the brand's digital and social media strategy, media buying, and planning across all digital and interactive channels.

Pulp Strategy Communications has won the digital media and activation mandate for the Italian coffee major, Barista Lavazza. The business will be managed by the agency's Delhi office. The win comes after a multi-agency pitch, in which several Delhi-based agencies had participated.

The agency's mandate includes overseeing the brand's digital and social media strategy. It also includes media buying and planning across all digital and interactive channels. Strategic planning for activation at retail is also a part of the business.

Ecstatic about the new win, Ambika Sharma, managing director and CEO, Pulp Strategy Communications, says, "Being chosen as the digital AOR (agency of record) by Lavazza India is a matter of honour and pride for us at Pulp Strategy. Lavazza India has big plans towards quality and leadership position in the café business in India and we are excited to partner it to fulfil that goal."

Sharma feels that the agency's biggest strength is a talented team and a holistic integrated approach, which understands the sensibilities of the brand as well as the nuances of retail and social media.

Pulp Strategy Communications is a full service digital, interactive marketing and communications agency specialising in the consumer interactive and experiential marketing space, providing customised and measurable solutions to address specific brand marketing objectives via consumer connect modules.

Its business verticals include brand activation, MICE, retail, rural marketing, consulting, digital and social media.

The company's business network spans Mumbai, Bengaluru, Hyderabad, Kolkata and Chennai in India, with international associate offices in the UK, Australia, USA, Thailand, Singapore and the UAE.

In December 2011, Lavazza appointed Law & Kenneth as its strategic and creative solutions agency in India.

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