

NEWS Pulp Strategy wins digital duties of Barista Lavazza India

28 Feb 2012

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Pulp Strategy has won the digital and activation business of Barista Lavazza India. Pulp Strategy's Delhi Office will handle the account. The agency's mandate includes overseeing Barista Lavazza's digital and social media strategy, media buying and planning across all digital and interactive channels. In addition to this, strategic planning for retail activation is also a part of the AOR.

The business was won in a multi-agency pitch in which 11 agencies participated. The agencies had to face multi-level of presentations that continued for almost two months. Pulp Strategy Communications is a full service digital, interactive marketing and communications agency.

Ambika Sharma, MD and CEO, Pulp Strategy said, "We are proud and honoured with the win, and are looking forward to possibilities through a holistic approach to activation and digital media. Although it's too soon for us to start revealing future plans, I believe that the work in the months to come will best showcase the approach."



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