

Exclusive | Entrepreneurship is a state of mind: Pulp Strategy's Ambika Sharma

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Ambika Sharma , Managing Director & CEO , Pulp Strategy Communications is amongst the senior most professional entrepreneurs who specializes in integrated planning and activation for brands. She is the face of the modern brand activation industry. A thorough marketing professional, she has an enriching experience of more than 16 years in the industry. Her forte ranges from medium identification, ROI maximization, facilitation, planning, to implementation of consumer experience based business solutions for brand marketing dilemmas with an in-depth understanding on traditional and new media in the context of the Indian consumer subsets. An opinion leader for the activation Industry in India, she has been on the PMAA (the Promotional Marketing Awards of Asia) Jury panel since the year 2008. Apart from this, she also has won a number of other accolades like Young Achiever Of the Year at the CMO Asia Awards 2011 & Marketing Professional Of the Year at the CMO Asia Awards 2011 for Excellence in Branding and Marketing.

Reminiscing a few milestones of her journey as an entrepreneur, Ambika Sharma says one of the crucial milestones has been the belief that clients and partners have shown a keen interest in her work, when they had nothing but personal 'equity' to put at stake. Later on, it was the team that came together and stood like a rock. Subsequently, the success the team achieved and the due acknowledgment from consumers and clients have been strong pillars of support. Adding to that the recent success at the WOW Awards with 7 Nominations and 3 Awards in respect of 3 unique campaigns was like an energy booster.

"Entrepreneurship is a state of mind; this is not just a cliché rather the core of being one! And the best part is that the best is always yet to come. One can set the pace and go for the next higher order of things on a daily basis – it's essentially non-restrictive", says the opinion leader for the activation industry in India.

On being asked about the number of titles that were bagged by her team at the WOW Awards, she happily exclaims that the feeling is exhilarating but this is just a start to achieving the bigger ideal i.e. improvement in services.

As a person who has witnessed the growth of the brand activation industry, she believes that due credit must be given to brand activation, which is a marketing tool with amazing possibilities and prowess when used with a planned tactical approach.

Promotional marketing mediums like any other media, also need to have consumer behavioral change and product adaptability as part of the delivery; she exclaims when quipped about the changes that are needed in the brand activation industry.

Talking about the current measurement metric which is used in the industry, she explains that currently, there are two trends broadly being followed; The progressive approach that works from a focused brand need and then develops the campaign as well as the measurability strategy from this need; and the approach that begins with what the campaign will be and then begins to map the measurement to the need. Commenting on the viability of this metric, she adds that a holistic approach, which focuses on the drawing board rather than in the invoicing sheet needs to be adopted.

Ambika Sharma ,the winner of the "Star Youth Achiever Award" of 2010, states that in the near future her team will look forward to strengthening their youth outreach, channels of I-cafes and campuses, with constant focus on Youth marketing driven by digital engagement and experiential formats.

Sharma was previously the Chief Operating Officer for Jagran Solutions (A unit Of JPL). Her career path has also seen her with organizations such as Encompass (a WPP company) and Kidstuff (a Mudra Group Co.)

She holds an honour degree in English Literature and is a post graduate degree in Mass Communications. A recognized and reputed name in the industry Sharma is a published author of articles in leading business and trade magazines.

She is also an avid biker and a member of all male bikers club called Group Of Delhi Super Bikers. She goes on biking trips in and around Delhi every weekend. She is adventurous and has a passion for traveling to not so mundane places which has taken her to places like, Cancun, Mexico and Honolulu.

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