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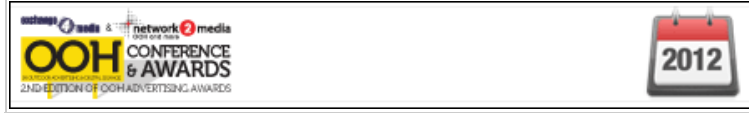
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Pulp Strategy Communications wins the activation and digital business of Barista Lavazza India

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network2media Bureau Wednesday, 29 February 2012 09:00 (IST)



NEW DELHI: Pulp Strategy Communications has won the mandate for the activation and digital media for the Italian coffee major Lavazza after a multi-agency pitch.

Barista Lavazza had called for a pitch a few weeks back and several agencies took part in the process. Pulp Strategy's Delhi office will handle the account. 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.

Barista lavazza traces its roots back to the old coffee houses in Italy – the hotbeds of poetry, love, music, writing, revolution and of course, fine coffee. Offering alternative options and pleasures of coffee to millions, the chain is also revolutionizing the coffee drinking experience in most Indian cities.

Barista Lavazza has managed to capture the loyalties of many elevating the experience of coffee to a lifestyle. Its leadership position can be attributed to a remarkable expertise in specialty coffee coupled with a sound technical competence, an ever-evolving delightful retail experience.



Ambika Sharma

Commenting on this account win, Ambika Sharma, managing director and CEO, Pulp Strategy Communications, said, "Being chosen as the digital AOR 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 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"

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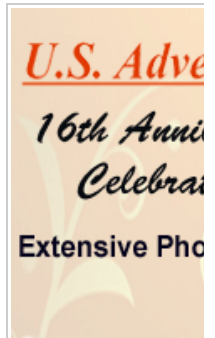
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Contact: +91 11 48
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