

“ALL HUMAN COMMUNICATION IN THE NEAR FUTURE WILL BE MANAGED BY A TECHNOLOGY”- AMBIKA SHARMA, MD & CEO, PULP STRATEGY

February 11, 2015 |



Pulp Strategy Communications is known for the effective use of digital and technological mediums to provide solutions for globally reputed brands such as Renault, Microsoft, Yahoo and Dabur among others. We caught up with Ambika Sharma, Founder, MD and CEO of Pulp Strategy Communications, to understand the impact and use of technology in the experiential marketing industry and what lies ahead for it.

EE- Your Company Pulp Strategy Communications forte lies in a more comprehensive use of technology for marketing solutions, why?A—We focus on technology because firstly it acquires a skill for us and including technology increases the scalability for a project. The second reason is amplification, infusing digital and other technological mediums allows us to amplify our strategies better and therefore get far better value in terms of impression, reach, as well as engagements online in addition to offline. The third reason is obviously the fact that it helps us in substantiating the impact we try to create through various marketing activities. Also, technology helps us to integrate with other mediums and curate as well as collect user and consumer generated content.

EE- Do you think the use of technology in experiential domain in India can ever compete with the standards of foreign countries?

A—I don't think there is any particular technology that is available elsewhere but absent in India. Neither there is a lack of resources or mediums as in we use a lot of technological aspects such as use of applications in our activities but as described how you want to utilize a particular technology in an appropriate manner, the onus of that lies on the agency.

EE- Share with us your future plans to push the envelope of the world of experiential marketing using technology?

A—We will continue to use technology and new mediums and multiple formats of those mediums for campaigns as per their demands and relevance. We have previously used a lot of google analytics, visual and virtual integration. We have also extensively used customized applications to be able to capture customer experiences; we create video booths and video stations. A lot of the times we live stream activation to a central hub and curate content out of that. So, in the future also we will continue to use technology as an essential element for our activations and marketing activities.

EE- How do you think technology has affected the world of experiential marketing overall?

A—Technology is definitely the need of the hour and without a doubt impacts consumers. Hence it impacts every single medium that deals with consumers. Though in our country's domain it hasn't impacted enough but the impact is expected to increase now as consumers are becoming more technologically friendly day by day. It provides for a two way environment and ensures standardization of the process of activations and curate a lot of content. Hence the impact is definitely huge and is expected to grow even further.

EE- Any experiential marketing activity by another agency that you loved this year?

A— Though I cannot remember the companies name but a prominent example is an activation wherein they had built in a wall of conversations which happened live from across the country. Live conversations about the event were also displayed on the wall. I think that was a really good mix of technology and user interface. I feel all the interfaces in the future are going to be technology centric. In fact all the human communication in the near future too will be managed by a technology, they will be more standardized and thus be of greater value.

- See more at: <http://everythingexperiential.com/all-human-communication-in-the-near-future-will-be-managed-by-a-technology-ambika-sharma-md-ceo-pulp-strategy/#sthash.ItfFk27B.dpuf>