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Pulp Strategy launches mobile app exclusive for its clients

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Pulp Strategy Communications announced the launch of its Layar based mobile application, which is currently available for Android and iPhone users. This app will serve as a way to add digital content to printed media, thereby adding a new dimension to experiential marketing campaigns.



Commenting on the new app, Ambika Sharma, Managing Director & CEO, Pulp Strategy said: "This app is an excellent way to add digital content to printed media. The app allows the static creatives and collaterals used in on-ground activations to be infused with interactive digital experiences. In real time, this means that a static poster or a nimlock standee, which is a method of delivering static information, can now be an exciting engagement prompt. It is now an information tool + an engagement prompter. Marketers find value in such innovations as not only is it useful and social media relevant, but also breaks clutter and adds pizzazz to existing branding elements, increasing consumer engagement."

Pulp Strategy has begun to integrate the app for their upcoming campaigns, and is offering a white label solution where in the APP will be named after the brand. This app will be offered exclusively to their clients for their on-ground campaigns.

Speaking about how this app was conceptualized, Sharma said: "In campaigns targeted at the youth, digital integration had become mandatory when connecting with the consumers as brands now prefer to build social or digital engagement, leading to long-term retention of the consumer. This could begin from inclusion of the consumer liking the page to check-ins via RFID bands, participating on an online microsite, use of QR codes to direct users to a website or microsite url, etc. These tech elements add value to the plan and are meaningful to the digital native consumer. Most of these integrations need equipment and human intervention. For example, RFID bands need check-in stations. This app allows for a lot of things using the consumers hand held device. It is constructed as a mini app in a popular browser which has a million+ downloads on android alone. So the 'reach to consumer' already exists. The app is an innovation for our clients to integrate in their campaigns with us. It's got a stupendous response and is now going to be a part of more than a few forthcoming campaigns. It's cost effective, cool and clutter-breaking."

This app will allow for the static installations such as posters, standees, floor branding, etc, to become a video or a social button when coded into the app platform. POP buttons to social destinations like Facebook, Google+, Twitter, and LinkedIn will enable consumers to like pages, visit tabs, post on pages, tweet, and participate in everything happening on the brand's social pages. It will also be able to showcase a video on the phone, showcase the product logo in AR, prompt a visit to the website, and allow access to an order form or contact form.

Pulp Strategy

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