

Pulp Strategy executes SpeedStyle for Philips Consumer Lifestyle India

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Pulp Strategy Communications managed and executed SpeedStyle for Philips Consumer Lifestyle India. The objective of the campaign was to endow consumers with a hands-on experience of Speed Styling with Philips that would allow them to be their own stylist with the latest styles from the comfort of their home.

Envisaged as a 'the latest styles with speed' challenge, 'SpeedStyle' was designed to create an experience for the audience for the all new styling range from Philips in the valentine season.

Pulp Strategy created 'Philips SpeedStyle' as a platform to challenge people to style themselves as fast as possible in tune with the hectic time pressed lifestyles of today. Consumers could take up the SpeedStyle challenge at participating malls, campuses or Speedstyle themselves with Philips by simply logging in to the Philips India page and visiting the Facebook tab.

The best styled participants won Philips Styling Products and the rare chance to meet Arjun Kapoor or Aliya Bhatt. #PhilipsSpeedStyle captured the imagination of the audience as they shared their Speed styling experiences on social media #SpeedStyle4Girls, #SpeedStyle4Valentine and SpeedStyle4Boys with thousands of conversations as the campaign hashtags trended for 4 days nationally.

The content led campaign had quirky animated videos and vines which picked up popularity and showed strong organic traction as #PhilipsSpeedStyle trended globally.



"Through #PhilipsSpeedStyle we are giving youngsters an opportunity to celebrate Valentine's season with all the things they love - styling, speed, social media, selfies and gadgets that make new looks possible! Philips is providing the freedom and gadgets to style; all you have to do is bring your speed and show the world how stylish you can be using the Philips SpeedStyle app!" said Anurita Chopra, marketing director - personal care, Philips Consumer Lifestyle India.



“People are becoming more style conscious every day there is a genuine need for looking great in the limited time available in today’s hectic life. Philips products make it possible to bridge this gap and get the best of both worlds, Speed + style, and it was the inspiration for the Philips SpeedStyle. The campaign tonality was fun, short and relevant to our audiences with engaging content driven messaging coupled with the best in class styling experience with Philips”. Ambika Sharma Founder & Managing Director, Pulp Strategy Communications Limited