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**Pulp Strategy Communications bags Barista Lavazza's digital biz**

Indiantelevision.com Team

(28 February 2012 4:12 pm)

MUMBAI: Pulp Strategy Communications has won the digital account of Barista Lavazza following a multi-agency pitch that started in December 2011.

The account will be handled by agency's Delhi office.

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Confirming the development, Pulp Strategy Communications MD and CEO Ambika Sharma said, "Lavazza India has big plans towards quality and leadership position in the café business in India and we are excited to partner them in fulfilling that goal. Our 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".

The agency has commenced working on the account in February. The agency's mandate includes overseeing the brand's digital and social media strategy, [media buying](#), and planning across all digital and interactive channels. In addition to this strategic planning for activation at retail is also a part of the AoR.

Law & Kenneth is strategic and creative solutions agency for Lavazza in India.

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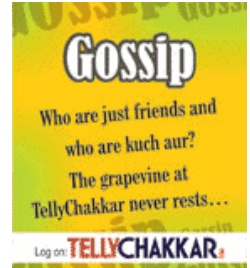
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