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Pulp Strategy Communications launched its Layar based mobile application. The application is currently available for Android and Iphone users. This app is an excellent way to add digital content to printed media. With an increased penetration of smart devices in the youth, the app allows the static creatives and collateral's traditionally used in on ground activations to be infused with interactive digital experiences. The next time marketeers plan for that poster creative in campus, or that big branded wall in a mall activation, or even brand merchandise for a campaign we can bring alive each piece of static creative digitally for their consumers. The possibilities are amazing, consumers can be prompted to quick check ins on Social media at the press of a Button, Drive Likes or follows, go to the brand site or order a product or stream the brand video straight to

the users hand held device.

The thought is not new, RFID bands for check ins have been used in activations before however they are device restrictive and cost per user piles on if one scales up. It needs physical equipment presence to drive any engagement / check ins. The Mobile app is device agnostic. Means all it needs is that the consumer have a smart phone and once planned it can scale up to unlimited consumers. It can be used unmanned means it is not necessary to have a promoter / brand representative drive the experience. Essentially the added delight in experience for the consumer comes at a negligible cost as part of the ground campaign. It integrates, Facebook, Twitter, Google+ Linked in for social media.

The possibilities are exciting and we have started to integrate the APP for our clients in upcoming campaigns. We offer a white label solution where in the APP will be named after the brand.
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