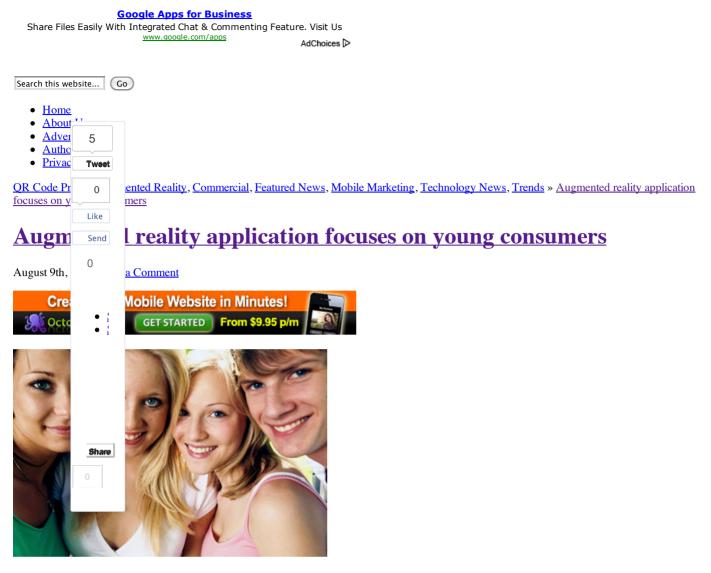
Articles Comments



Pulp Strategy launches new application to give companies an edge in ground marketing

Pulp Strategy Communications, an experiential marketing and digital communications agency, has launched a new augmented reality application that is meant to combine the digital and print worlds. The application is meant to add a new dimension to print media, which has struggled to stay in the interests of consumers due to the availability of new gadgets that have made some forms of print media obsolete. The augmented reality application allows for static creatives and collaterals to be used with interactive digital experiences, a feature that may be able to boost the popularity of print with the younger generation.

Augmented reality application could be a powerful marketing tool for many large brands

Pulp believes that the augmented reality application will be a particular benefit to companies with brand activation campaigns. Companies will be able to use the application as a a way to connect with a younger audience, providing them with interactive content that they may not be able to find elsewhere. This is, indeed, what the application is designed for. Ambika Sharma, managing director and CEO of Pulp Strategy Communications, suggests that "the app will find much synergies with the digital natives and young audiences."

Augmented reality is well on its way to becoming a leader in the marketing industry

Pulp is not the first company to show interest in providing ground marketing services to large companies. Several others have introduced similar services that leverage the capabilities of augmented reality. The technology is becoming a popular marketing tool due to its ability to provide consumers with an engaging experience with digital content. Augmented reality applications, in particular, are showing themselves to be excessively popular amongst younger consumers, many of whom are growing up stepped in mobile technology.

Young generation may be an ideal audience for interactive marketing

The comfort that the younger generation is showing with augmented reality makes them an ideal target for interactive marketing campaigns. These consumers are well versed in the various aspects of mobile technology and are accustomed to making use of it on a daily basis. Pulp believes that companies could benefit by setting their marketing sights on this demographic.

Related posts:

- 1. LA Times launches augmented reality application
- 2. Augmented reality application from Proton shows off new vehicle

Augmented reality application focuses on young consumers

- 3. Augmented reality application from NASA allows consumers to explore space
- 4. Laguna Beach launches first augmented reality application
- 5. VTT Technical Research Center develops practical augmented reality application for construction













Written by John Montgallo

Filed under: Augmented Reality, Commercial, Featured News, Mobile Marketing, Technology News, Trends · Tags: ambika sharma, augmented reality, augmented reality applications, augmented reality marketing, marketing news, pulp strategy communications, technology, youth marketing

Leave a Reply

You must be <u>logged in</u> to post a comment.

Follow Us!



Weekly Newsletter

Name	
E-mail	
Subscri	be

Advertisement

8/10/12



AS FEATURED ON

Technology News 24/7



8/10/12



Recent Comments

• admin on QR codes can be highly practical when you know how to use them "Will QR codes change the way we date, travel or tattoo our children. It's all ju..."

Categories

- <u>Augmented Reality</u>
- Commercial
- Entertainment Industry
- Fashion/Art •
- Featured News •
- Health Care Industry
- ٠ International
- ٠ Media News Partner
- Mobile Commerce
- Mobile Commerce Security ٠
- Mobile Marketing
- Mobile Payments •
- ٠ Near Field Communications
- **<u>QR</u>** Codes ٠
- Social Media Marketing
- Tablet Commerce .
- Technology News •
- Travel ٠
- Trends
- United States .

Archives

- August 2012 •
- July 2012 •
- June 2012 ٠
- •
- May 2012 April 2012 •
- March 2012 •
- February 2012 •
- January 2012 •
- December 2011
- November 2011 ٠
- October 2011 .
- September 2011 .
- August 2011 •
- July 2011 ٠

- June 2011 May 2011 .
- April 2011
- March 2011 .
- February 2011 •
- January 2011 .
- December 2010
- November 2010 .



About QR Code Press and MCommerce Press...We highlight the latest in the world of Mobile Commerce news so you can keep updated with the coolest technology available! Join us and explore the changes in how the world does business with new technology like Near Field Communications that enable mobile payments, Augmented Reality Apps, QR Code marketing techniques and Social Media marketing tactics. Learn from others how you can take your mobile marketing campaign to the next level by implementing successful mobile strategies. Enjoy and thanks for stopping by!

© 2012 QR Code Press