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Pulp Strategy bags three metals at the PMAA Awards 2012







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NEW DELHI: Pulp Strategy Communications won a 'Gold', 'Silver' and 'Bronze' each at the PMAA Awards, 2012 held at Kuala Lumpur, Malaysia. The 'Gold' was conferred on Pulp Strategy in the category 'Best Integrated Communications Campaign' for 'I Love You Guys' of Microsoft Corporation. The same campaign also got them a 'Silver' in the category 'Best Integrated Communications Campaign'. Finally, 'Learn with Yahoo. New to Net' campaign of

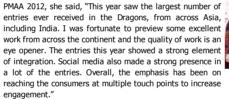
Yahoo India fetched them a 'Bronze' in the category 'Best Consumer Activity Generating Short or Long Term Brand Lovalty'.



Amhika Sharma

Speaking on the wins, Ambika Sharma, managing director and CEO, Pulp Strategy Communications, said, "We are thrilled with the PMAA metals. With recognitions at the Asia level, we have one of the largest wins in India. These awards position us as a leading youth marketing agency in India, which strengthens our resolve to better ourselves here on."

Describing the experience this year as part of the jury panel for





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