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Pulp Strategy attains 'multiple' victories at the CMO Asia Awards 2012

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Company Brief
New Delhi, July 20, 2012

Pulp Strategy Communications proves its mettle, yet again, by bagging five awards at the CMO Asia Awards, 2012, concluded today (20/07/2012) at a glittering ceremony organized at the Park Royal on Kitchener Road, Singapore. With several shortlisted entries and candidates across various categories, three award were conferred on Pulp in the category 'Best Marketing Campaign of the Year' in respect of its: (i) More Internet Per Hour with Chrome By Google; (ii) Celebrations Unlimited with Windows 7 PC; and, (iii) Microsoft Meet The Don2 Mission Berlin Multi-product, campaigns. The fourth award was bestowed on Pulp in the category 'Best Use of Social Media in Marketing' for its 'I love You Guys – Microsoft Windows Phone' campaign. Finally, Mr. Ajay Anthony (Associate Partner & Director, Operations, Pulp Strategy) secured the coveted 'Young Achiever of the Year' award.

“We are delighted with the wins ! It's been a great year with some excellent campaigns putting our 2012 fiscal Award Tally at a staggering '8'. We are now geared up to work harder and deliver better in times to come,” remarked Ms. Ambika Sharma, Managing Director & CEO, Pulp.

Pulp has strongly emerged as a credible 'young team of veterans' in digital and experiential marketing, and is fully equipped to lead the interactive digital communications and brand activation industry in India, powered with its effective strategies and innovative campaigns.

For further information, please contact:

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Source: nailbites

This case study outlines a winning social media strategy campaign done by nailbites that made the online grocery retailer MyGrahak.com win the prestigious PRSI Award.

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